

The Latest Travel Data - September 2025

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Each month, the U.S. Travel research team tracks the latest industry data to keep members informed with timely and relevant insights. Our analysis is designed to support members' strategic planning, strengthen advocacy efforts and spotlight the trends shaping the future of travel.

The U.S. Travel Insights
Dashboard

Our Impact

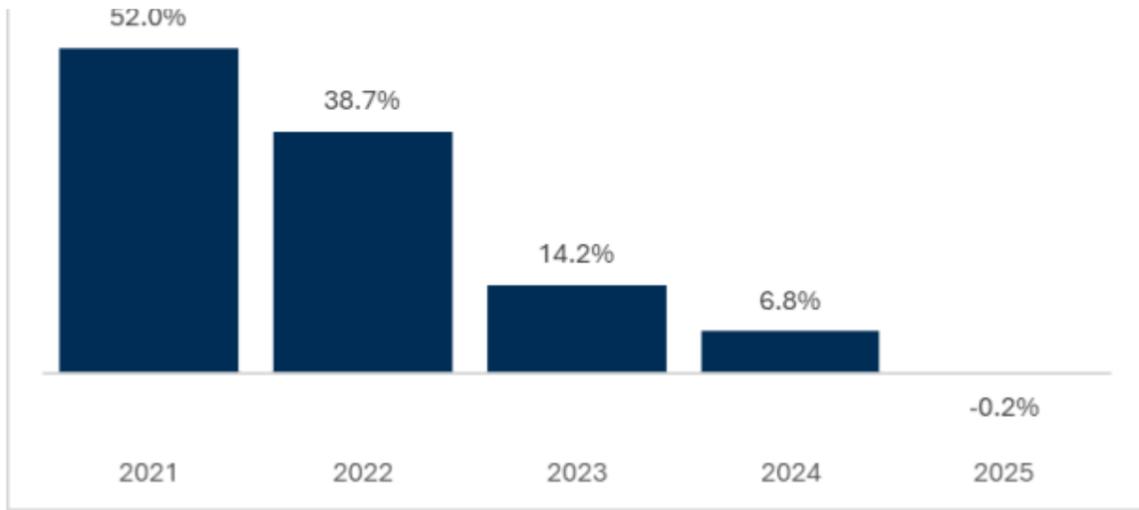
Summer Travel: Warming Up Despite Economic Concerns

August extended the momentum from July, with strong domestic air travel and a record-breaking Labor Day weekend. Even as broader economic concerns weighed on consumer sentiment, stable travel prices helped ensure many Americans still carried out their summer travel plans.

Passenger volumes hit new highs: August traffic rose 1.0% year-over-year, reaching a record 80.3 million passengers. While the 3 million daily passenger threshold wasn't exceeded, five separate days came close (2.9+ million).

Labor Day capped the season: Holiday weekend traffic set a new record, with 10.3 million passengers, up 3.3% from last year.

Travel prices held steady: U.S. Travel's Travel Price Index was only 0.4% higher than August 2024. Lower gas prices (down 6% YOY) played a major role. As a whole these patterns show that Americans still prioritize travel even as they weigh economic concerns. Over a longer horizon, the remarkable post-COVID air travel recovery appears to be flattening—a reminder of the importance of continued infrastructure investments to improve the travel experience.



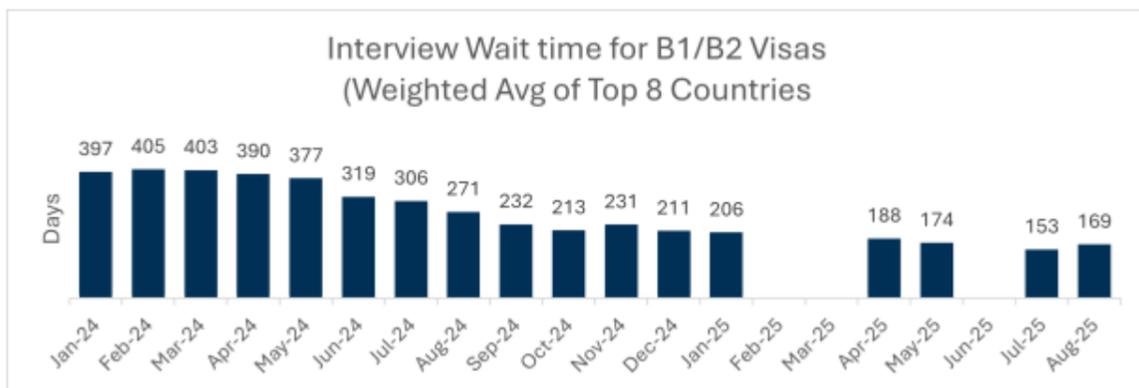
International Travel: Stabilizing, But Still Lagging

For the fourth month in a row, inbound visits to the United States remained below last year’s levels, though initial signs of stabilization are emerging. **Estimates for total international visits in August fell 8.8% year-over-year**, driven largely by far fewer Canadian travelers.

Canada remains the weak spot: August visits from Canada were down 32.3%, though that figure was a slight improvement (+3.0%) from July. Encouragingly, new survey data shows a rebound in Canadian travel intentions—the first in nearly a year. **Overseas visits were more stable:** Declines from overseas markets were much smaller (-2.9% in August, -1.8% YTD).

Decreased visits comes with a real economic consequences for Americans. From January through July, travel exports fell 0.6%, representing more than \$600 million in lost spending (in nominal figures).

Adding to the challenge: visa interview wait times lengthened again in August, averaging nearly six months (169 days) for visitors from the top eight non-waiver countries.



Major Events: Both Drivers and Beneficiaries of Travel

It would be difficult to overstate the economic impact of superstar Bad Bunny’s 30-show residency in San Juan.

Scheduled during what is typically a slow travel season, when hurricane risks often dampen demand, the concerts flipped the script. With every show sold out at the Coliseo de Puerto Rico, the residency is expected to draw an estimated 500,000 visitors over its run.



Beyond hotels, the influx of visitors is supporting restaurants, cultural attractions, retail and the island's broader travel ecosystem.

Where We Stand: Domestic travel closed out the summer on solid footing despite broader economic uncertainty. The international inbound market, however, continues to lose ground, creating tangible economic losses for the U.S. At the same time, major events demonstrated their outsized ability to spark travel and spending, underscoring how experiences can reshape travel demand patterns and support destinations in meaningful ways.

Looking Ahead

The U.S. Travel research team will continue monitoring the data to inform strategy, guide decision-making and support the industry's path forward. Don't hesitate to reach out with questions.

Note: This report incorporates both final and preliminary data. Figures reflect the most current information available at the time of publication and are subject to revision in future reports.

** July and August data are preliminary, Source: Department of Commerce, CBP. StatsCan, US Travel Analysis*