



International Travel Trends & 2026 Forecast

DNE Global Summit
April 13, 2026

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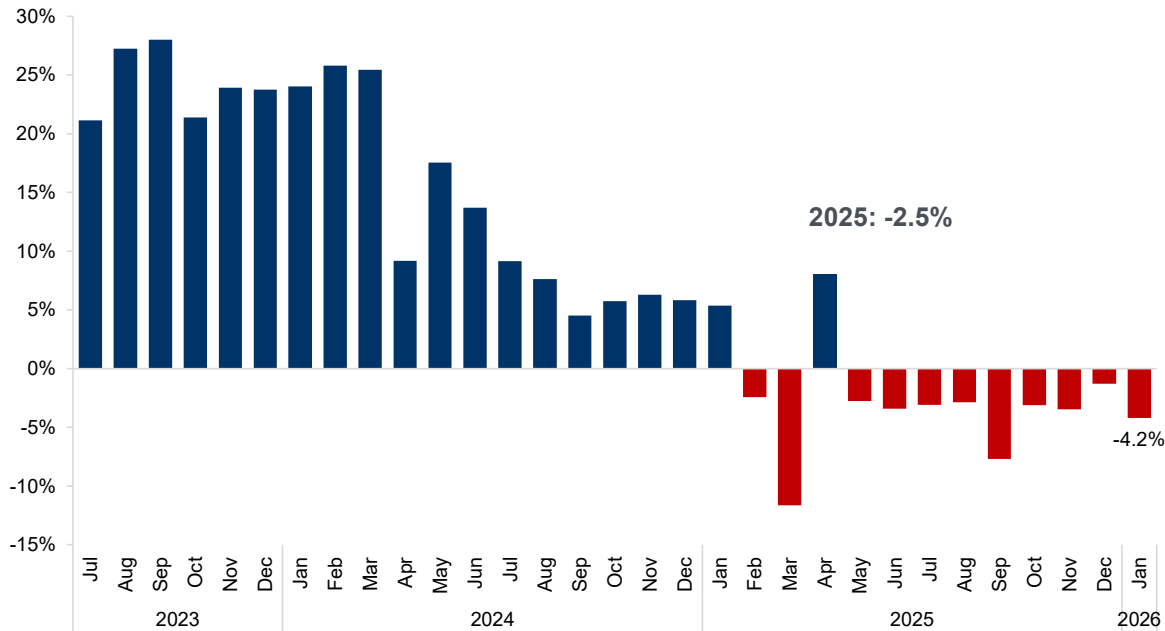
A photograph of a traffic light with a blue overlay and the text "National/Macro Trends". The traffic light is yellow and red, and is mounted on a pole. The background shows a brick building and a concrete pillar. The text is in a bold, white, sans-serif font.

National/Macro Trends

Slowing Overseas Travel

Overseas visitor arrivals to the US

Year-over-year change



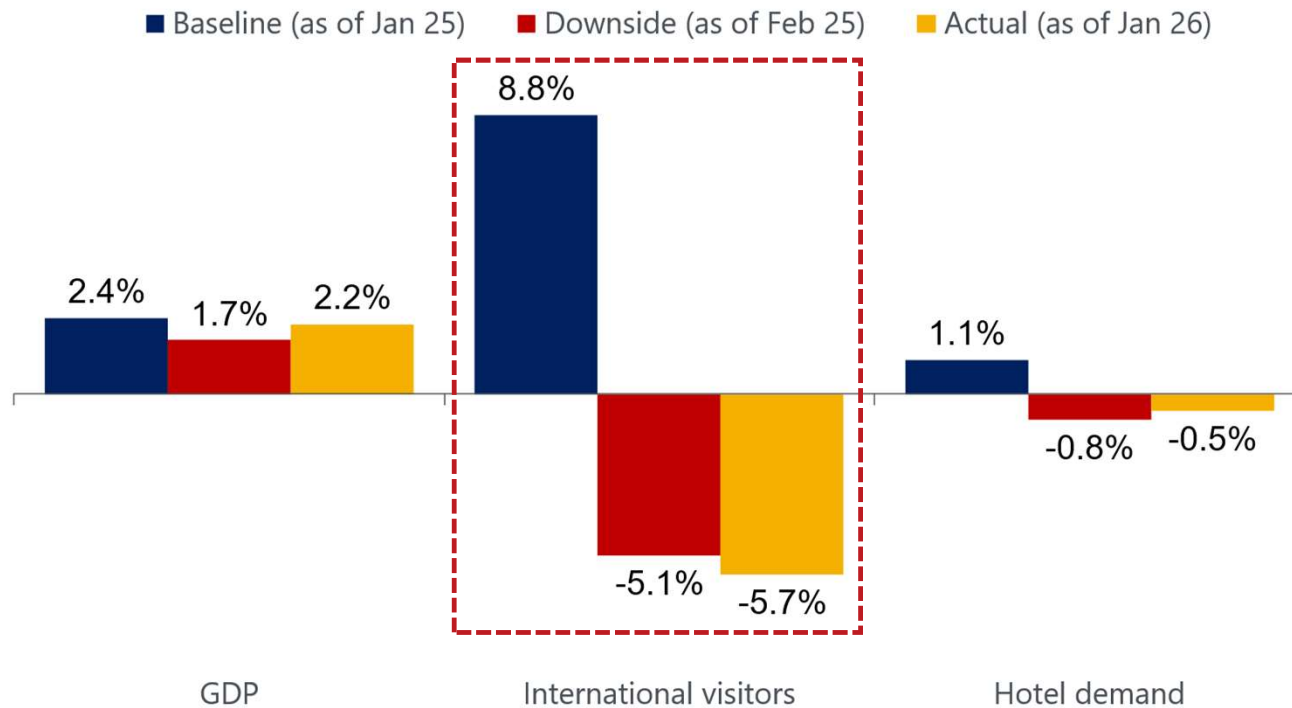
Note: Overseas excludes Canada and Mexico

Source: National Travel and Tourism Office

- Charged rhetoric and policy pronouncements have negatively impacted inbound travel
- Causing a 2.5% drop in overseas arrivals last year, and **5.7% drop in total international**

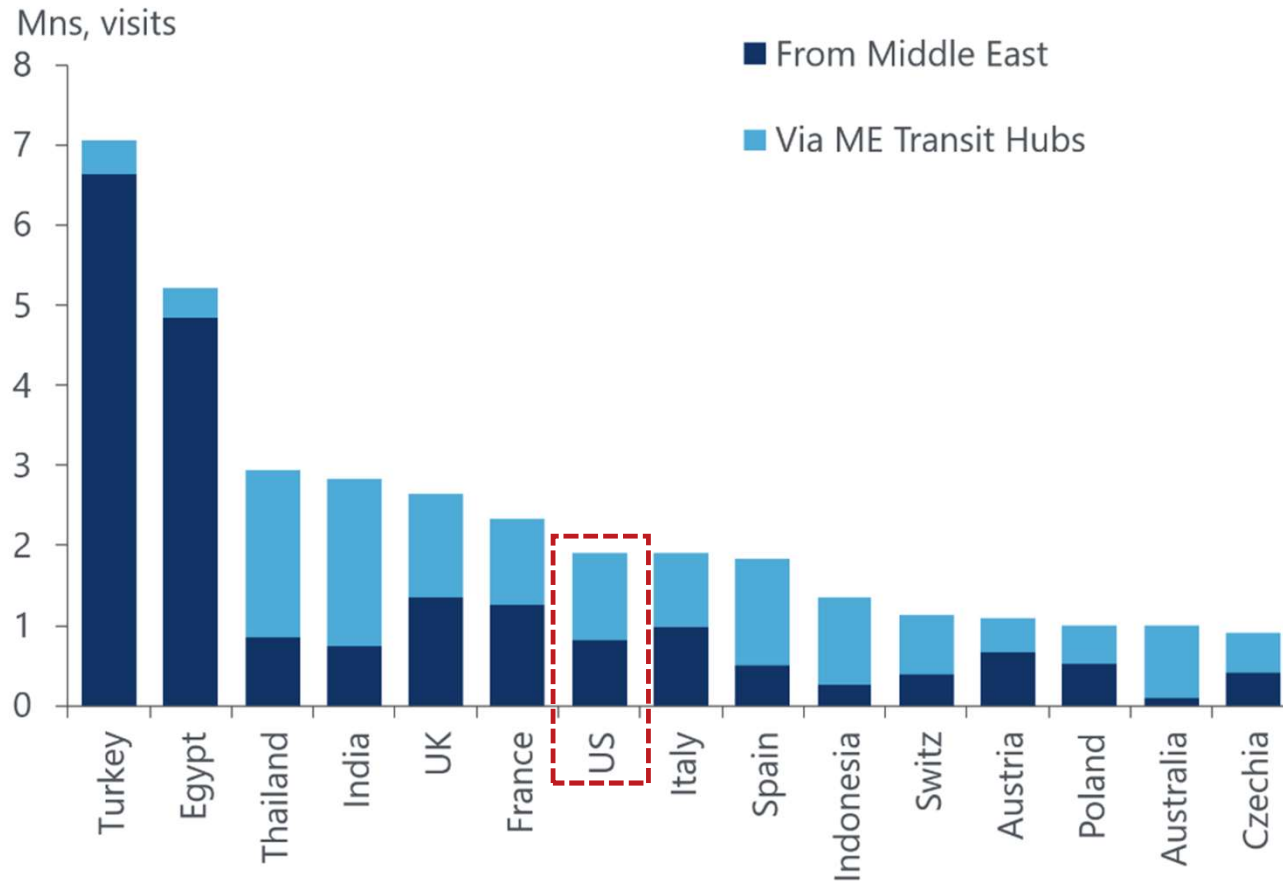
Declines in 2025 were consistent with our warnings

US travel forecast: 2025 growth



Source: Oxford Economics/Haver Analytics, Tourism Economics, National Travel and Tourism Office, CoStar-STR

Initial impact on Global Tourism from Iran War:

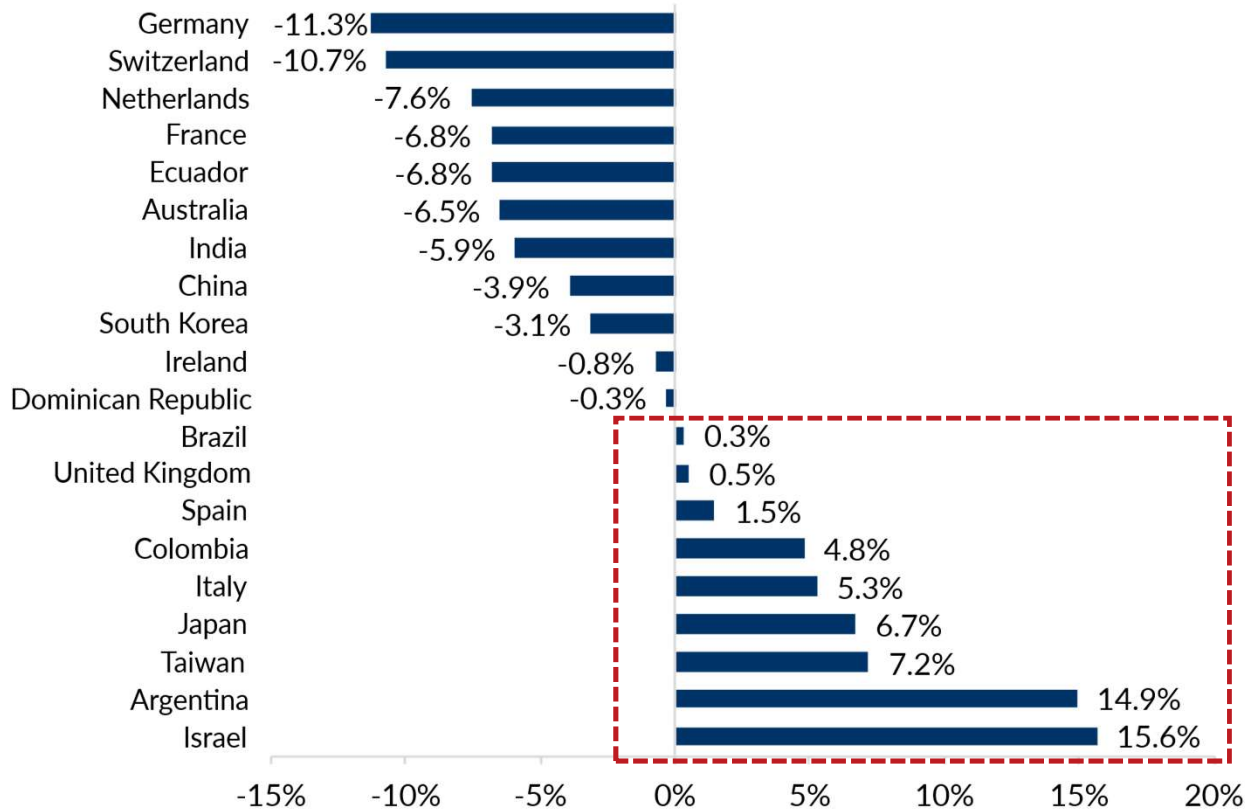


Source: Tourism Economics

Disparate performance by overseas market

Arrivals to the US by Country (2025)

Year-over-year change

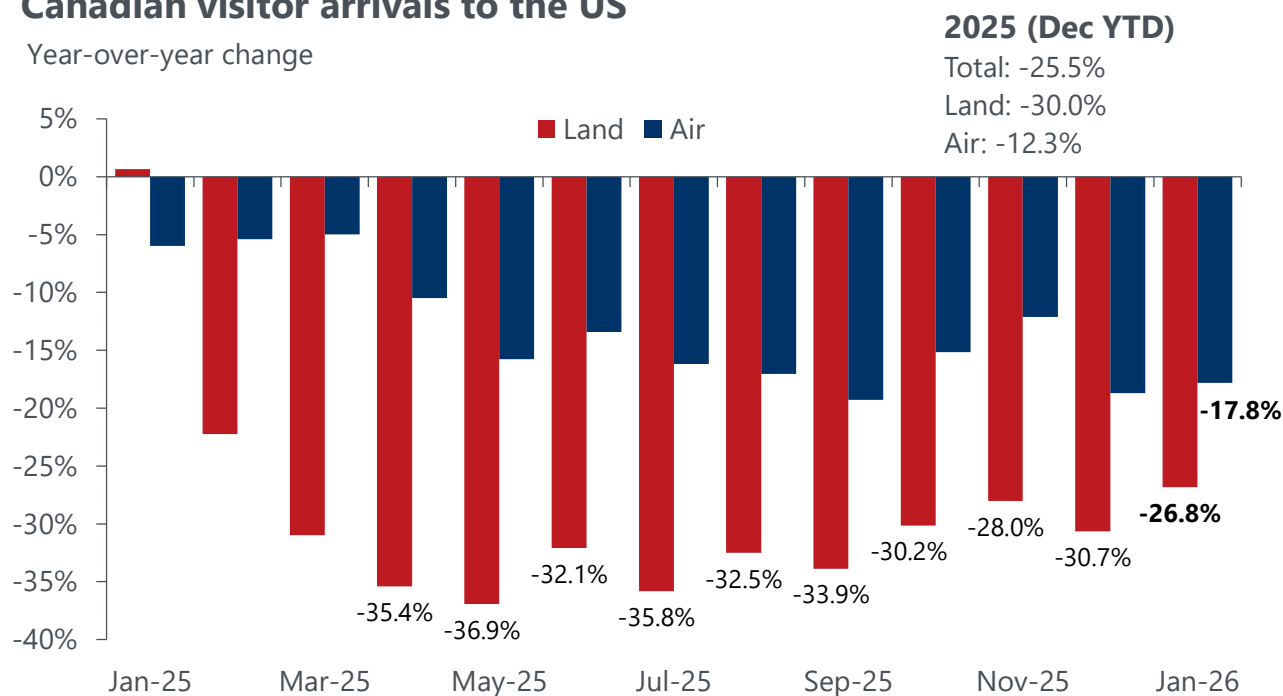


Source: National Travel and Tourism Office

US visits from Canada have fallen sharply

Canadian visitor arrivals to the US

Year-over-year change



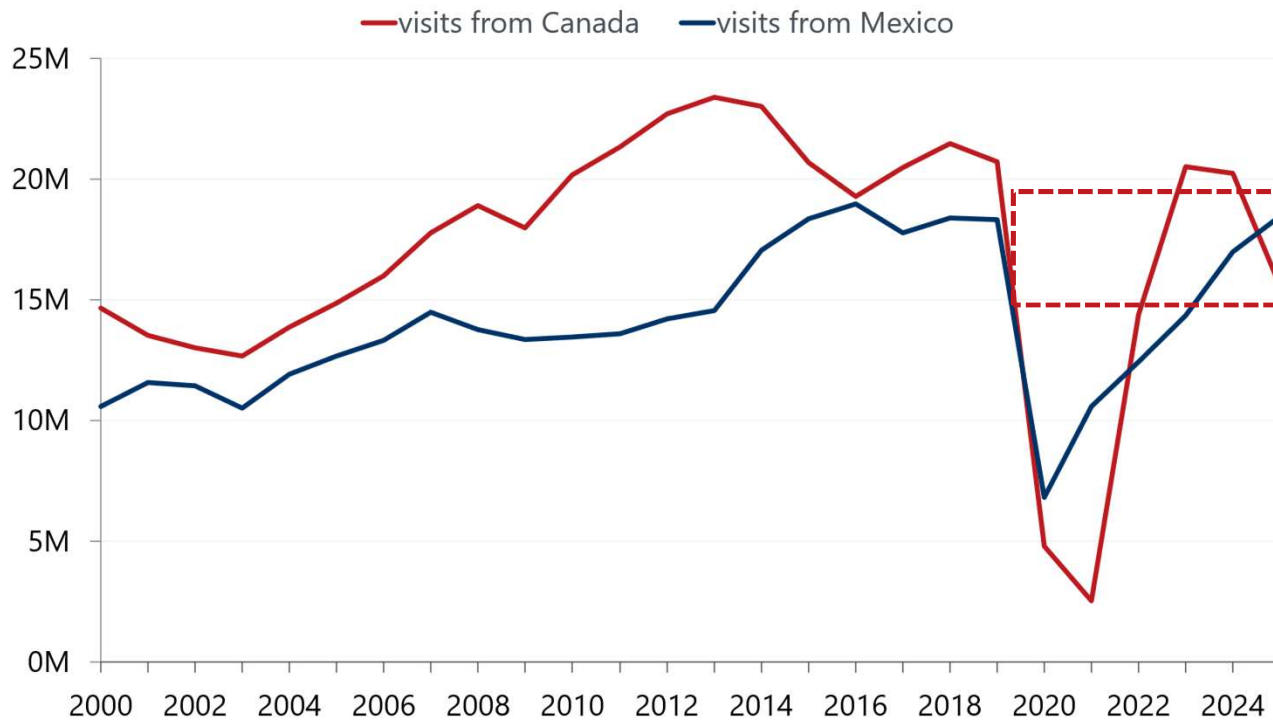
While Canadian travel to the US has declined, Canadian travel to other world regions has increased 9.2%.

Source: Statistics Canada

Jan 2026 and Dec 2025 data based on leading indicator data measuring Canadian-resident US return trips.

Mexico surpassed Canada in 2025

North American inbound visitation to the US

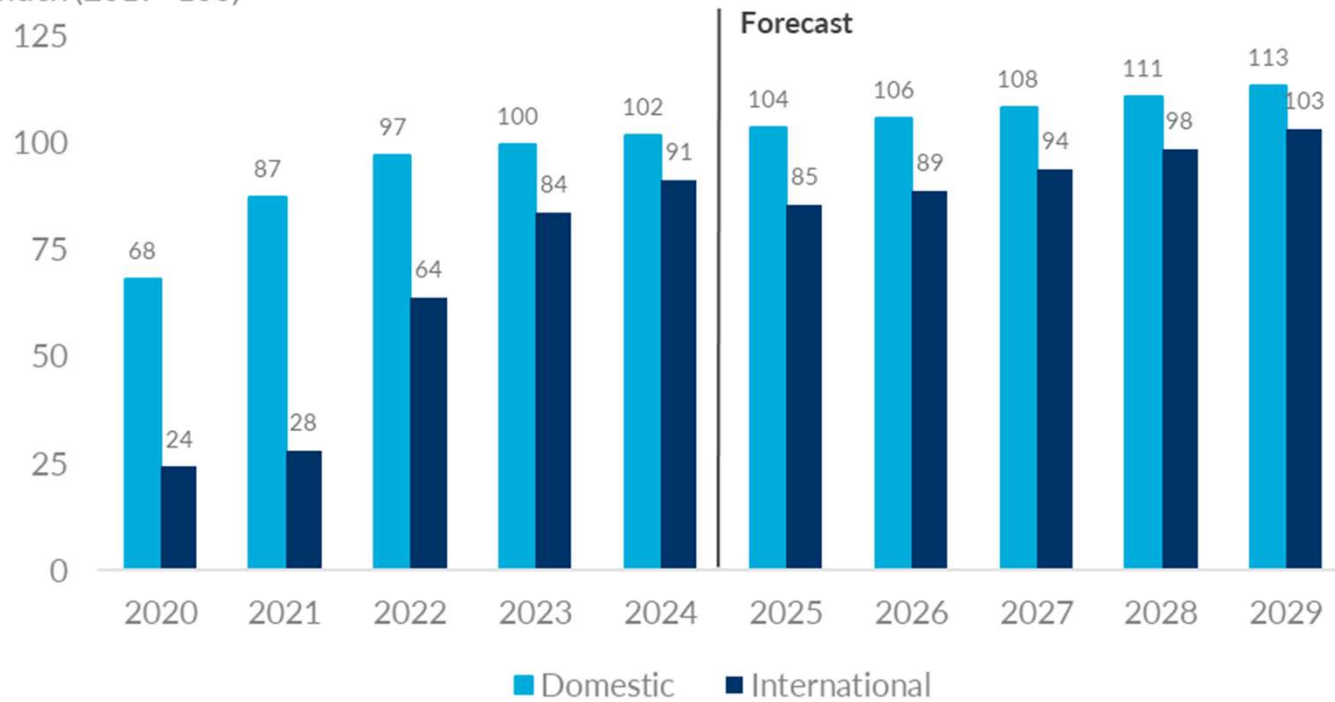


Arrivals from Mexico to the US increased ~**8%** in 2025.

Welcome to the lost decade

Domestic and international trips

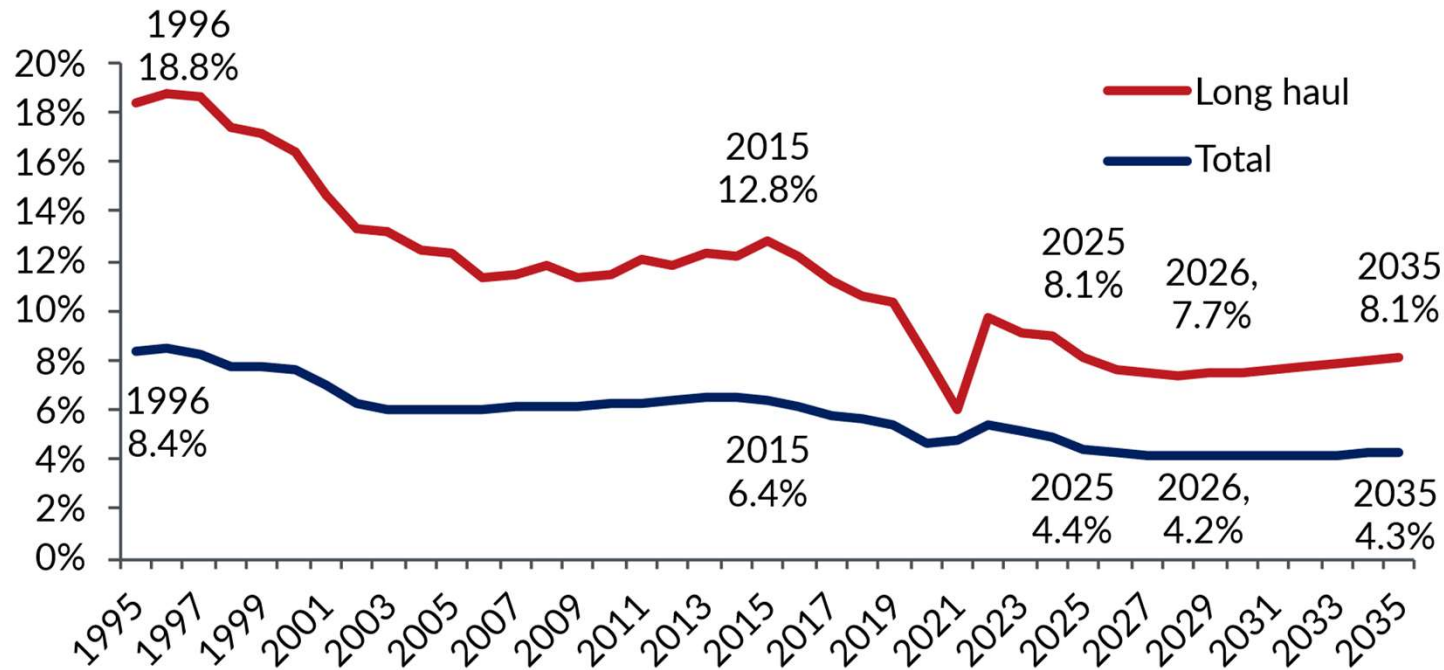
Index (2019=100)



Source: Tourism Economics

US market share has fallen over time

US inbound share of global travel, by haul
% of global inbound travel

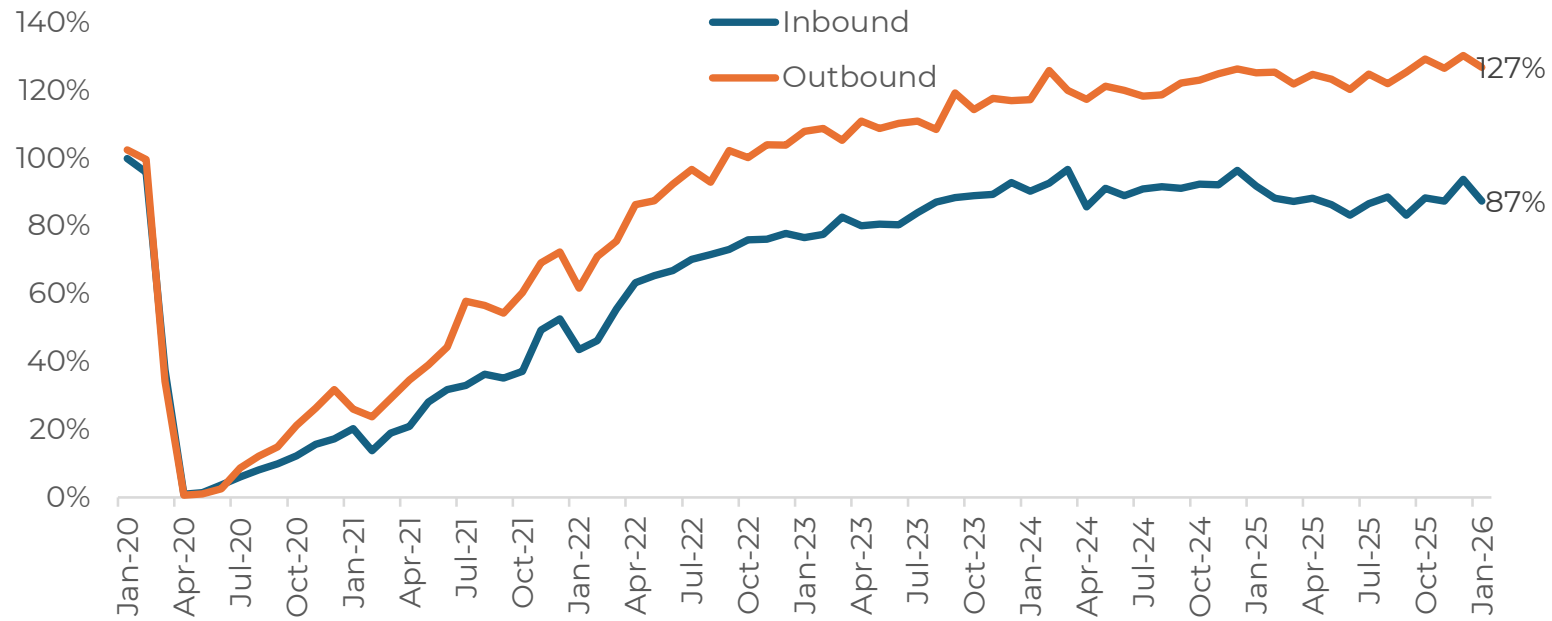


Source: Tourism Economics
Note: Forecast begins in 2025

Outbound travel strengthened further in 2025

US inbound and outbound air travel

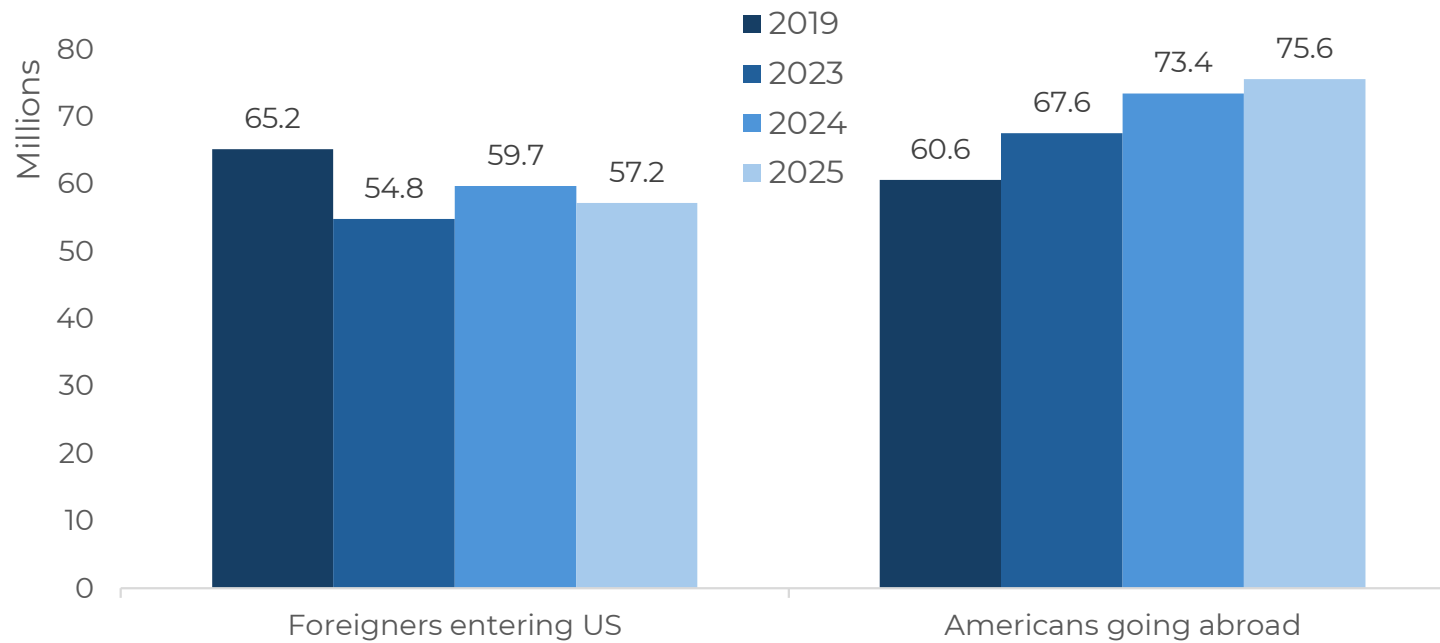
Share of same month in 2019



Source: APIS I-92

Fortunes reversing for the US

US inbound and outbound air travel



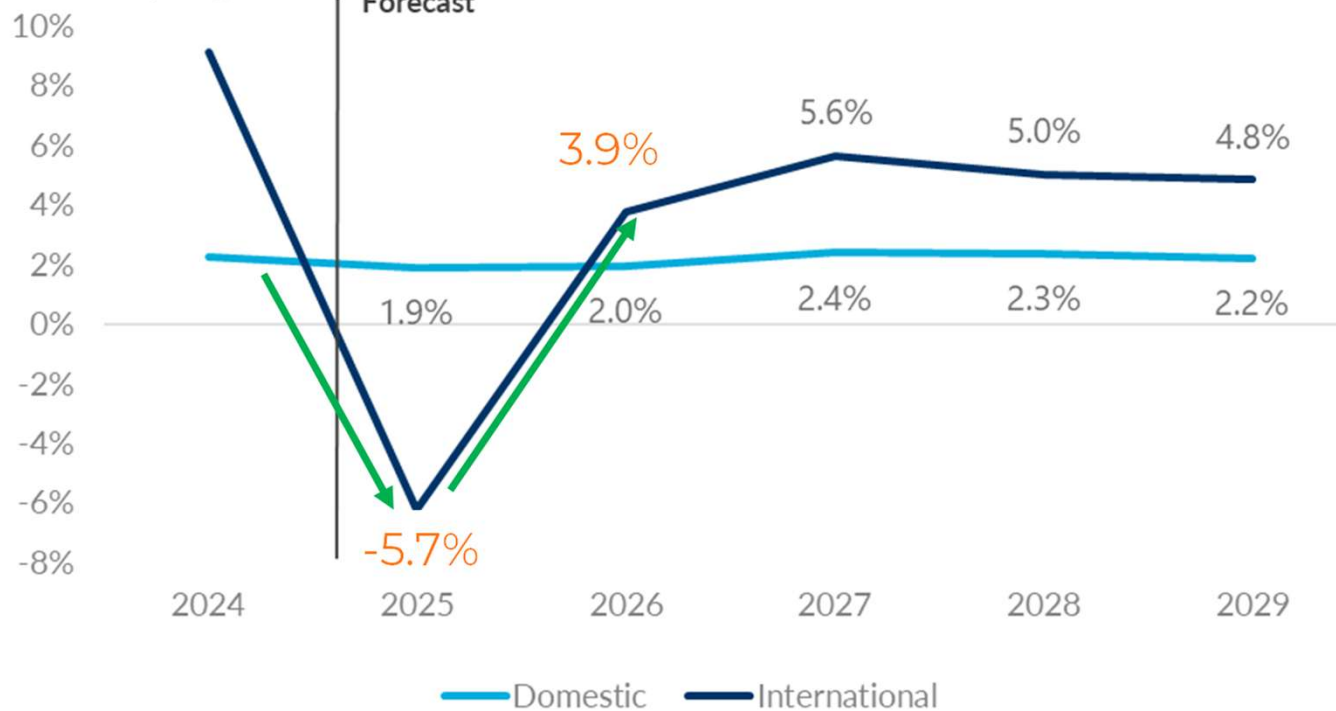
23 million trip swing – from a surplus to a deficit

Source: APIS I-92

But... international will begin contributing to growth this year

Domestic and international trips

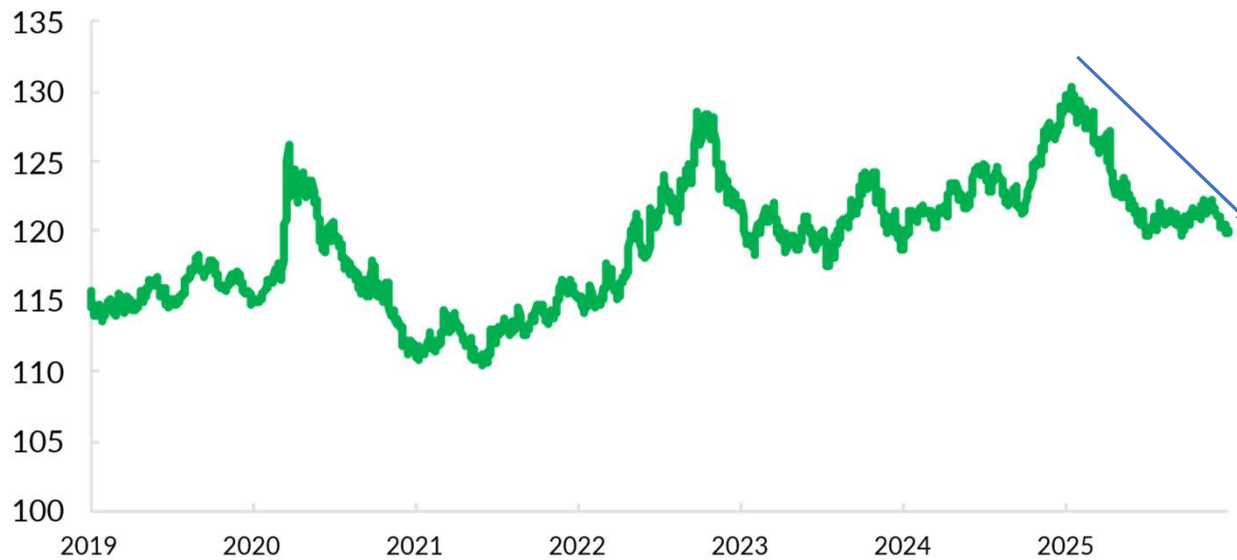
Year-over-year growth



Source: Tourism Economics

The USD is 7.2% cheaper than at the start of 2025

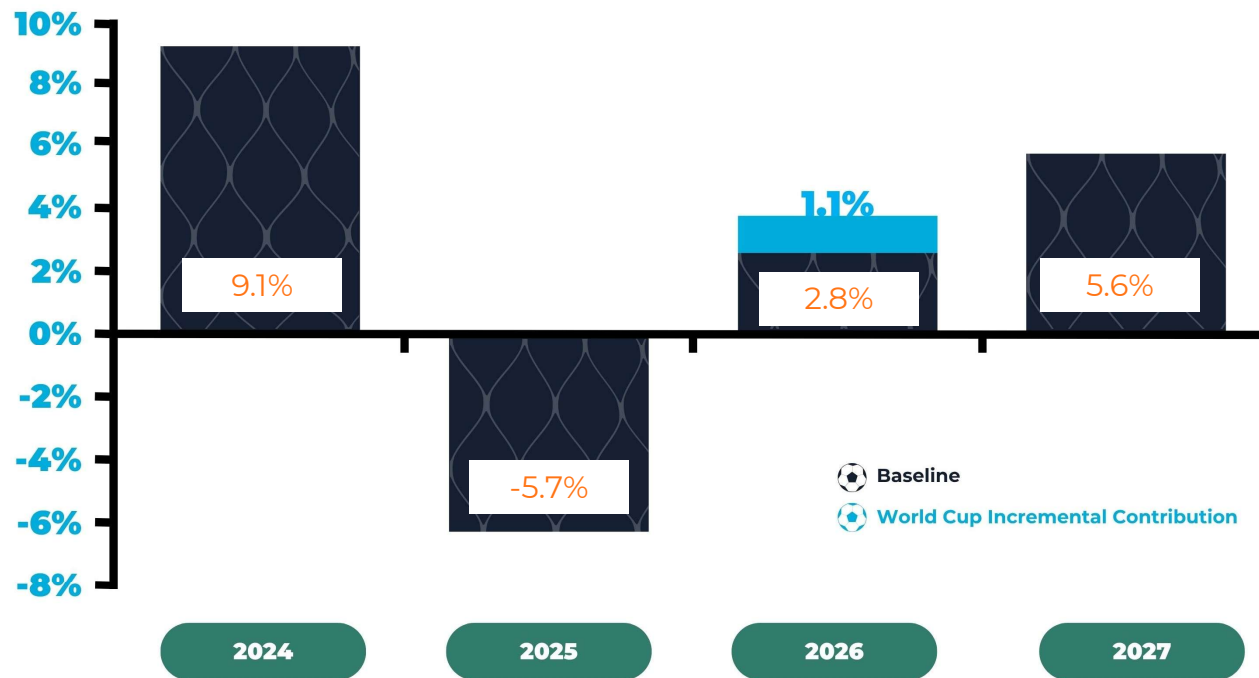
Nominal Trade -Weighted Dollar Index
Jan 2006 = 100



Sources: Federal Reserve Board

World Cup to drive international rebound next year

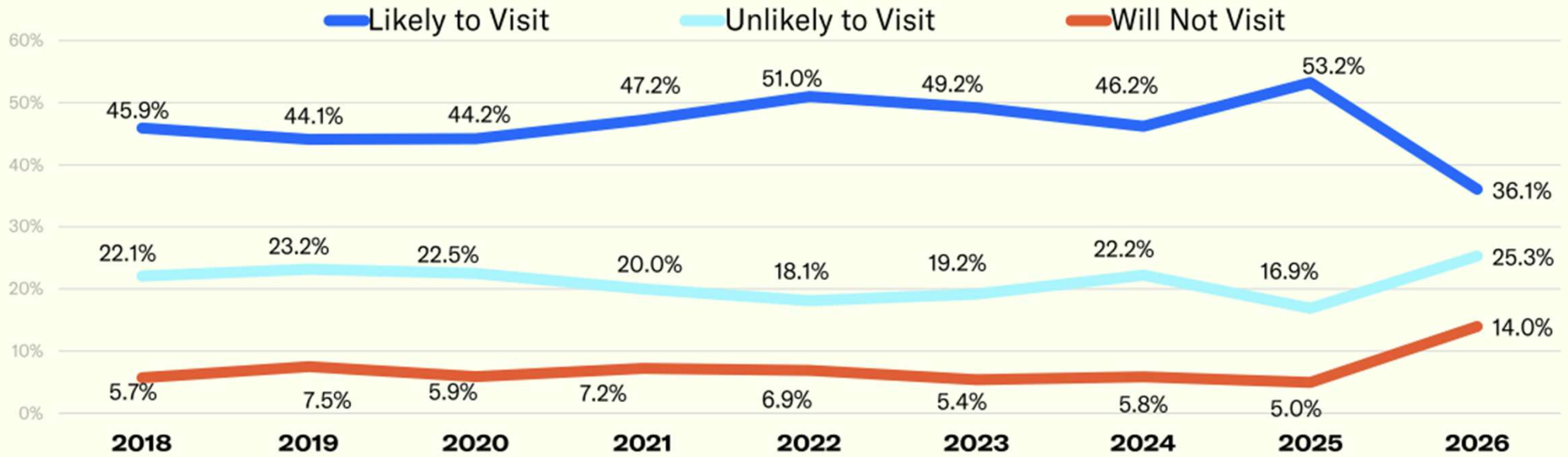
International Visitor Arrivals to the US
Year-over-year Change



Sources: Tourism Economics (Global Travel Service - October 2025 Release)

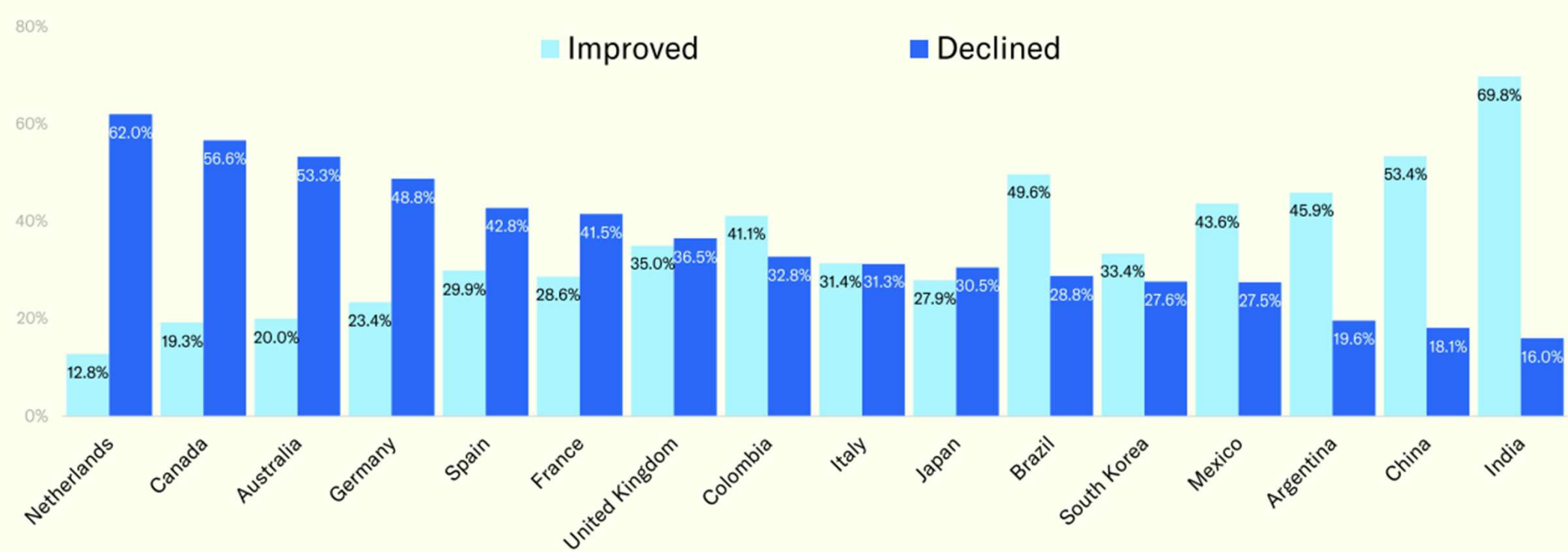
Sentiment declined significantly in the past year

Likelihood to the Visit the U.S. in the Next 2 Years – 2018-2026
(Total Aggregate)



Canada and Western European markets declined most

Change in Perceptions of the U.S. Over the Past Year
(By Market)



Source: Future Partners

Profile of respondents who had improved view of US

Improved



More likely to be Gen Z or Millennials



Average household income of \$94,706 vs. \$68,898 for travelers with declined U.S. perceptions



62.5% have children under 18 vs. 31.5%



75.5% are likely to travel overseas for business in the next year vs. 52.0%



Only 23.0% say safety information is important vs. 39.5%



41.6% desire a friendly/welcoming travel ad tone vs. 49.9%



25.6% seek sophisticated/elegant/refined ad tones vs. 13.9%



61.1% say trendiness is an important factor when they book international travel vs. 25.8%

And those that had a decline in perception

Declined



48.1% have never been to the U.S. before vs. 25.8% of travelers with improved U.S. perceptions



More likely to say their interest in visiting the U.S. has been negatively impacted by all policy changes measured



Less likely to be interested in any upcoming major events being held in the U.S.



Less likely to be familiar with individual U.S. destinations



50.1% recall seeing negative media coverage about major U.S. cities vs. 32.8%



69.9% say this negative media coverage makes them less interested in visiting U.S. cities vs. 10.5%



47.1% have elevated personal safety concerns about visiting the U.S. vs. 35.9%



52.6% travel for rest and relaxation vs. 37.2%

Top Reasons for visits – New England can fit many

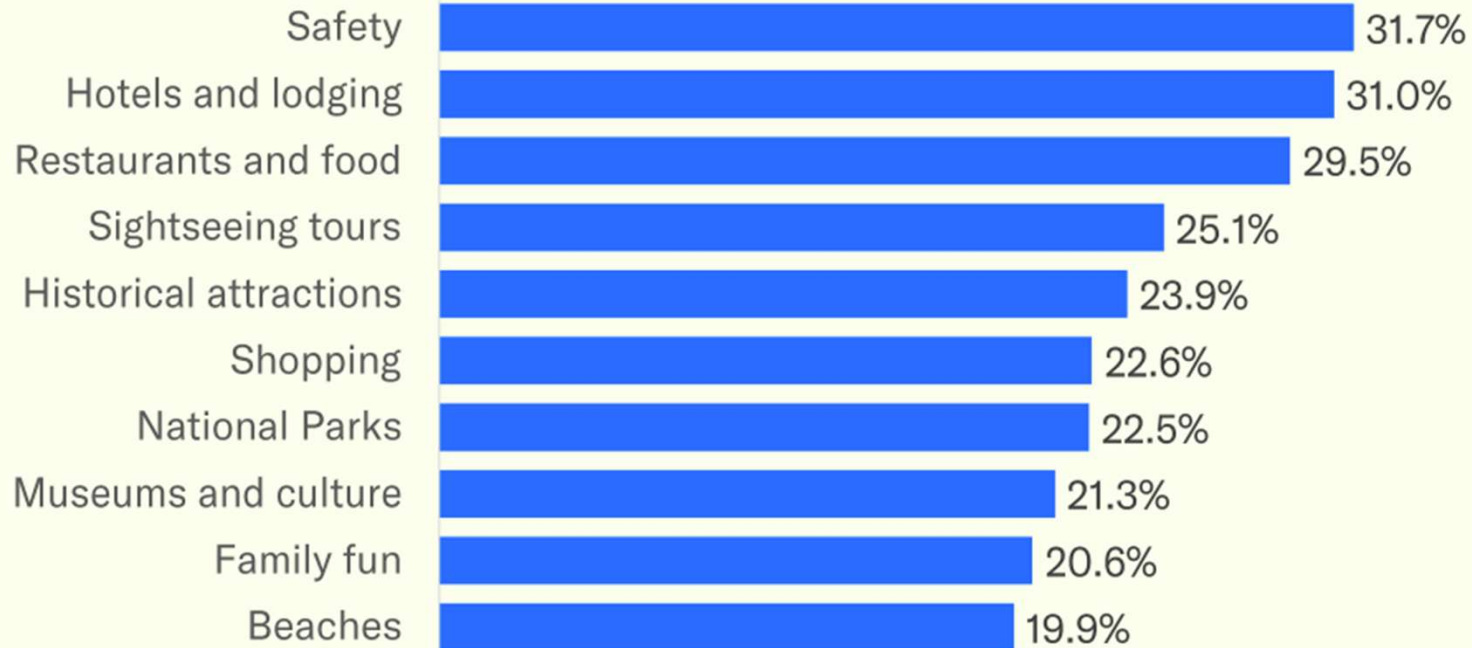
Top 10 Reasons **Why Global Travelers
Want to Visit the U.S.** in the Next Year
(Total Aggregate)



Source: Future Partners

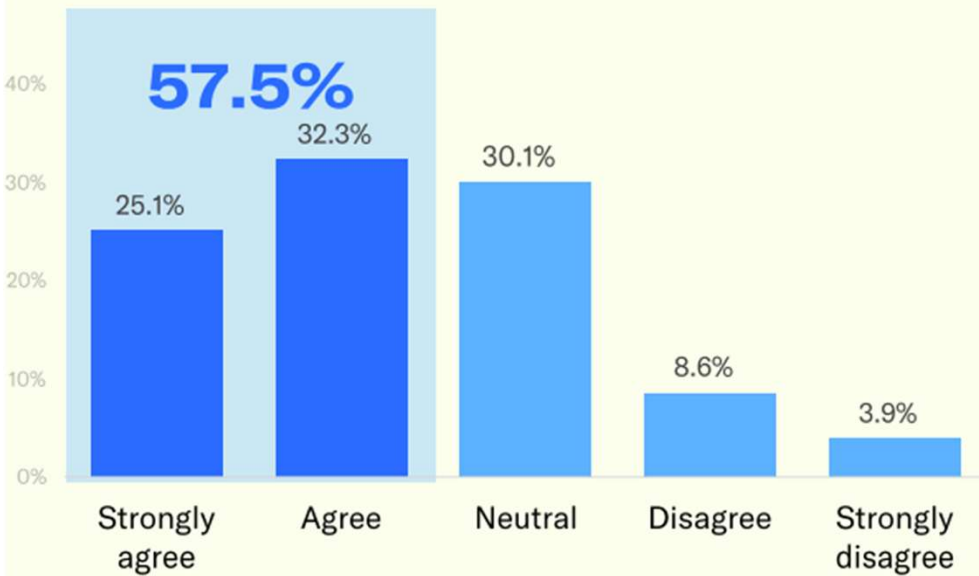
Top Categories as well – New England fits many

Top 10 Important Information Categories for U.S. Destination Decisions
(Total Aggregate)

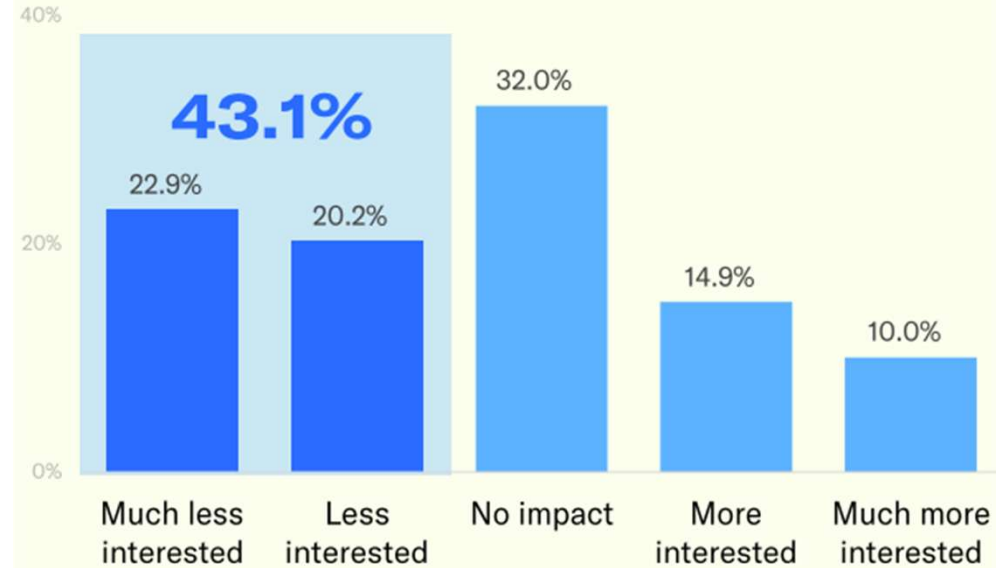


Higher costs/fees pushing down interest in the US

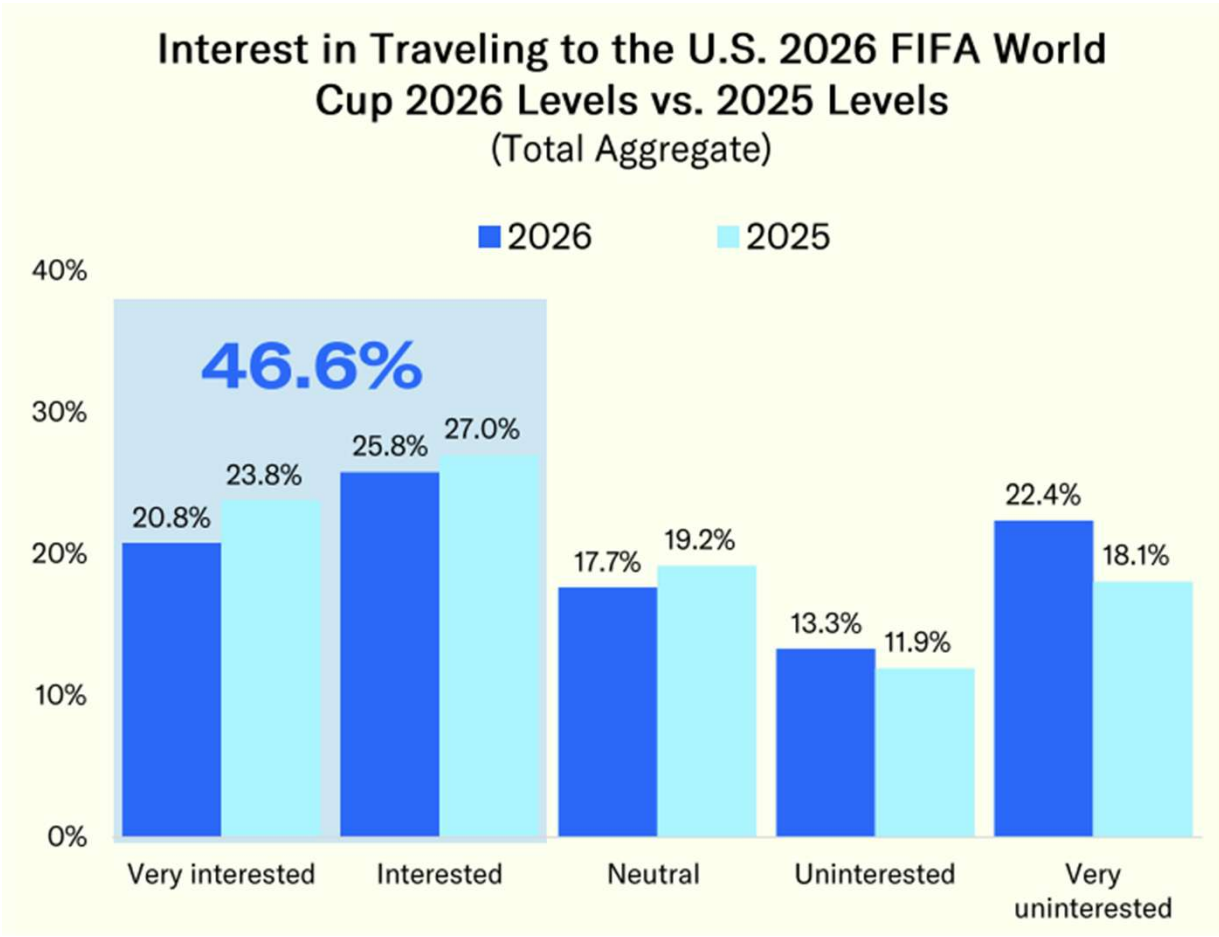
“The new \$250 visa integrity fee is reducing my willingness to travel to the United States.”
(Aggregate Non-Visa Waiver Countries)



Impact of National Park Fees on Interest in Visiting the U.S. (Total Aggregate)



Despite lower overall sentiment, FIFA interest remains high



Source: Future Partners

Top markets with interest include Boston-based teams



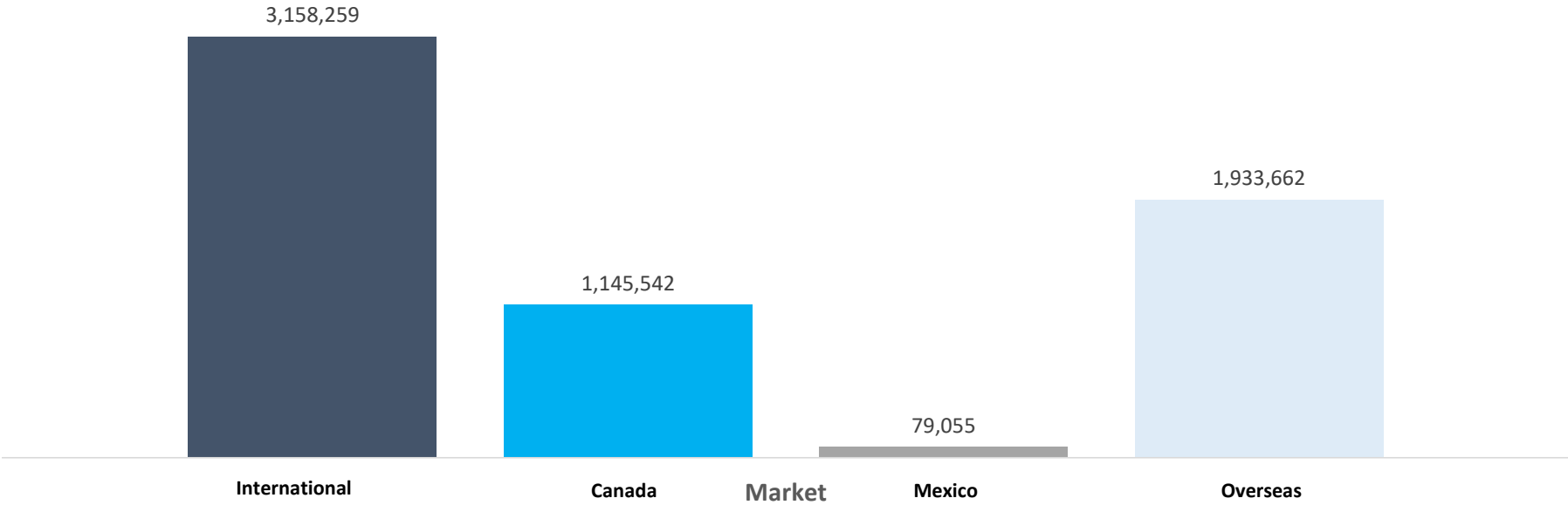
Source: Future Partners

New England Trends



2025 Visitation by region

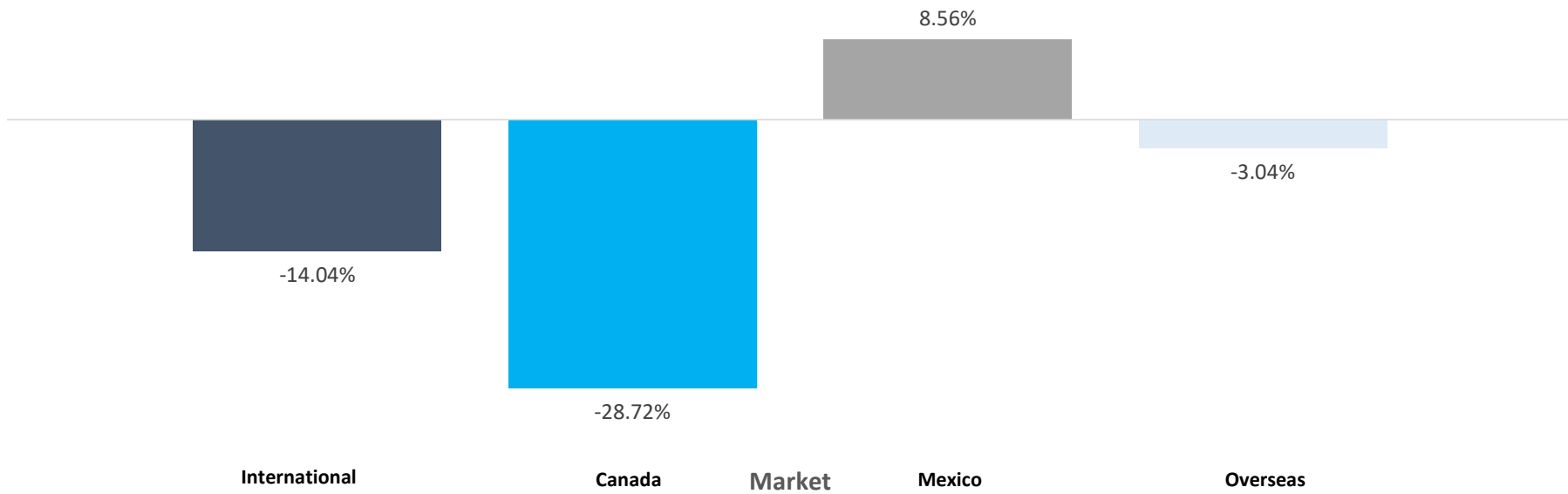
New England 2025 Forecast
As of February 2026



Source: Tourism Economics

Sharpest drop from Canada; Mexico grew

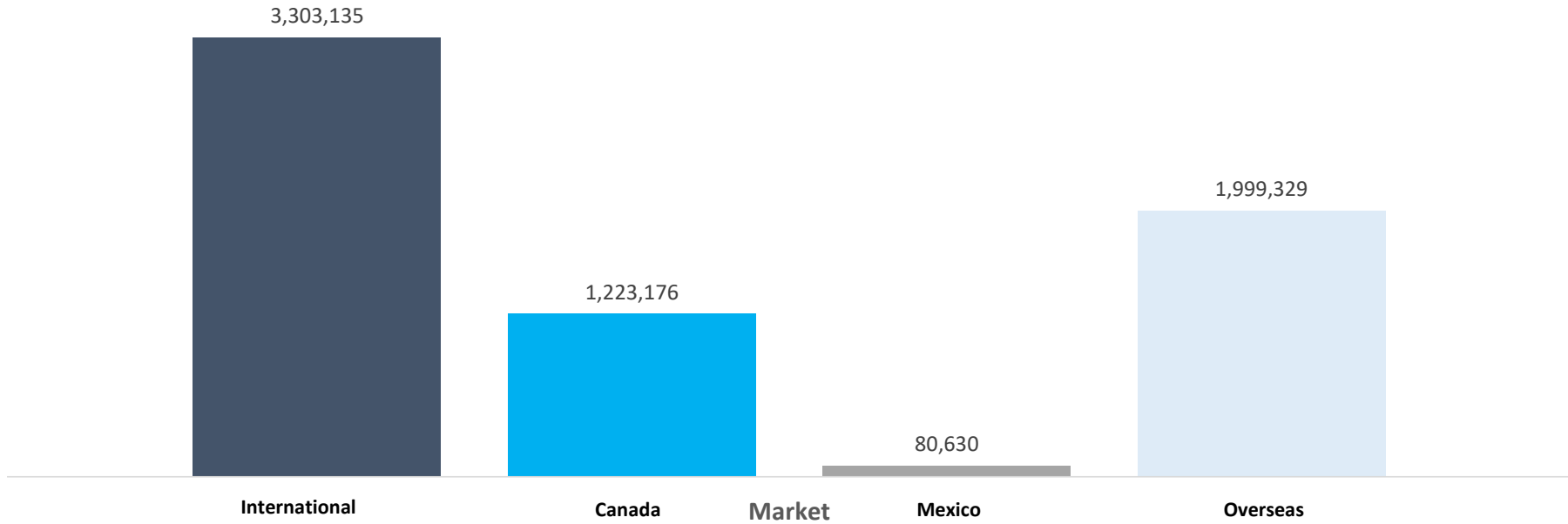
New England 2025 Forecast vs. 2024 Actual
As of February 2026



Source: Tourism Economics

Over 3.3M Visitors expected in 2026, nearly 2M Overseas

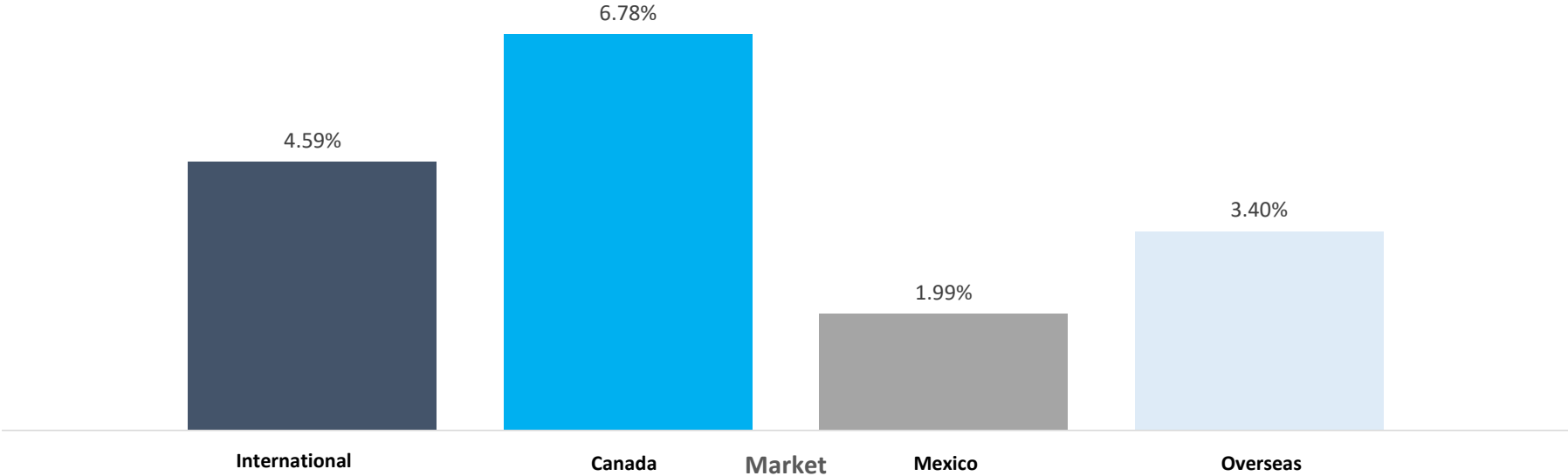
New England 2026 Forecast
As of February 2026



Source: Tourism Economics

A bounce-back year for the region

New England 2026 Forecast vs. 2025 Forecast
As of February 2026

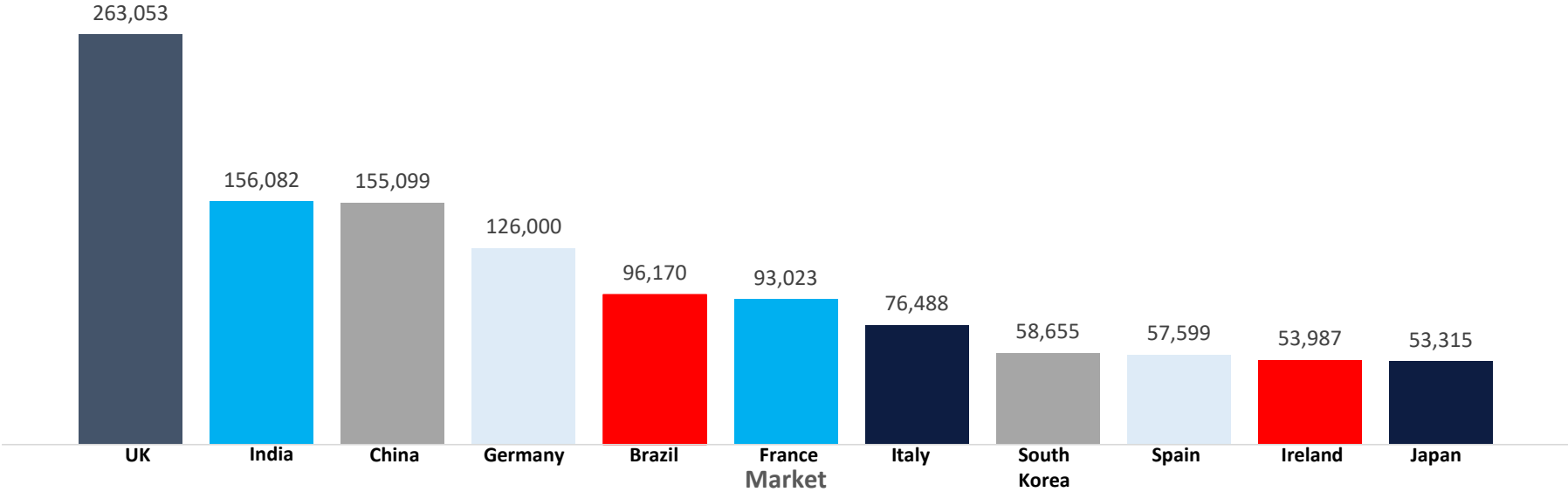


Source: Tourism Economics

Top Markets in 2026 – expected to exceed 50k visitors

New England 2026 Forecast
As of February 2026

Overseas inbound
expected to grow
5% in 2026

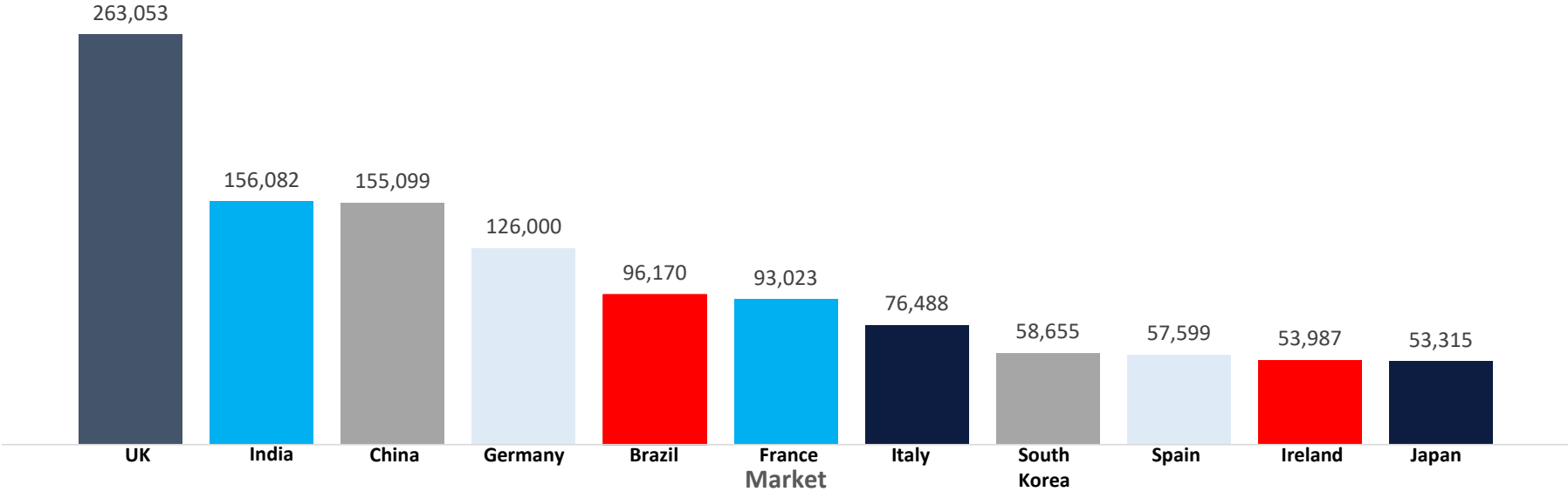


Source: Tourism Economics GCT

Top Markets in 2026 – expected to exceed 50k visitors

New England 2026 Forecast
As of February 2026

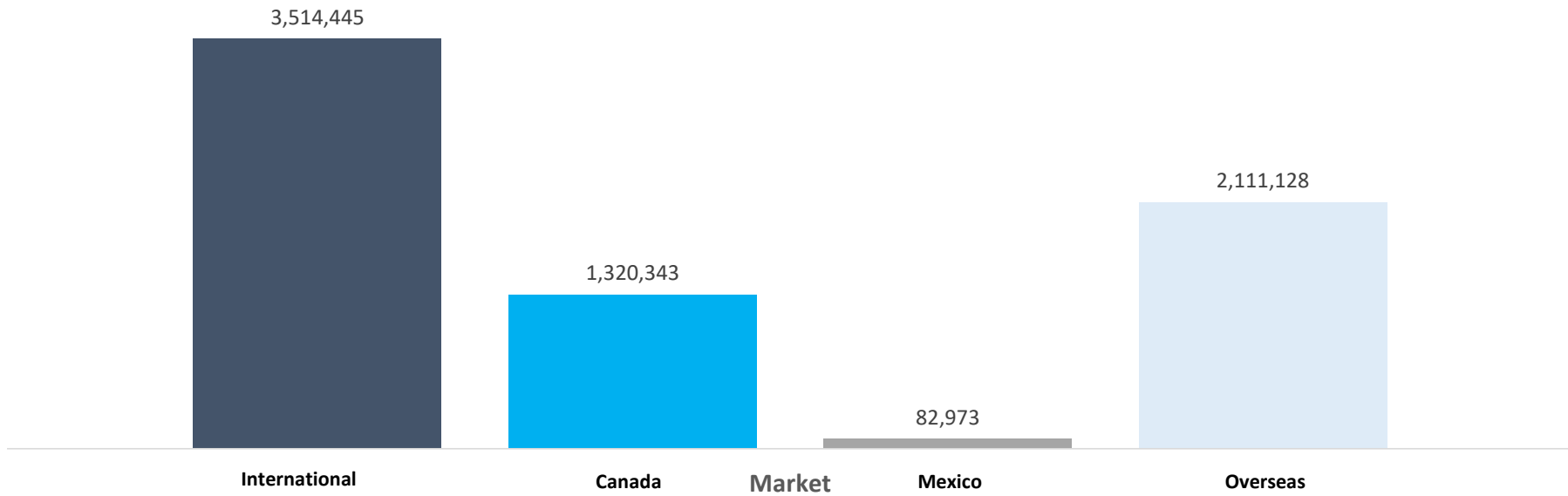
Overseas inbound
expected to grow
5% in 2026



Source: Tourism Economics GCT

Over 3.5M Visitors expected in 2027, over 2.1M Overseas

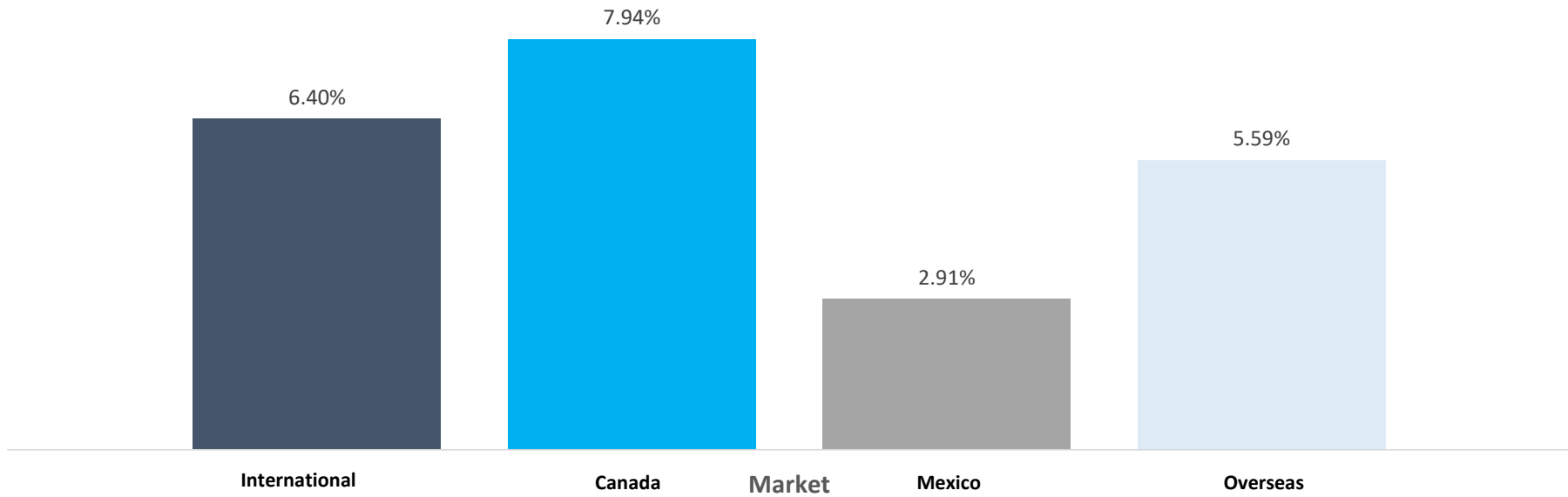
New England 2027 Forecast
As of February 2026



Source: Tourism Economics

Strongest growth in 2027 from Canada and Overseas (esp Asia)

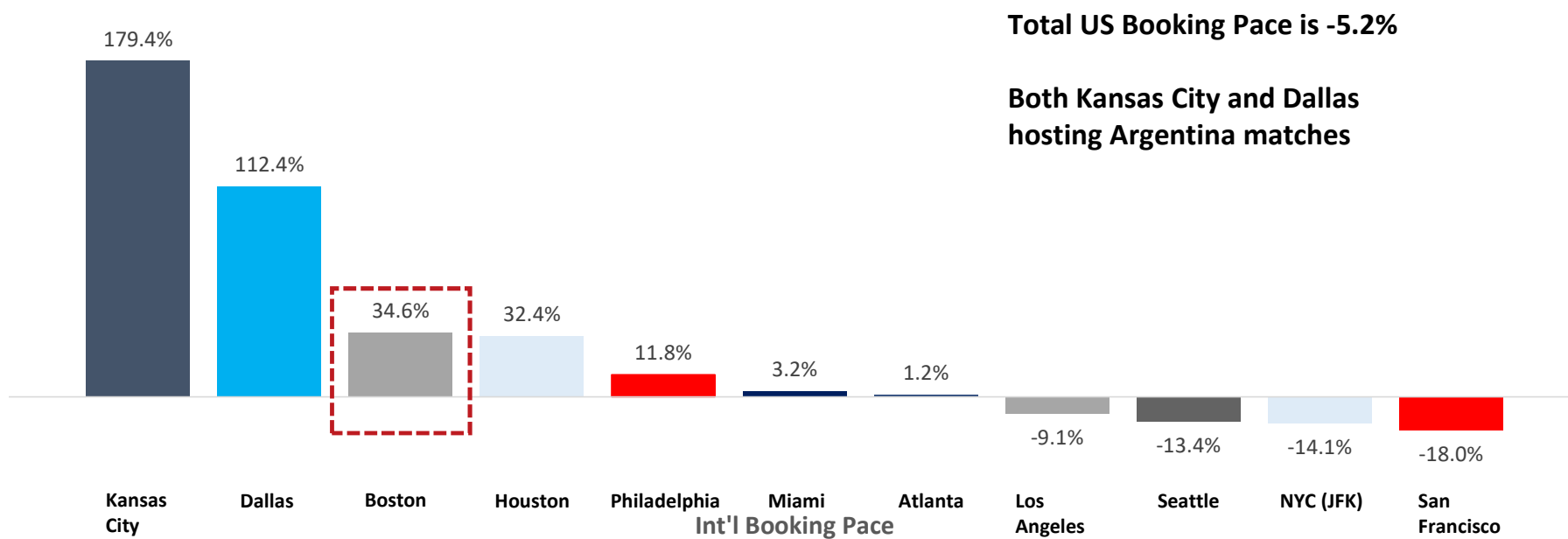
New England 2027 Forecast vs. 2026 Forecast
As of February 2026



Source: Tourism Economics

FIFA: Most east/central markets seeing strong int'l demand

International Flight Bookings June 2026 compared to June 2025
As of February 2026/2025



Source: OAG



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Thank you!

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