US Travel Recovery Tracker

File created on: 9/9/2026 9:43:25 PM

National Travel Indicators

July 2026

U.S. TRAVEL ASSOCIATION

Compare to Prior Year or 2019
Previous Year

Travel Spending*
(Tourism Economics)

$122.8B

↗ +5.8%
July vs. Previous Year

↗ +4.3%
YTD vs. Previous Year

Air Passengers
(TSA)

↙ -2.1%
July vs. Previous Year

0.0%
YTD vs. Previous Year

Overseas Arrivals
(NTTO)

↙ -7.0%
July vs. Previous Year

↙ -4.7%
YTD vs. Previous Year

Hotel Demand
(STR)

↗ +2.8%
July vs. Previous Year

↗ +2.0%
YTD vs. Previous Year

Short-term Rental Demand
(AIRDNA)

↗ +2.0%
July vs. Previous Year

↗ +1.4%
YTD vs. Previous Year

Insights

Air passenger volumes fell further in July (-2.1% year-over-year), following a 1.3% decline in June.

Overseas arrivals contracted 7.0% in July, bringing year-to-date arrivals to -4.7% compared to the prior year.

In July, hotel room demand and short-term rental demand increased 2.8% and 2.0%, respectively.

Although price growth in travel-related categories slowed from the previous month, elevated demand in July drove a strong 5.8% year-over-year increase in spending.

Travel Indicators

% change relative to same month vs. Previous Year

Indicators	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Travel Spending (Tourism Economics)	0.2%	-0.7%	0.0%	-1.8%	-0.1%	1.0%	3.4%	5.0%	4.5%	3.8%	6.2%	5.8%
Air Passengers (TSA)	1.0%	0.7%	3.6%	-0.2%	0.0%	0.1%	2.7%	1.7%	0.1%	-0.7%	-1.3%	-2.1%
Overseas Arrivals (NTTO)	-2.9%	-7.7%	-3.1%	-3.5%	-1.3%	-4.2%	0.8%	3.6%	-14.1%	-6.5%	-1.8%	-7.0%
Hotel Demand (STR)	-0.7%	-1.3%	-1.7%	-2.2%	-0.3%	0.4%	2.8%	2.5%	2.0%	0.9%	2.1%	2.8%
Top 25 Group Hotel Demand** (STR)	-10.7%	-8.6%	-4.9%	-3.1%	-8.3%	-6.6%	-1.4%	1.0%	-1.2%	-3.3%	3.4%	5.2%
Short-term Rental Demand (AIRDNA)	5.0%	0.7%	2.6%	1.3%	1.1%	1.5%	0.0%	1.0%	1.6%	1.0%	2.1%	2.0%
National Park Visits (National Park Service)	1.1%	-2.4%	-5.6%	-4.2%	-0.6%	4.6%	1.4%	-0.6%	0.2%	-2.1%	-1.6%	-2.9%

-14.1% 6.2%

*Travel spending estimates are subject to revision as annual data becomes available
**STR group hotel demand at upper-tier hotels (luxury and upper upscale classes)

SYMPHONY TOURISM ECONOMICS

United States Travel Indicators

July 2026

U.S. TRAVEL ASSOCIATION

Select a State
United States

Reporting Period
Month

Indicator
Lodging Demand

JOBS

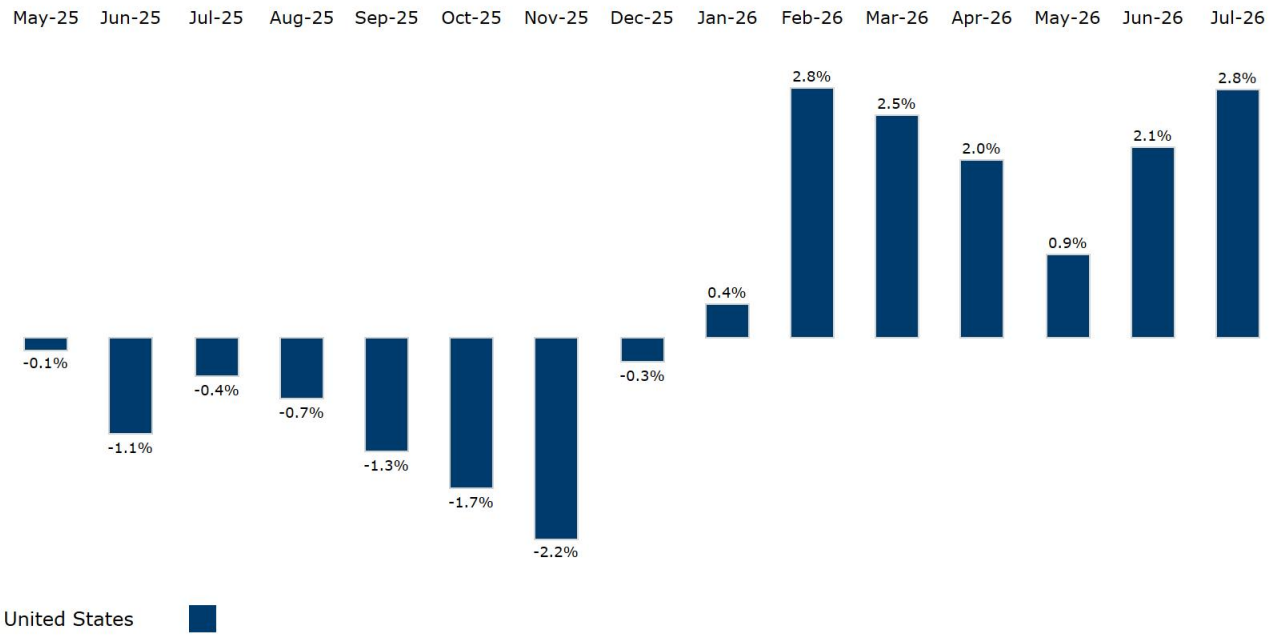
↗ +0.5%
July 2026 YOY
L & H Jobs
(BLS)

↙ -2.1%
July 2026 YOY
Air Passengers
(Airline Data Inc; TSA)

↗ +2.8%
July 2026 YOY
Hotel Demand
(STR)

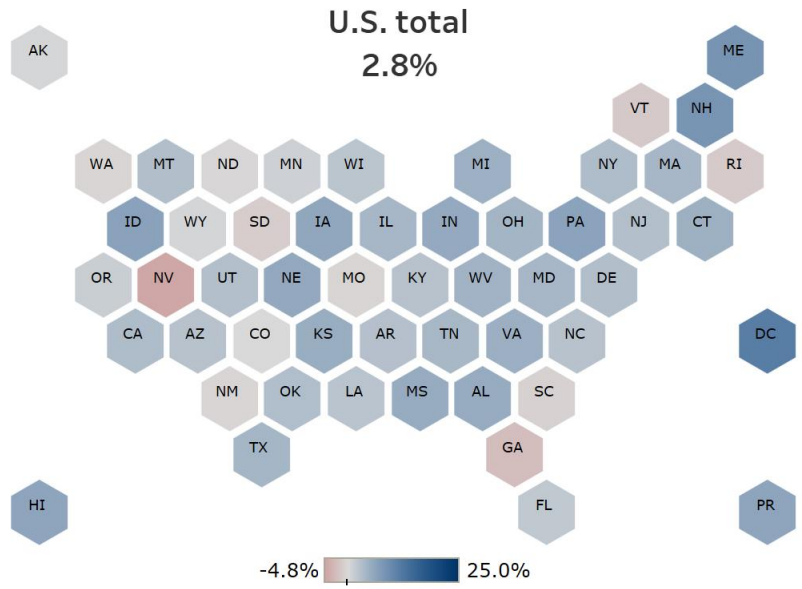
Lodging Demand by Month

United States vs U.S., % Change YOY



Lodging Demand by State

July 2026 (Month), % change YOY



SYMPHONY TOURISM ECONOMICS

Employment Trends

July 2026

U.S. TRAVEL ASSOCIATION

Insights

The labor market gained 30,000 private jobs in July, a similar amount to the prior month.

Leisure & Hospitality (L&H) employment fell for a second consecutive month, declining by 40,000 jobs in July, after a 43,000 fall in June.

L&H jobs still increased 0.5% year-over-year to 16.9 million in July – 83,000 above their level in the same month of last year.

L&H wage growth weakened to 3.6% in July, but still outpaced overall private sector wage growth of 3.2% in the same period.

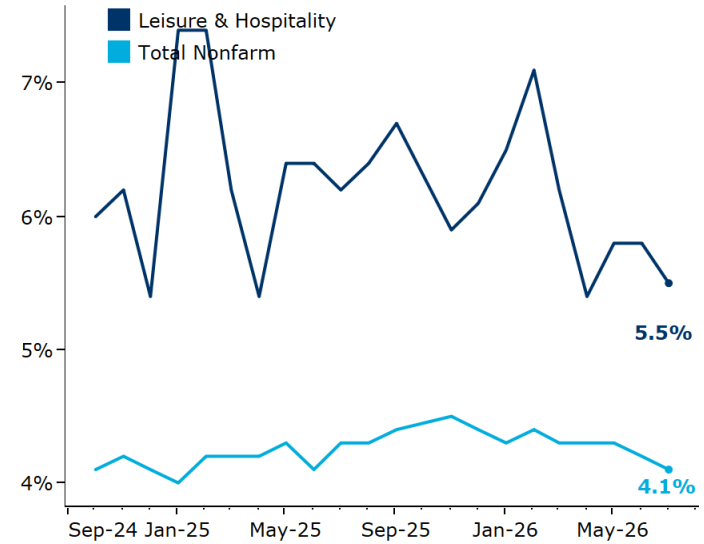
Job Changes by Industry

United States, July 2026

	Jobs vs. previous month	Jobs vs. Previous Year	Compare to Previous Year: % change vs. Previous Year
Total Private	30K	631K	0.5%
Leisure and Hospitality	-40K	83K	0.5%
Construction	22K	82K	1.0%
Education and Health Services	25K	550K	2.0%
Financial Activities	-14K	-114K	-1.2%
Government	-53K	-315K	-1.3%
Information	11K	-81K	-2.8%
Manufacturing	5K	-14K	-0.1%
Mining and Logging	-2K	-3K	-0.5%
Other Services	9K	49K	0.8%
Professional and Business Services	18K	115K	0.5%
Retail Trade	-19K	11K	0.1%
Transportation and Warehousing	10K	-67K	-0.9%
Utilities	1K	6K	0.9%
Wholesale Trade	5K	11K	0.2%

Unemployment Rate

Unemployment rate among those previously employed in the industry, seasonally adjusted



Leisure & Hospitality Sub-Sectors and Air Transportation

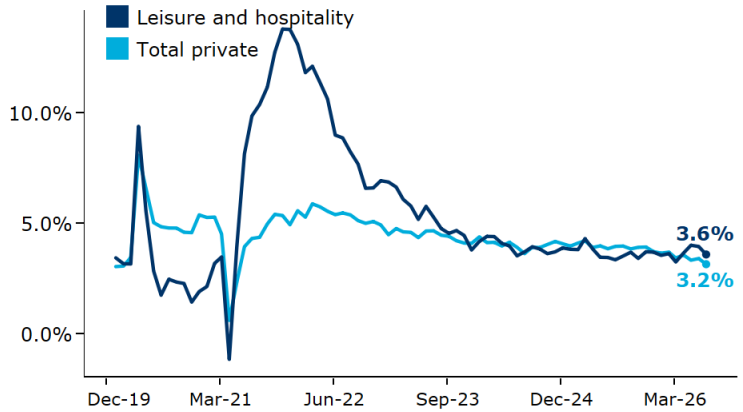
% change relative to same month vs. previous year

Industry	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Total Private	0.3%	0.4%	0.4%	0.4%	0.5%	0.5%
Leisure & Hospitality	0.8%	0.9%	0.8%	1.0%	0.8%	0.5%
Accommodation	-0.9%	-0.4%	-1.1%	-0.1%	-0.6%	-0.4%
Arts, Entertainment & Recreation	1.0%	0.7%	0.7%	0.4%	-0.3%	-1.1%
Food Services & Drinking Places	1.1%	1.2%	1.1%	1.4%	1.3%	1.0%
Air transportation	1.0%	1.5%	0.5%	-0.9%	-0.2%	-0.7%

Source: BLS

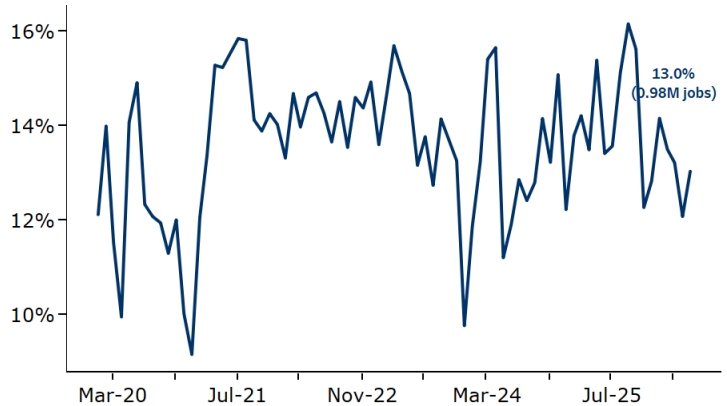
Average Hourly Earnings

% change relative to same month vs. previous year



L& H Job Openings

% share of Total Nonfarm job openings



SYMPHONY TOURISM ECONOMICS

Workforce

July 2026

U.S. TRAVEL ASSOCIATION

Insights

Private job openings declined to 6.5 million in June, resulting in a private job openings rate of 4.6%. Meanwhile, L&H job openings fell to 930,000 in June, yielding an L&H openings rate of 4.7%.

The private quits rate held steady at 2.2% in June while the L&H quits rate increased from 3.9% in May to 4.2% in June.

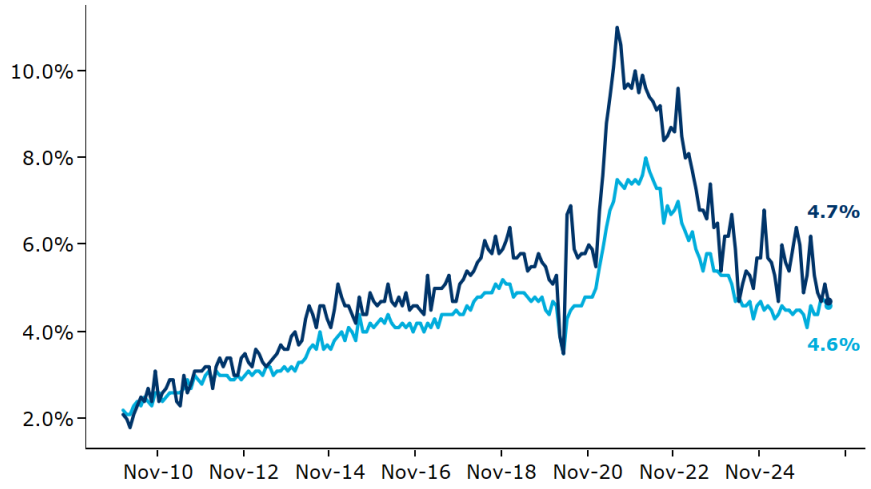
In July, the share of firms raising employee compensation rose to 31%, while the share of firms reporting being unable to fill job openings grew to 36%, the highest level in over a year.

Sector Filter
Multiple values

- Leisure and hospitality
- Total Private

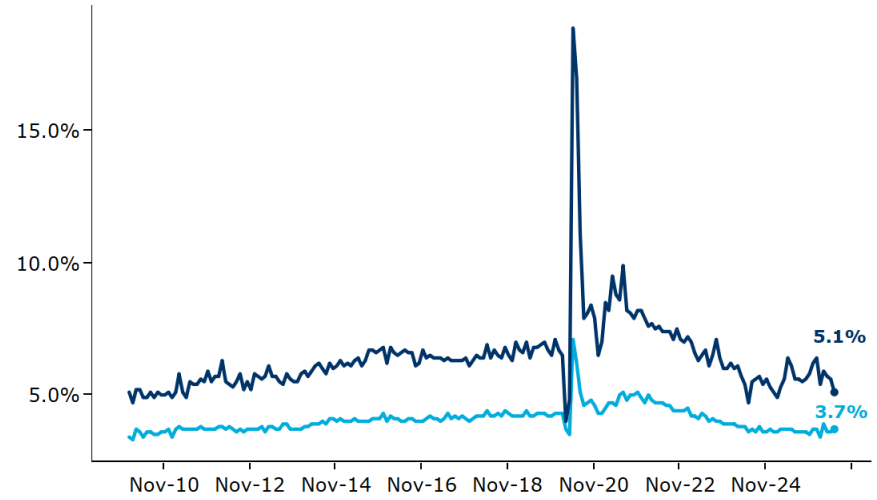
Job Openings Rate

Job openings as a percent of total jobs available



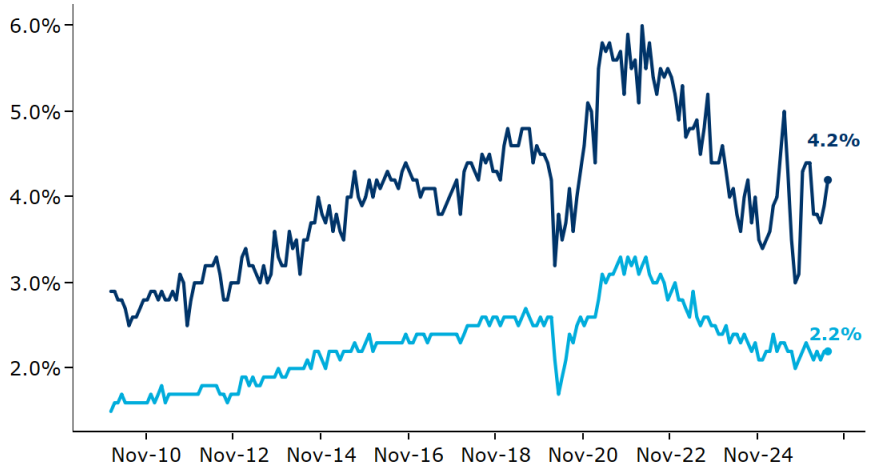
Job Hirings Rate

Job hirings as a percent of total jobs available

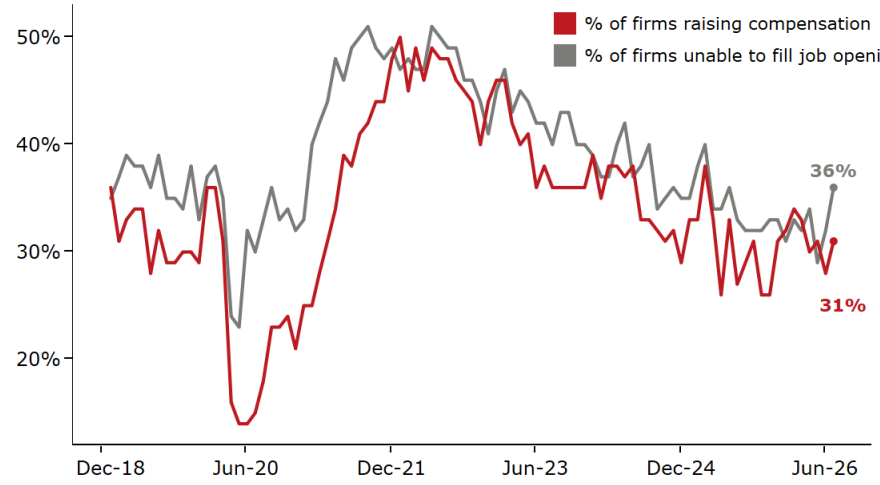


Job Quit Rate

Job quits as a percent of total employment



NFIB Small Business Jobs Report



SYMPHONY TOURISM ECONOMICS

U.S. Economic Conditions

July 2026

U.S. TRAVEL ASSOCIATION

Compare to
Previous Year

Insights

Headline inflation slowed to 3.4% in July from 3.5% the month prior as energy prices eased; however, price pressures could linger. Oil prices remain volatile amid Middle East tensions, while an AI-driven memory chip shortage is starting to push up electronics prices.

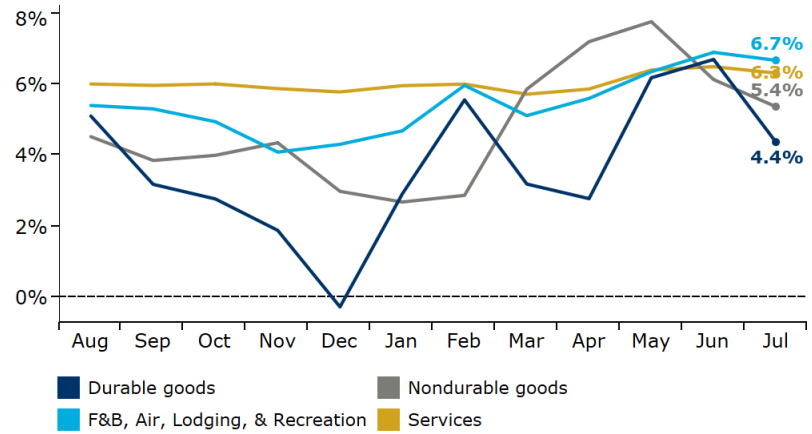
High prices continue to widen the divide between high- and low-income consumers. Tech stocks led a powerful market rally this year, lifting prices to new highs and boosting stock portfolios of upper-middle-income and wealthy households. This cohort has been a driving force behind consumer spending via the wealth effect. On the other hand, most households rely on income growth to finance spending. The modest slowdown in inflation last month is welcome, but price levels continue to erode purchasing power for the households that depend on paychecks.

Payroll employment fell in July, but the drop was driven by a seasonal 50,000 decline in local government education jobs that should be reversed by fall. The low-hire, low-fire labor market isn't generating wage gains that would support stronger spending growth, keeping the spending outlook reliant on the stock market's staying power. In the same vein, weak wage growth isn't an inflationary risk.

The relatively stable job market and rising household wealth suggest consumers remain on solid footing overall. Consumer spending is expected to grow at a 1.7% annualized pace in Q3.

Consumer Spending

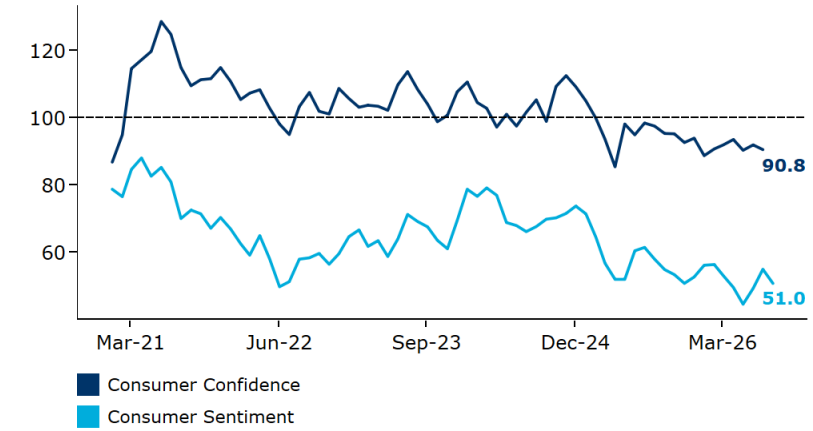
% change relative to same month vs. Previous Year, prior 12-month trend



Source: BEA

Consumer Confidence & Sentiment Index

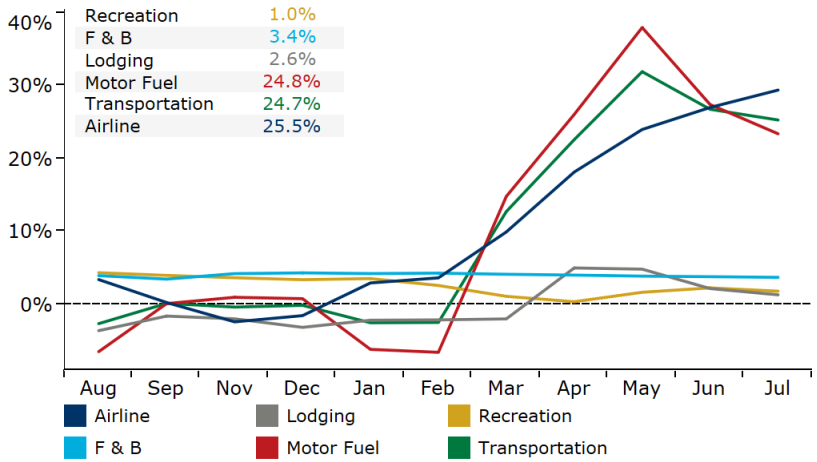
Index, 1985=100, prior 5-years



Source: Conference Board and University of Michigan

Travel Price Index, Major Components

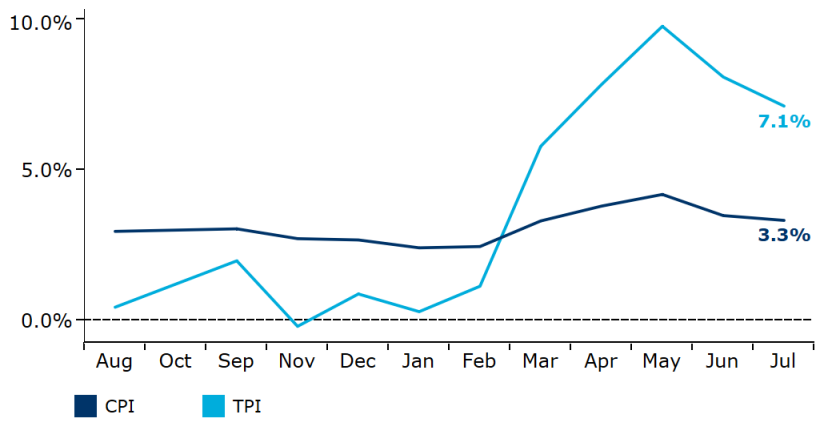
% change relative to same month vs. Previous Year, prior 12-month trend



Source: Tourism Economics

Travel (TPI) and Consumer (CPI) Price Indices

% change relative to same month vs. Previous Year, prior 12-months



Source: BLS (CPI); and Tourism Economics (TPI)

SYMPHONY TOURISM ECONOMICS

Air Travel

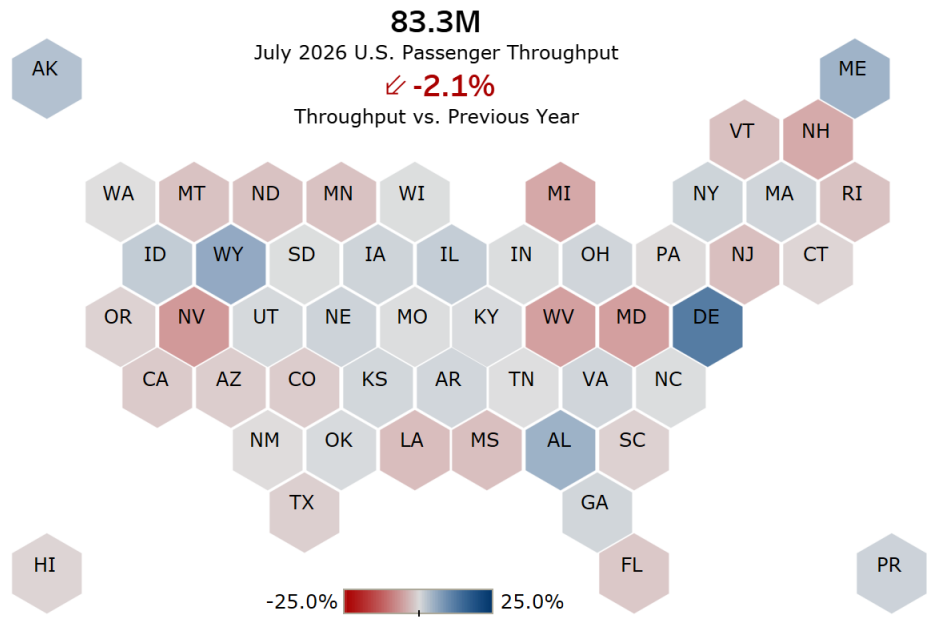
July 2026

U.S. TRAVEL ASSOCIATION

July 2026 Passenger Throughput by State

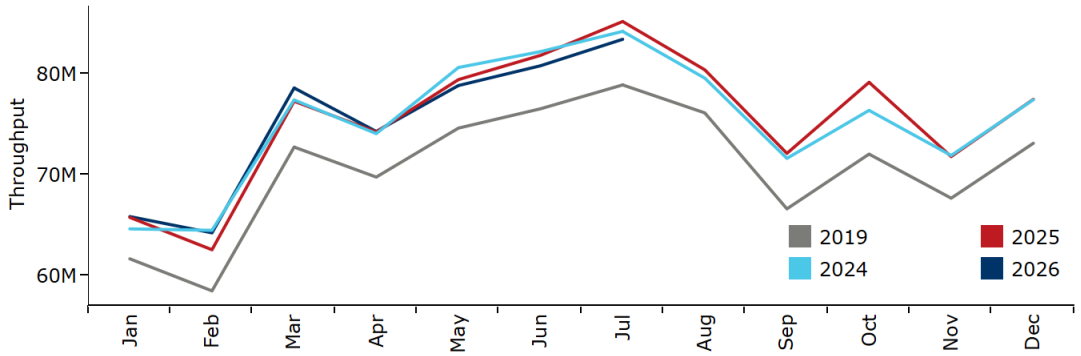
All passengers (domestic + international), % change vs. Previous Year

Compare to
Previous Year



U.S. Monthly Passenger Throughput

All passengers (domestic + international)



Source: TSA

Passenger Throughput Trend Comparison

All passengers (domestic + international), Index (2019=100)

State/Territory Name
Multiple values

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Arizona	114	113	119	122	117	112	118	120	117	118	119	114	112
California	95	93	95	98	94	95	93	96	96	94	93	94	92
Colorado	106	106	108	111	106	106	105	108	109	105	105	106	104
Georgia	119	116	119	122	118	119	121	121	113	121	116	114	121
Illinois	106	104	105	105	103	103	105	104	105	103	104	107	109
Indiana	114	118	118	124	112	113	117	120	113	123	115	113	114
Kentucky	111	107	113	111	103	105	105	114	110	114	110	109	112
Massachusetts	107	104	106	110	104	104	104	103	106	109	103	106	108
Michigan	109	109	108	108	103	104	104	110	102	103	99	102	102
Minnesota	109	103	104	106	102	100	103	103	101	103	101	103	105
Missouri	106	106	107	106	102	102	99	105	102	103	101	103	106
Montana	146	143	155	156	139	131	146	149	146	145	154	161	141
Nevada	111	111	110	113	108	108	112	114	112	107	107	100	101
New Jersey	103	105	104	105	106	107	108	105	109	100	99	99	99
New York	101	97	99	101	102	102	98	101	102	98	100	102	102
North Carolina	118	112	118	119	112	114	116	121	124	117	117	116	118
Oregon	100	99	99	102	98	95	97	99	96	102	100	102	98
Pennsylvania	103	103	105	107	100	101	103	108	108	101	102	102	102
Puerto Rico	139	150	139	133	120	124	141	131	158	153	143	138	141
South Dakota	131	131	130	138	133	127	147	149	145	150	144	132	132
Texas	115	110	114	115	112	111	112	116	116	119	130	120	113
Virginia	115	108	111	110	108	113	112	116	118	108	113	113	116
Washington	106	104	104	105	101	99	106	110	101	106	106	107	106
United States	108	106	108	110	106	106	107	110	108	106	106	106	106

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SYMPHONY TOURISM ECONOMICS

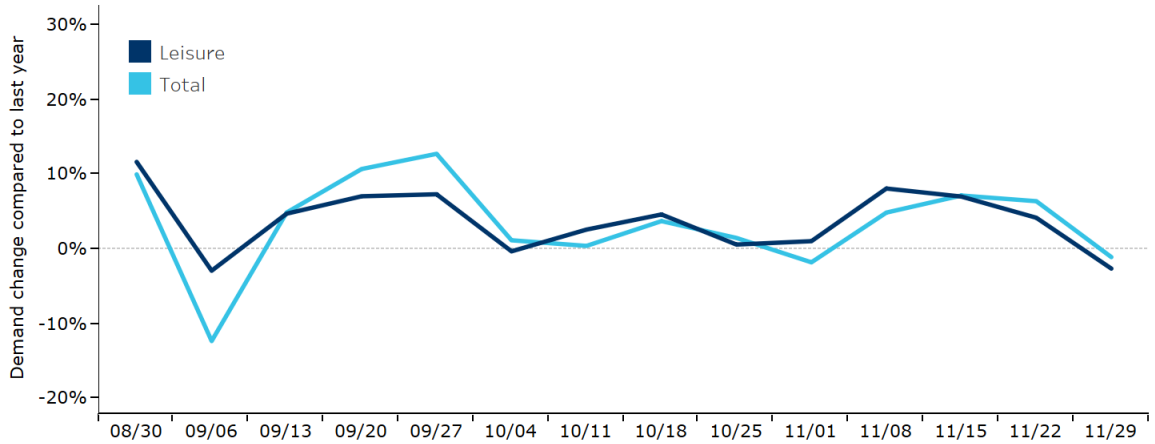
Domestic Leisure Travel

July 2026

U.S. TRAVEL ASSOCIATION

U.S. Hotel Leisure Demand Pace

Leisure hotel booking pace vs same time last year, as of 8/30/2026



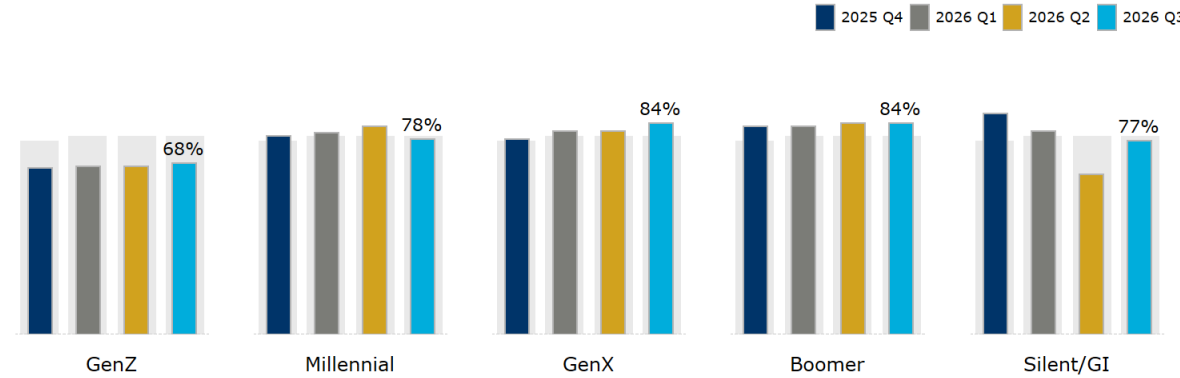
Source: Amadeus

Planning Leisure Travel Within the Next 12 Months

% of American Travelers

Demographic Generation

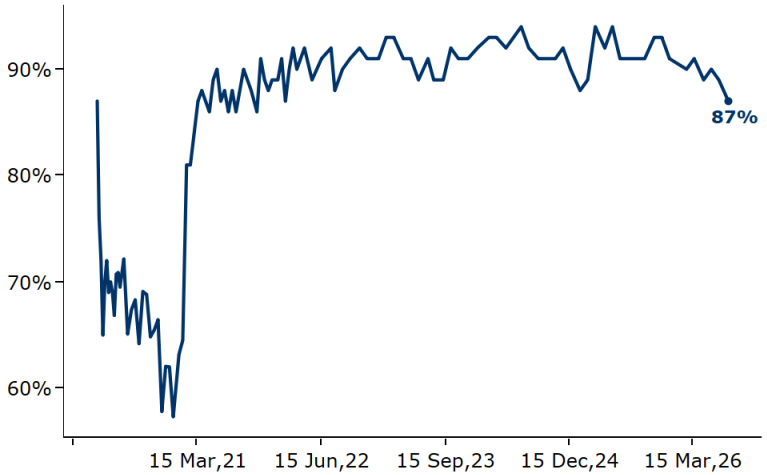
Travel Plans (use slider below to change travel window) Within the Next 12 Months



Source: MMGY Global's Portrait of American Travelers (released September 2026)

Consumer Travel Sentiment

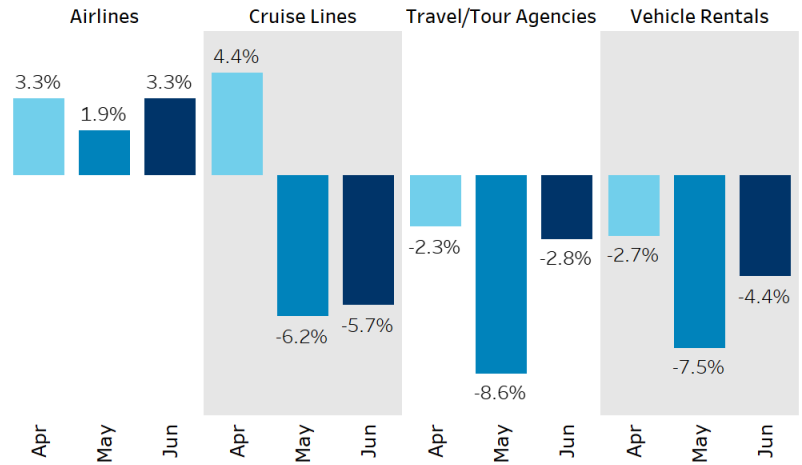
Travelers with Travel Plans in the Next Six Months



Source: Longwoods International

US Consumer Credit Card Spend

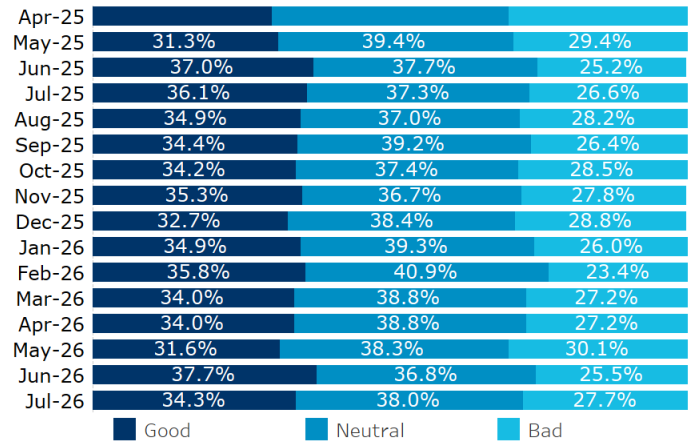
% change YOY



Source: TransUnion

Consumer Travel Sentiment

Do you feel now is a good or bad time for you to spend money on leisur..



Source: Future Partners

SYMPHONY TOURISM ECONOMICS

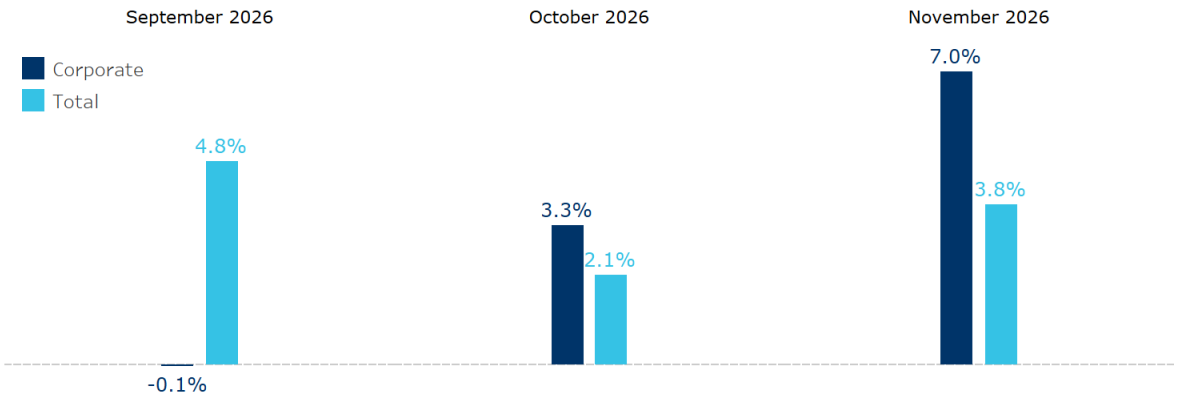
Domestic Business Travel

July 2026

U.S. TRAVEL ASSOCIATION

U.S. Hotel Business Demand Pace

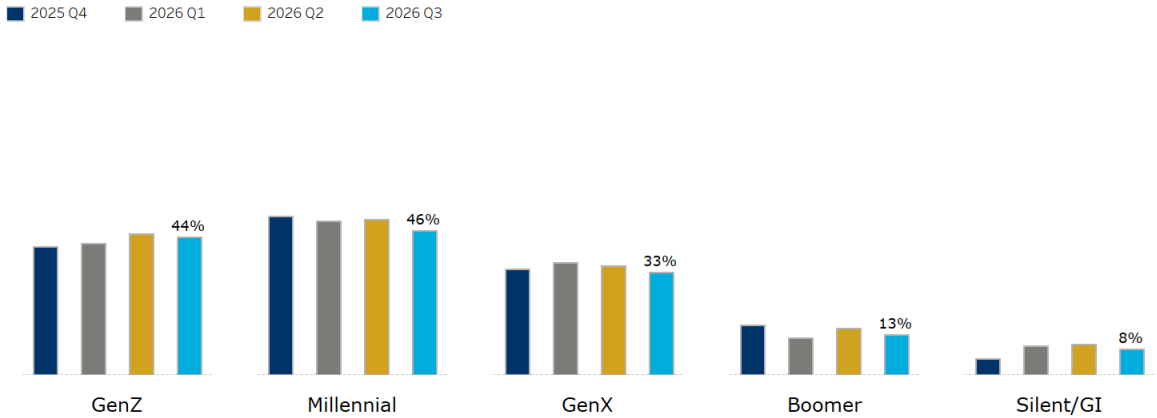
Business hotel booking pace vs same time last year, as of 8/30/2026



Source: Amadeus

Planning Business Travel Within the Next 12 Months

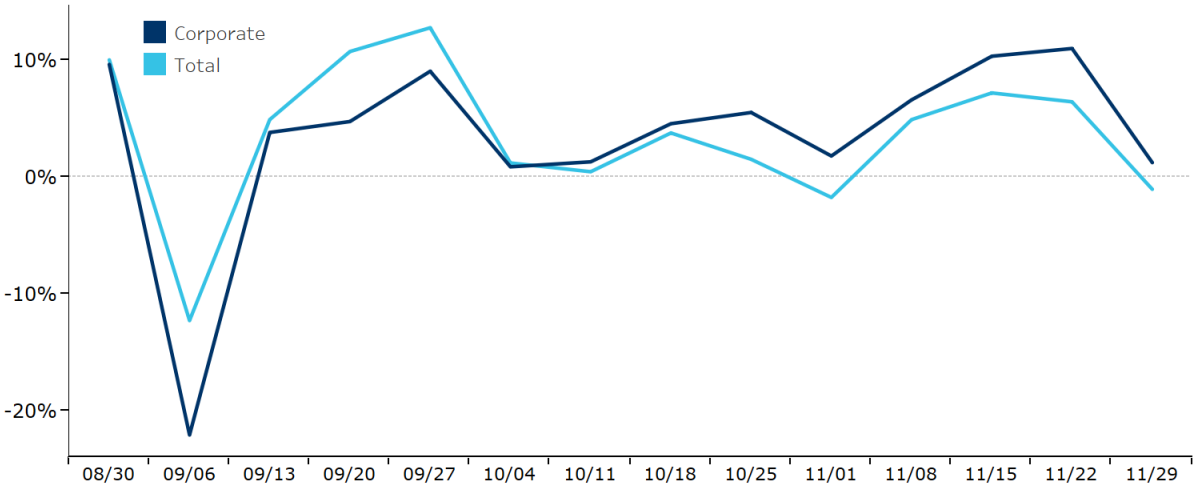
% of American Consumers by Generation



Source: MMGY Global's Portrait of American Travelers (released September 2026)

U.S. Hotel Business Demand Pace

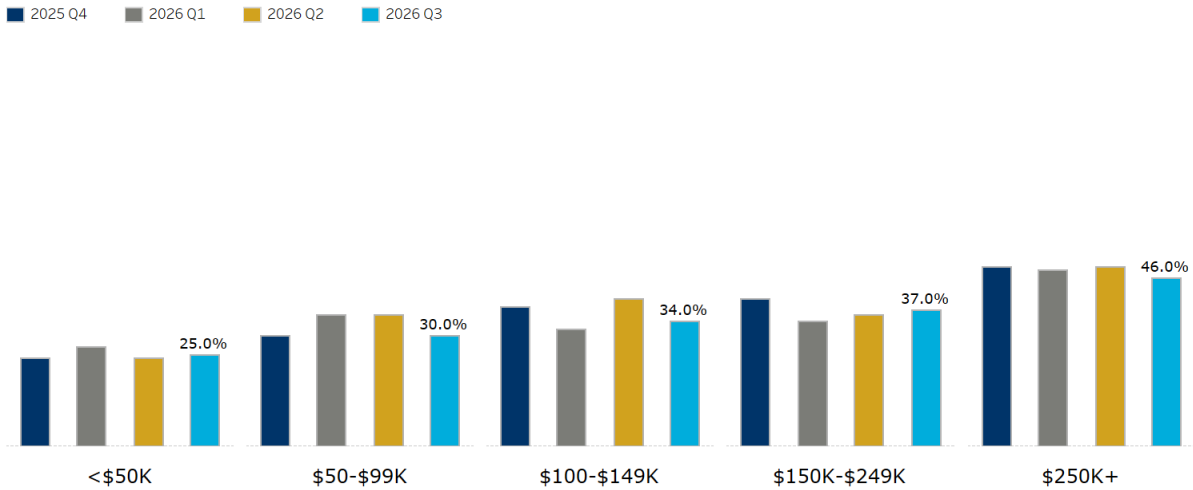
Business hotel booking pace vs same time last year, as of 8/30/2026



Source: Amadeus

Planning Business Travel Within the Next 12 Months

% of American Consumers by Household Income



Source: MMGY Global's Portrait of American Travelers

SYMPHONY TOURISM ECONOMICS

Domestic Group Travel

July 2026

U.S. TRAVEL ASSOCIATION

Insights

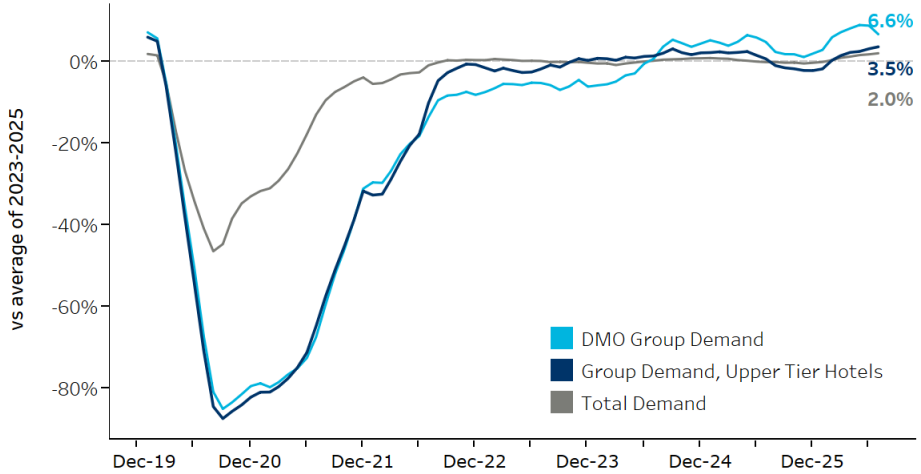
DMO group demand in July was 6.6% above 2023-2025 average levels, compared to 2.0% above for all hotel rooms sold.

DMO/CVB room nights on the books as of August are up 1.5% for Q3 compared to a year ago, but are down 1.2% for Q4.

The level of meeting planner optimism increased in June, with 35% more optimistic about the outlook compared to 24% in February.

Total U.S. Hotel Demand vs Group Demand

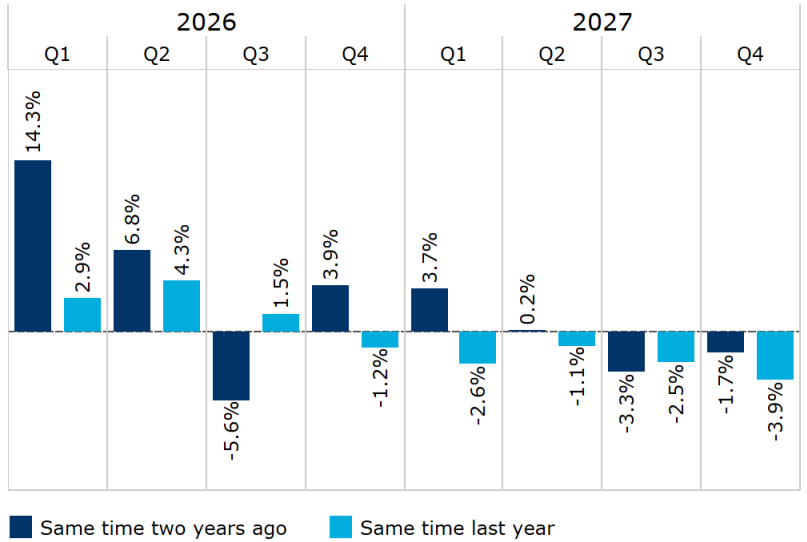
Group demand, % change vs average of 2023-2025, six-month moving average



Source: CoStar-STR; Granicus Destinations Simpleview CRM (250+ DMOs)

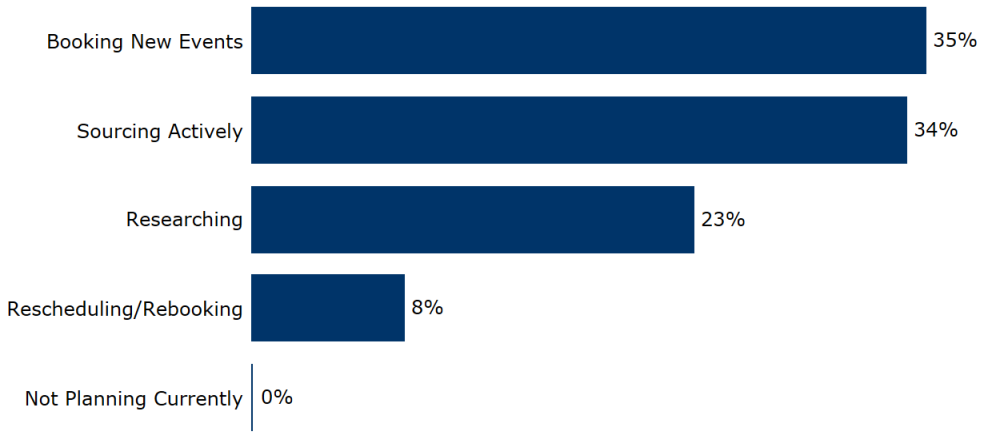
DMO Room Nights on the Books

By event date, vs. previous year (as of August 6, 2026)



Sourcing of Meeting & Event Venues

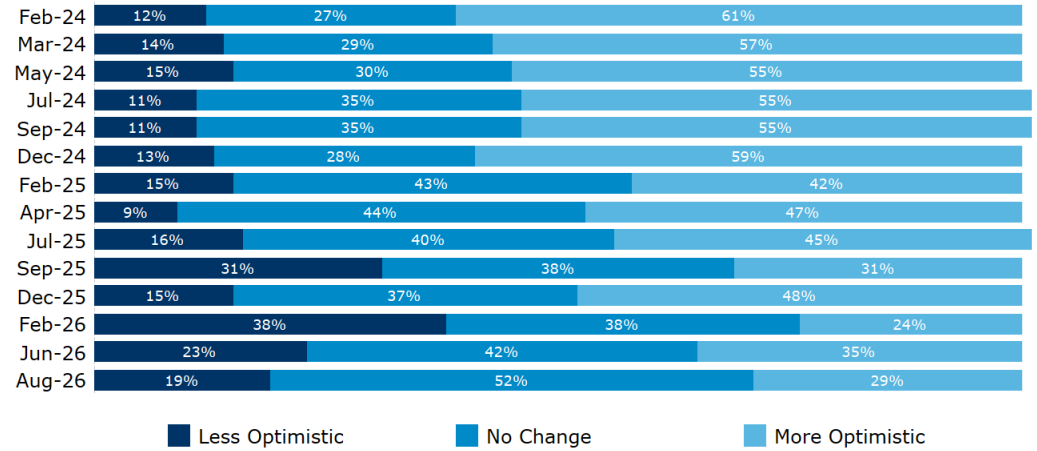
What is your current primary focus as it pertains to your live, in-person events?



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of June 2026

Meeting Planner Outlook

How the outlook for recovery has changed among meeting planners the past six weeks



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of August 2026

SYMPHONY TOURISM ECONOMICS

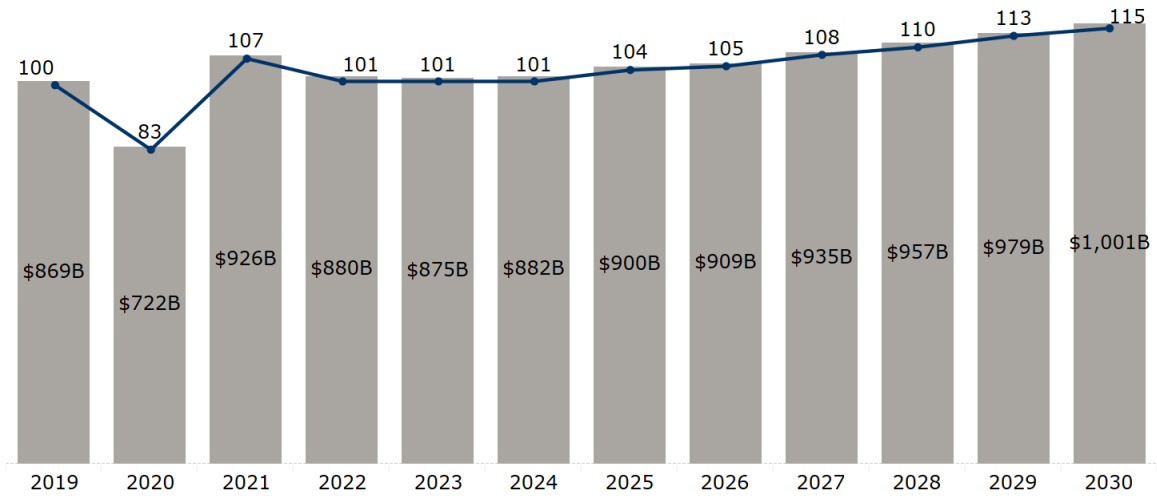
Domestic Travel Forecast

Forecasted in May, 2026

U.S. TRAVEL ASSOCIATION

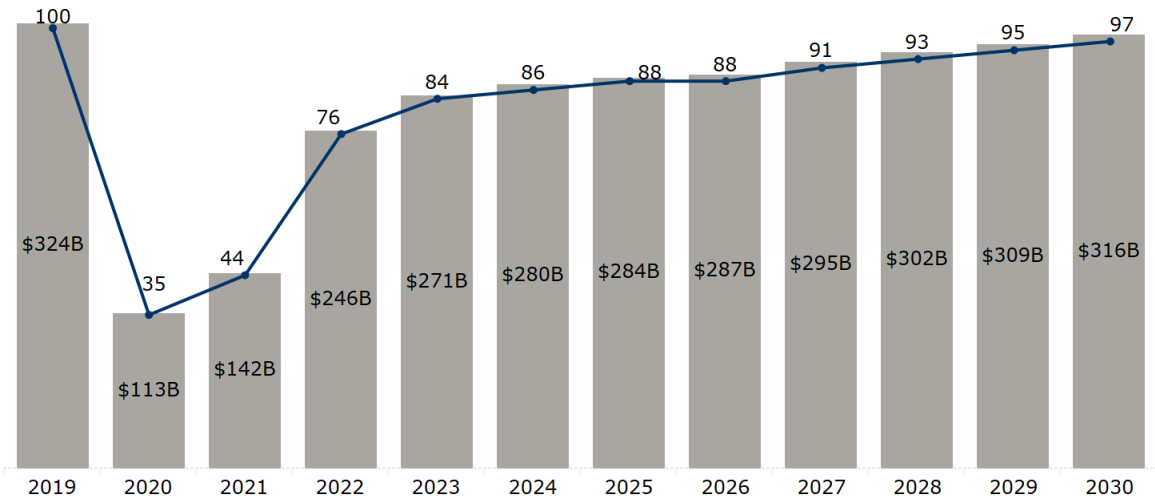
Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



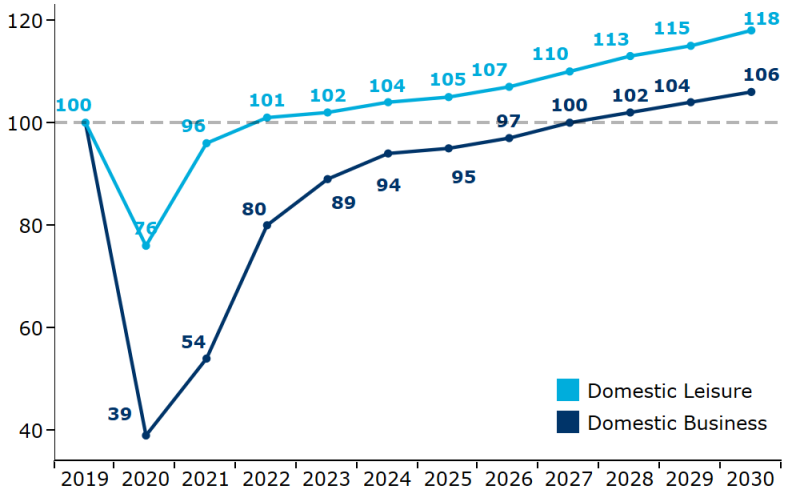
Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



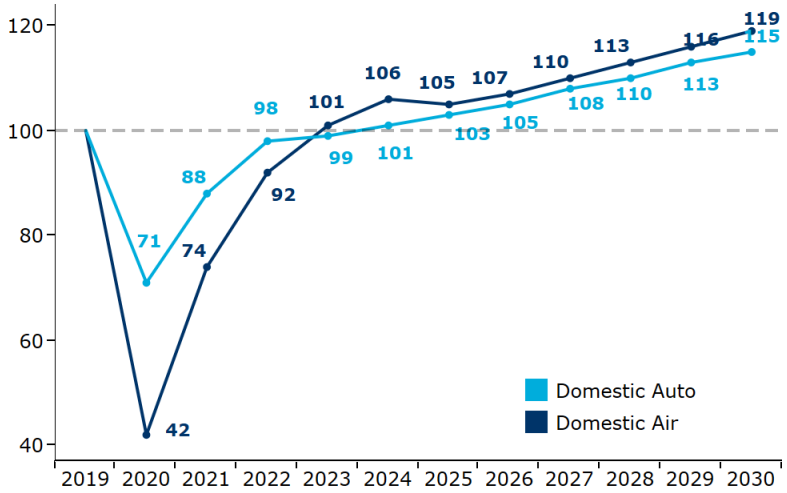
Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



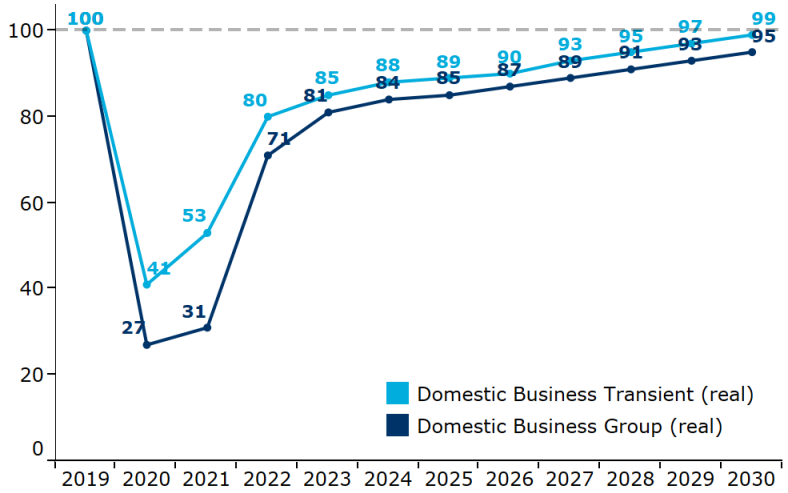
Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



Transient vs. Group Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



Source: Tourism Economics

SYMPHONY TOURISM ECONOMICS

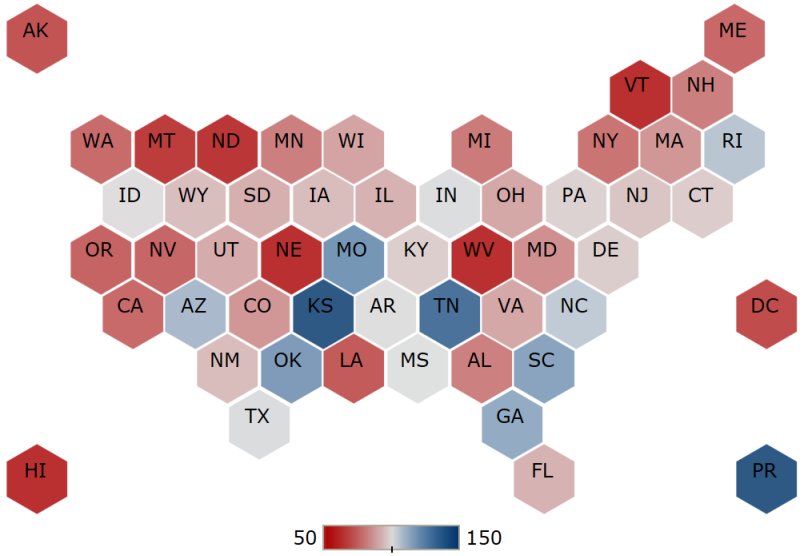
International Inbound Travel

July 2026

U.S. TRAVEL ASSOCIATION

Overseas Arrivals to U.S. by State (+PR)

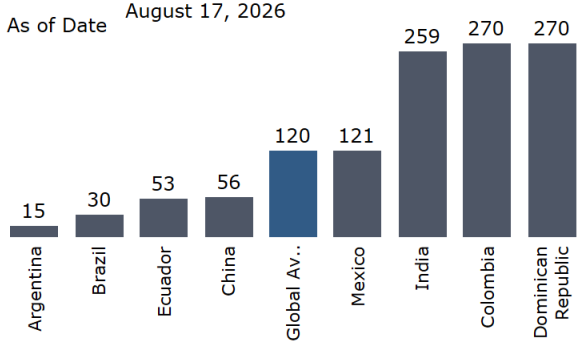
Visitor arrivals for July 2026, Index (2019 = 100), based on first intended address



Next Available Visa Appointment

Avg. Days

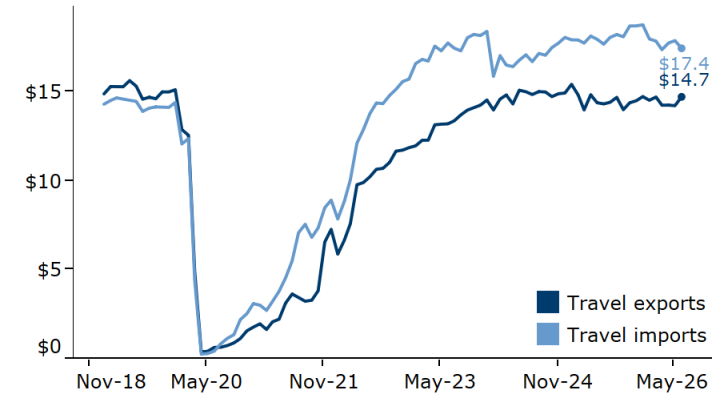
As of Date August 17, 2026



Top-8 inbound markets for tourist visa required countries.
Weighted average by 2019 consulate visa issuance. Global Average includes China
Source: Tourism Economics

Nominal US Export and Imports

in billions

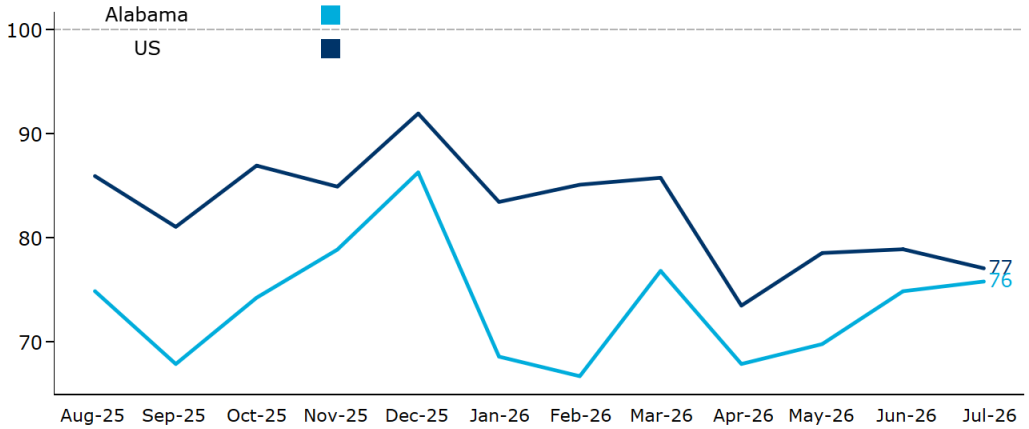


Source: NTTO

Overseas Arrivals to U.S. Total & Alabama

Visitor arrivals to U.S. Total & Alabama, (Index 2019 = 100),based on first intended address

State Alabama



International Arrivals to U.S. Total

Visitor arrivals to U.S. Total, (Index 2019 = 100), based on first intended address

Destination U.S. Total

Origin Multiple values

	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Total Overseas	80	83	86	81	87	85	92	83	85	86	74	79	79	77
Brazil	101	89	85	85	95	93	103	88	95	87	91	93	90	89
Canada	73	66	65	67	77	80	78	82	83	76	73	79	74	
Canada (air)	90	92	89	86	91	89	90	94	93	92	91	95	91	
France	77	81	85	79	88	87	93	87	86	77	79	71	65	62
Germany	78	81	97	74	86	82	91	82	79	94	62	74	62	70
India	124	135	143	134	145	139	140	133	147	118	126	121	117	132
Mexico	103	98	113	100	99	100	89	121	116	112	102	112		
Mexico (air)	117	122	141	120	129	126	136	145	131	158	109	126	126	137
UK	75	84	89	85	87	83	87	91	88	97	74	77	87	85
China	47	47	54	60	65	71	64	47	60	60	53	50	49	47
Colombia	115	118	125	119	140	128	150	135	108	154	91	114	140	132
Dominican Republic	108	121	115	107	106	112	119	122	117	168	92	111	98	114

47 168

Source: NTTO (unless otherwise noted)

SYMPHONY TOURISM ECONOMICS

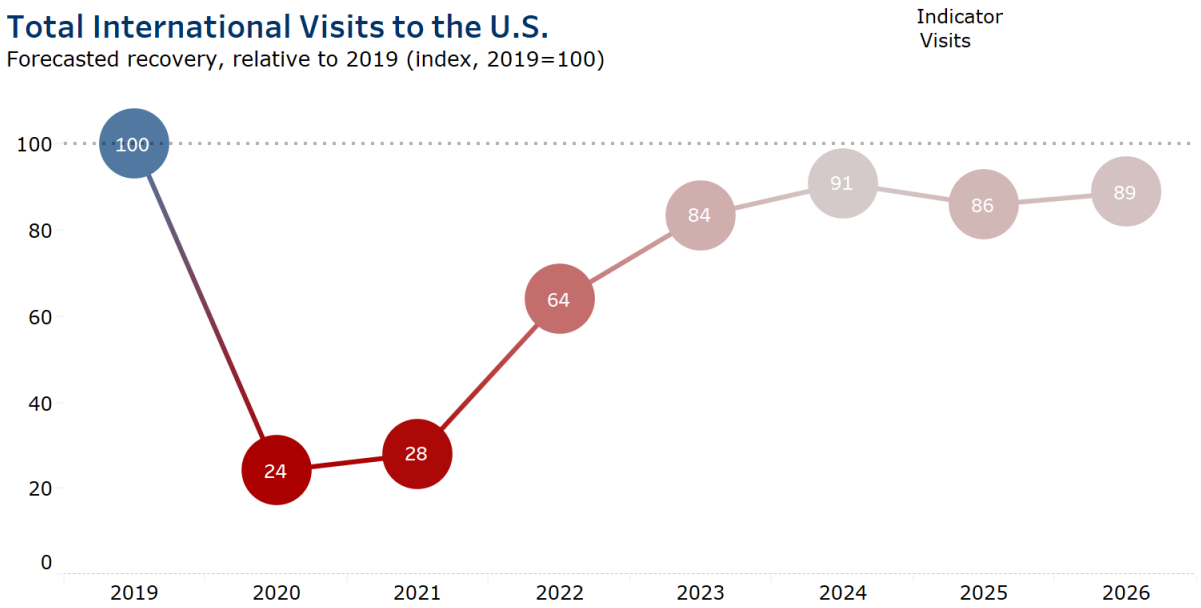
International Visitor Forecast

Forecasted in March, 2026

U.S. TRAVEL ASSOCIATION

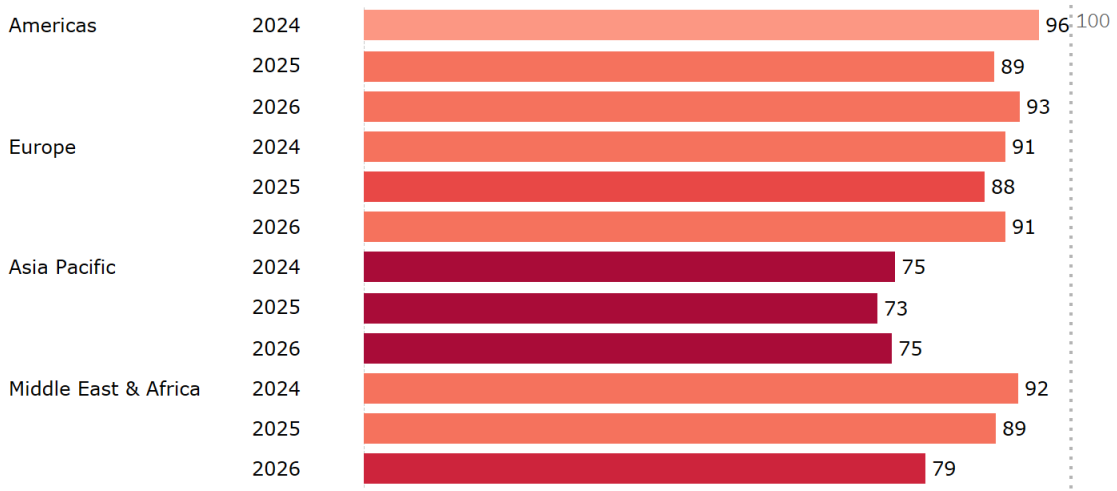
Total International Visits to the U.S.

Forecasted recovery, relative to 2019 (index, 2019=100)



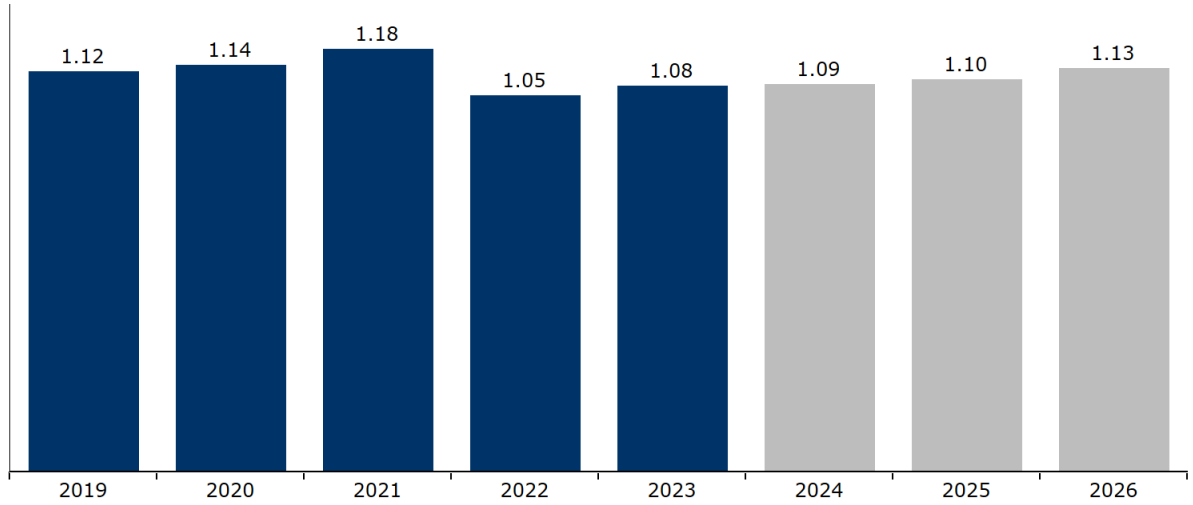
International Visits to the U.S. by World Region

Forecasted recovery for top-regions, relative to 2019 (index, 2019=100)



Exchange Rates

Forecasted exchange rate by year, US$ per EUR



International Visits to the U.S.

Forecasted recovery for top-10 origin markets, relative to 2019 (index, 2019=100)

	2024	2025	2026	2027	2028	2029
Canada	98	77	82	88	92	97
Mexico	92	98	101	104	107	110
United Kingdom	84	85	88	91	96	101
China	57	55	58	66	73	81
Japan	49	52	54	59	64	70
Brazil	91	91	94	97	100	104
Germany	97	86	89	93	97	102
Australia	78	73	74	78	83	89
France	93	86	89	95	100	106
South Korea	74	72	76	84	93	102

Date of Last Update: 29 March 2026

Source: Tourism Economics

SYMPHONY TOURISM ECONOMICS

U.S. Hotel Forecast

Forecasted in June 2026

U.S. TRAVEL ASSOCIATION

Insights

The updated hotel forecast released in June by Tourism Economics and STR reflects an improved outlook relative to the previous forecast released in February.

Travel indicators have demonstrated resiliency despite the conflict in Iran and rising prices for gas and other items. The solid year-to-date results prompted an upgrade for 2026.

RevPAR is forecast to rise 2.8% this year, versus modest growth of 0.6% in the previous forecast.

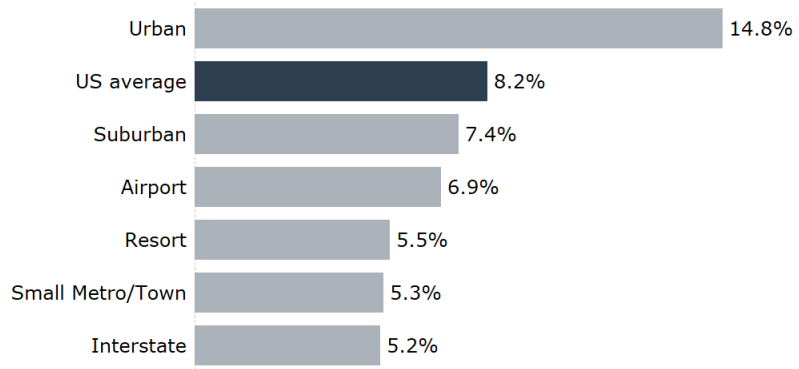
The increase in RevPAR will be driven by a 2.0% lift in the average daily rate and a 0.9% gain in the annual occupancy rate.

Demand is forecast to rise 1.3% in 2026, outpacing the 0.4% increase in supply.

The economic outlook is clouded by the situation in Iran, which has led to forecasts of higher inflation and slower economic growth this year. However, the travel industry is well-positioned to weather the headwinds as there have been few signs of an increase in layoffs, the unemployment rate remains low, and household balance sheets are in good condition.

U.S. Actual RevPAR Growth by Location

July 2026, % change relative to last year



Source: STR

U.S. Hotel Forecast Summary

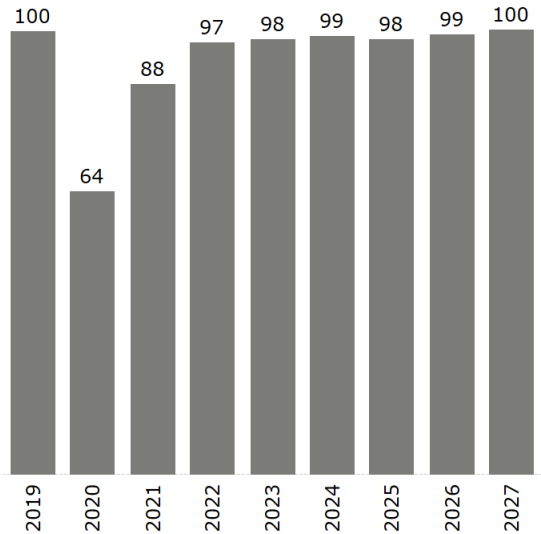
YOY % change, Forecast released June 2026

	2021	2022	2023	2024	2025	2026	2027
Supply	4.9%	1.7%	0.2%	0.5%	0.7%	0.4%	0.8%
Occupancy	31.0%	8.8%	0.7%	0.1%	-1.2%	0.9%	0.2%
Demand	37.4%	10.6%	0.9%	0.5%	-0.6%	1.3%	1.0%
ADR	20.7%	19.9%	4.4%	1.8%	1.0%	2.0%	1.4%
RevPAR	58.2%	30.4%	5.2%	1.9%	-0.3%	2.8%	1.6%
RevPAR relative to 2019	-17.2%	8.1%	13.7%	15.9%	15.6%	18.9%	20.7%

Source: STR; Tourism Economics

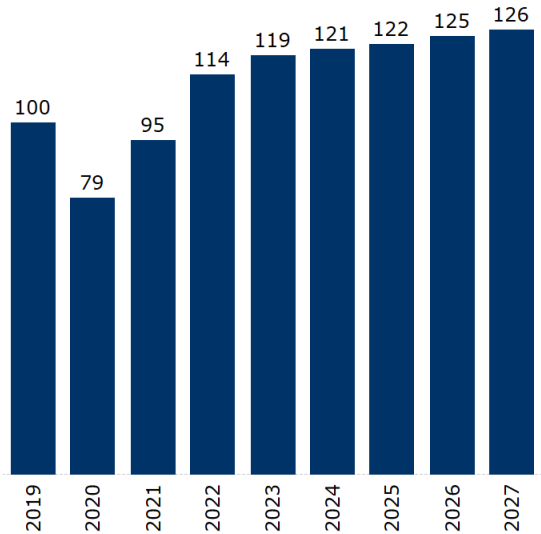
Occupancy Index

Index (2019 = 100)



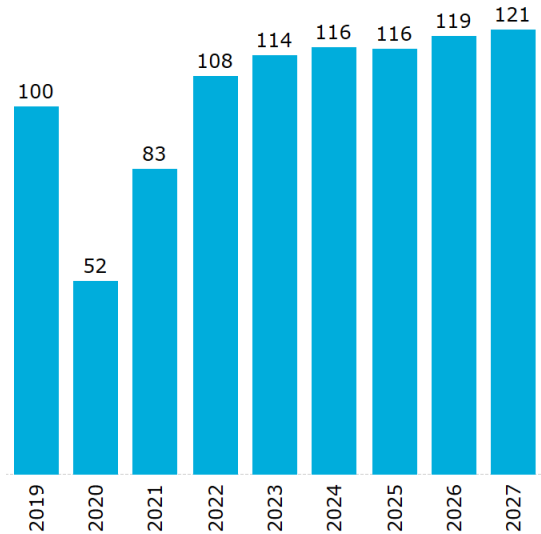
ADR Index

Index (2019 = 100)



RevPAR Index

Index (2019 = 100)



Source: STR; Tourism Economics

SYMPHONY TOURISM ECONOMICS

Data Sources and Partners

U.S. TRAVEL ASSOCIATION

The U.S. Travel Association and its members wish to thank each of these organizations for their generous contributions of valuable data and insights to the U.S. Travel Recovery Tracker

Longwoods INTERNATIONAL

MMGY Global

Future Partners

simpleview

TravelClick an AMADEUS company

OXFORD ECONOMICS

str

AIRLINE DATA INC

BLS

INTERNATIONAL TRADE ADMINISTRATION

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Commerce Signals
A TransUnion® Company

NORTHSTAR TRAVEL GROUP

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