



Visit USA Association (UK) Ltd
Tel: 020 3095 1769
info@visitusa.org.uk
www.visitusa.org.uk

28th April 2025

Visit USA Association Survey Results

Travel Bookings to USA remain in a robust position

The Visit USA Association (UK) has revealed the results of its Market Barometer for the first quarter of 2025. A survey was sent to the association's tour operator and travel agent members to review booking trends for the first three months of 2025.

The topline results indicate that bookings to the USA are holding steady, and that cancellations are minimal. The survey results showed that:

- 72% of responders say enquiries and searches are above 2024 levels or on par with 2024
- 72% of responders say bookings are above 2024 levels or on par with 2024
- 87.5% of responders have not seen an uptick in cancellations or changes to forward bookings
- Best destination performers in this quarter: New York, Florida, California, Deep South and Las Vegas
- Comments confirmed that support from USA destinations has remained constant and provided a welcome boost to promotional activities

Kate Kenward, CEO at Visit USA (UK) commented "We were very pleased to see these encouraging survey results from quarter one of 2025, which confirm anecdotal comments from members that demand for and travel to the USA remains steady. Rising costs were the listed as the strongest barrier to travel. Our surveyed members commented on the resilience of British travellers' keen to visit a destination that offers a diversity of experiences, iconic cities, incredible landscapes, welcoming neighbourhoods, and a soundtrack and menu that are unmissable."

Kenward continued "Our advice to those planning a trip to the USA this year, is to book with our members who keep up to date with UK Foreign Office advice and USA immigration policies."

The Visit USA Travel Planner is an invaluable guide that can be downloaded direct from the Visit USA website now: www.visitusa.org.uk/travelplanner. This lists tour operators and travel agents who are experts on the USA, along with airlines, attractions and tourist boards ready to assist with itinerary planning.

Visit USA confirmed that they will continue to survey members with next results due following the end of quarter two in order to monitor forward enquiry and booking patterns, and to see the impact of a late Easter on the market.

For more information on Visit USA (UK) please visit www.visitusa.org.uk or email info@visitusa.org.uk.

Ends



Visit USA Association (UK) Ltd
Tel: 020 3095 1769
info@visitusa.org.uk
www.visitusa.org.uk

About Visit USA Association (UK)

Visit USA (UK) is a membership organisation that brings together experts from the widest range of US states and destinations, travel, accommodation, entertainment and other US-travel related products and services. Its strong and loyal membership base are travel professionals dedicated to increasing destination awareness and providing leisure travel arrangements to and within the United States of America.