

Discover New England

Traveler Insights for Maine,
Massachusetts, New Hampshire,
Vermont, Connecticut + Rhode Island

04.13.2026





agenda

01. Meet the Team

02. International Trends

03. Canada Trends

04. Third Party Insights

05. Questions

Meet the Team



Kristen Hessel

Senior Business Development Manager
Expedia Group Advertising



Kirsten Asuncion

Business Development Manager
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International Trends





+5% increase in international air tickets

to New England YoY

India entered the top 10 of international point-of-sale interested in New England

Top International Point-of-Sale for Interest in New England

2025	2024
Canada	Canada
United Kingdom	United Kingdom
Germany	Germany
Mexico	Japan
Japan	Mexico
Brazil	Australia
France	Brazil
India	France
Australia	South Korea
South Korea	Italy

The top 10 New England destinations from international point-of-sales shifted YoY

Top Destinations for Interest in New England - YoY

2025

Boston, MA
Old Orchard Beach, ME
Portland, ME
Cambridge, MA
Salem, MA
Bangor, ME
Burlington, VT
East Sandwich, MA
Ogunquit, ME
Stowe, VT

2024

Boston, MA
Old Orchard Beach, ME
East Sandwich, MA
Portland, ME
Ogunquit, ME
Burlington, VT
Bangor, ME
Wells, ME
Salem, MA
Hampton, NH

International Demand Trends YoY

+10%

Increase in average
air ticket price

+10%

Increase average trip
duration

+5%

Increase in
average daily rate

+20%

Increase in average
spend per traveler

The top air route from international point-of-sale continues to be YYZ:BOS

Top International Routes - YoY

2025

YYZ:BOS

LHR:BOS

YVR:BOS

YTZ:BOS

YYC:BOS

2024

YYZ:BOS

YTZ:BOS

LHR:BOS

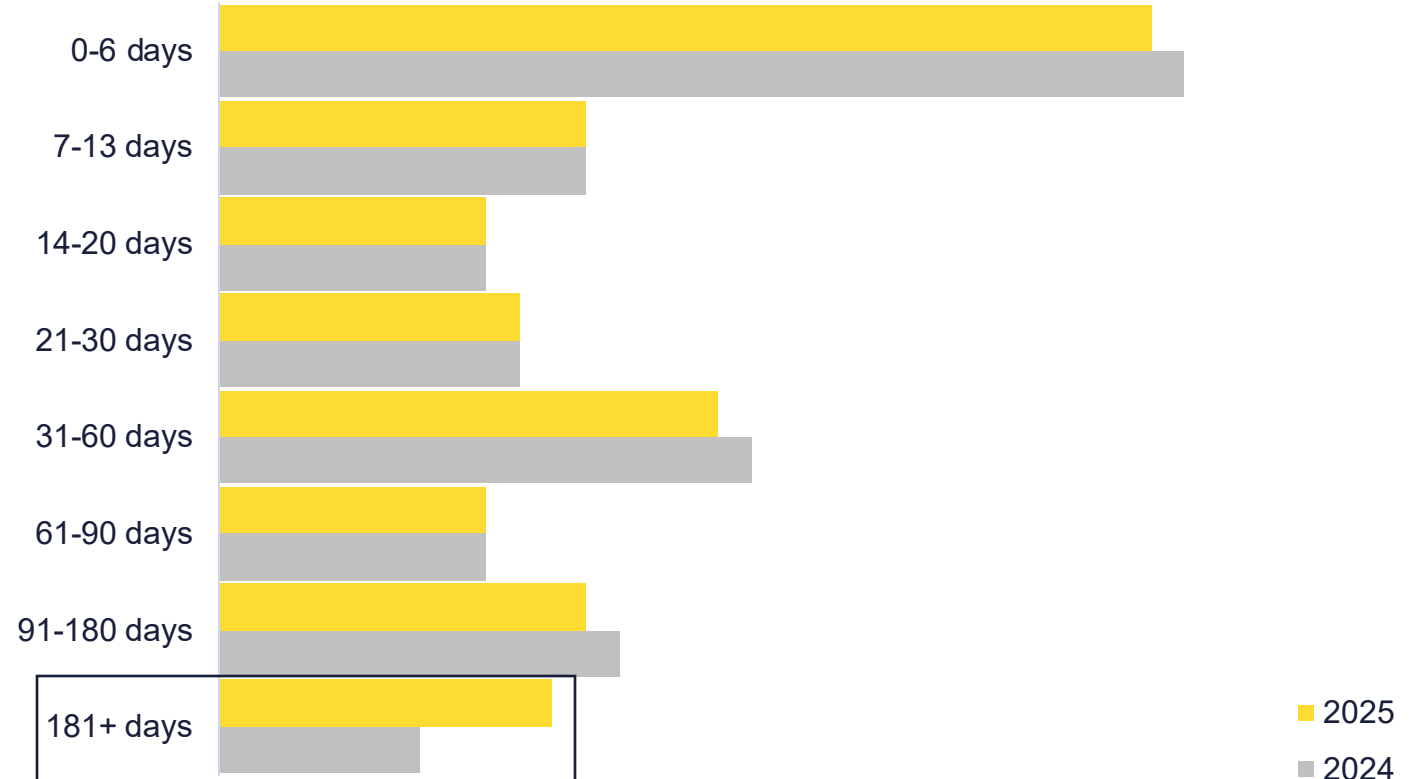
YVR:BOS

YYC:BOS

NEW ENGLAND

International point-of-sale booking window

New England's international booking window extended YoY, particularly in the 181+ day window.



Throughout 2025 these destinations were New England's toughest competition across international points-of-sale



New York



Florida



Quebec



California



Ontario



**+15% increase QoQ for
international travelers'
average trip duration**

to New England



**+25% increase QoQ
for average spend per
international traveler
to New England**



Canada Trends



The top 10 destinations from Canada point-of-sale shifted YoY

With more Vermont destinations entering the top 10 compared to 2024.

Top Destinations for Interest in New England - YoY

2025

Boston, MA
Old Orchard Beach, ME
Bangor, ME
Portland, ME
Burlington, VT
Salem, MA
Hampton, ME
Wells, VT
Stowe, VT
South Burlington, VT

2024

Boston, MA
Old Orchard Beach, ME
Ogunquit, ME
Burlington, VT
Portland, ME
Bangor, ME
Wells, ME
Hampton, NH
Salem, MA
Stowe, VT

Canada point-of-sale Demand Trends YoY

+5%

Increase in
average air ticket
price

+5%

Increase in average trip
duration

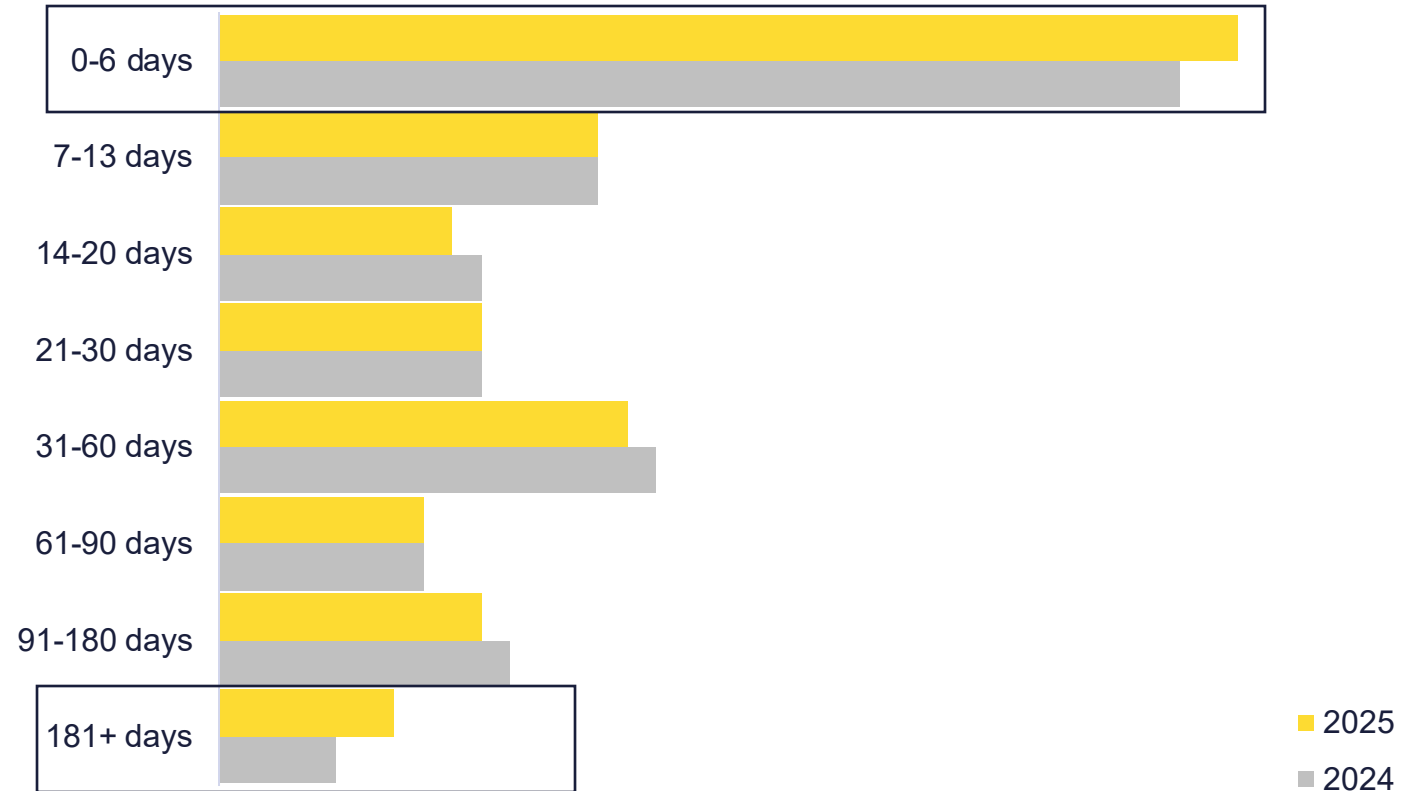
+5%

Increase in average
spend per traveler

NEW ENGLAND

Canada point-of-sale booking window

Short-term and long-term windows experienced the most growth for the New England area YoY.



Throughout 2025 these destinations were New England's toughest competition across Canada point-of-sale



New York



Florida



Quebec



New Brunswick



Ontario



**+10% increase QoQ for
Canadian travelers'
average trip duration**

to New England



Traveler Value Index



The appetite for travel grows

88% of consumers are **planning to take a leisure trip in the next 12 months**, compared to **79%** from July 2022⁵.

This increase in travel importance translates to a high appetite for travel. More people are planning to travel for leisure in the next year than in 2022, and the frequency of trips is set to increase.

Travelers are eyeing more international trips as well, as 68% of consumers have already booked or are likely to book an international trip in the next 12 months. This is a 19% increase from July 2022⁵ and significantly higher than December 2021⁴.

This is consistent with our APAC-specific research, which found that 81% of APAC travelers are prioritizing travel, and 46% say they plan to visit North America within the next 12 months. Read more about APAC -traveler trends [here](#).

Consumers are planning to take more trips – **an average of 2.88 trips**, compared to 2.05 in July 2022⁵



Strong international intent

Consumers from China (87%), UK (77%), and Germany (72%) are most likely to travel beyond their borders.



^{2,3,5,8} Expedia Group, 2023 Traveler Value Index

^{4,7} Expedia Group, Traveler Value Index 2022 Outlook

⁶ Expedia Group, What Travelers Want 2020

Travelers are spending more, just not all in one place

With more travel plans for the coming 12 months, travelers have a higher overall travel budget.

51% of consumers are increasing their travel budget for the next year.

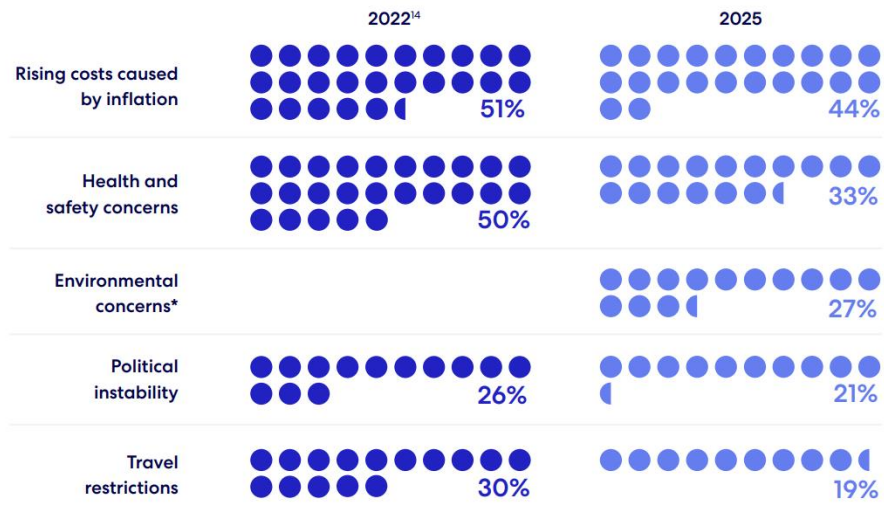
This doesn't mean travelers are planning to be frivolous. In fact, the opposite. With people planning more trips, they may have a smaller budget for each individual trip.

58% anticipate being more price conscious in the next 12 months than they were in the past year and only 9% said they are planning to be less cost-conscious.

The culprit behind price sensitivities? Inflation. When asked about the biggest factors impacting travel plans in the next 12 months, 44% of respondents said inflation. While this is a slight decrease from 2022¹³, inflation is still by far the most pressing concern impacting travel plans in 2025.

FACTORS IMPACTING TRAVEL

Inflation remains the top concern impacting travel plans



*Note that environmental concerns was a new addition to the 2025 survey

¹⁴Expedia Group, 2023 Traveler Value Index

The impact of inflation is even more prevalent in Brazil (64%), Australia (63%), Canada (60%), and the US (55%).

For the first time, we asked consumers if environmental concerns impacted travel plans. Our study shows it is a concern for 27% of respondents, which rises to 33% for those under 40.

Political instability concerns have decreased slightly since 2022. Countries where it is a larger concern when this survey was taken in February-March 2025, include Canada (30%) and China (27%) where, at the time of publication, the impact of emerging trade tariffs with the US is emerging but is yet to be fully realized.



TAKE ACTION

Natural disasters are increasingly affecting travel, so planning ahead is crucial. Learn how to prepare your business, minimize last-minute cancellations, and keep you and your travelers safe.

[Read the blog](#)



3rd Party Trends



International Expedia Group travelers are seeking unique destinations to visit this summer

International Expedia Group travelers are...

95% more likely to agree that vacations are extremely important to them/they are the highlight of their year

74% more likely to agree that traveling internationally is typically something they do over summer

70% more likely to agree that they are extremely likely to allocate a larger portion of their travel budget to unique/immersive experiences in 2026

compared to the average international online shopper

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