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Discover New England – Market Update

United Kingdom

1. Would you consider the geo-political-economic condition of your market to be stable (eg. inflation, gdp, health of mid-upper class, relations with USA, consumer confidence)?

Please briefly explain:

The UK remains a top source market for the USA, The UK remains in the top 3 overseas destinations to the US, behind only Canada and Mexico.

The UK's annual inflation rate, measured by the Consumer Prices Index (CPI), was 3.0% in February 2026, according to the Office for National Statistics. This rate remained unchanged from January 2026, with downward pressure from fuel prices offset by rising costs in clothing. While significantly down from its 2022 peak, it remains above the Bank of England's 2% target

Until recently it would be fair to say that the condition of the market was good and as we as a nation are not “political travellers” the interest in the USA as a holiday destination was un-affected. Cost of living in the UK and price rises in the USA were the main factors impacting travel decisions this year.

In light of recent developments then, if anything, demand from UK consumer to travel “West” as opposed to going East is very much on the radar as the route is seen as an easier and more cost-effective option as flight prices with alternative carriers to the Asia and Australia have increased.

The unknown factor at this time is the cost of fuel in general and the impact of that. Airlines to date have not implemented fuel surcharges and as long as that continues then we believe the market will stay stable.

2. What is trending for long-haul travel interests (eg. sports/events, readaways/hospitality, adventure, nostalgia, luxury, budget, astrotourism/nature-based, solo, etc)

1. Top interest: Outdoors (incl Dark Skies) / Roadtrips
2. Interest: Culinary, wildlife
3. Interest: History and Rail Travel

Comment:

Sports is an important factor in 2026 and very much one to watch for the future, but this year more so due to the World Cup.

In addition, the following should also be kept in mind – Luxury Travel as this is less impacted by cost of living concerns, and Classic Americana

3. Major industry news/announcements since last Summit (eg major travel company changes and/or flights to Boston/New York gateways):

Comment:

Airlift remains strong to the region with seasonal flights returning for 2026

- **British Airways** - Heathrow - 3 Daily flights - 21 per week
- **Delta**
Heathrow - 1 Daily flight – 7 per week
Edinburgh – 1 Daily flight (Summer Season)
- **Virgin Atlantic** - Heathrow - 2 Daily flights – 14 per week
Air France offer codeshare flights with Delta and Virgin
- **American Airlines** - Heathrow - 1 daily flight – 7 per week
- **JetBlue**
Heathrow - 1 Daily flight – 7 per week
Gatwick - 4 Per week
Edinburgh – Summer 2026 (seasonal)

The arrival of Journeyscape into the market with their bespoke travel arranging has been very positive and their very positive approach to supporting press trips to the USA as part of their brand building has increased the options for coverage for the USA.

4. Rank top three concerns affecting future travel to New England (eg. Sentiment towards USA, sentiment towards New England, fuel prices impacting cost of travel, competition, affordability of destination, airline availability, availability of product, esta/visa process, source market political environment, source market economics/politics stability, trends, etc.):

1. Top Concern: Fuel costs both aviation and costs at home
2. Concern: Potential escalation of events in the Middle East

3. Concern: Flights expensive for this summer (A250 / world cup) – people may defer travel plans to a quieter time

What advice to you have for New England's tourism suppliers to succeed in your market over the next two years (hotels, attractions, dmos, transportation, etc)?

Advice:

It is important to be seen in market and attending as many missions and trade shows as is possible, those with a strong presence will be front of mind for any opportunities that may arise. Ensure you follow up post events and meetings, we can assist with this.

Hotels, attractions, transportation etc should look (if not already) to work with the UK market via receptives, and this should be looked at as a longer-term investment.