

ETOA

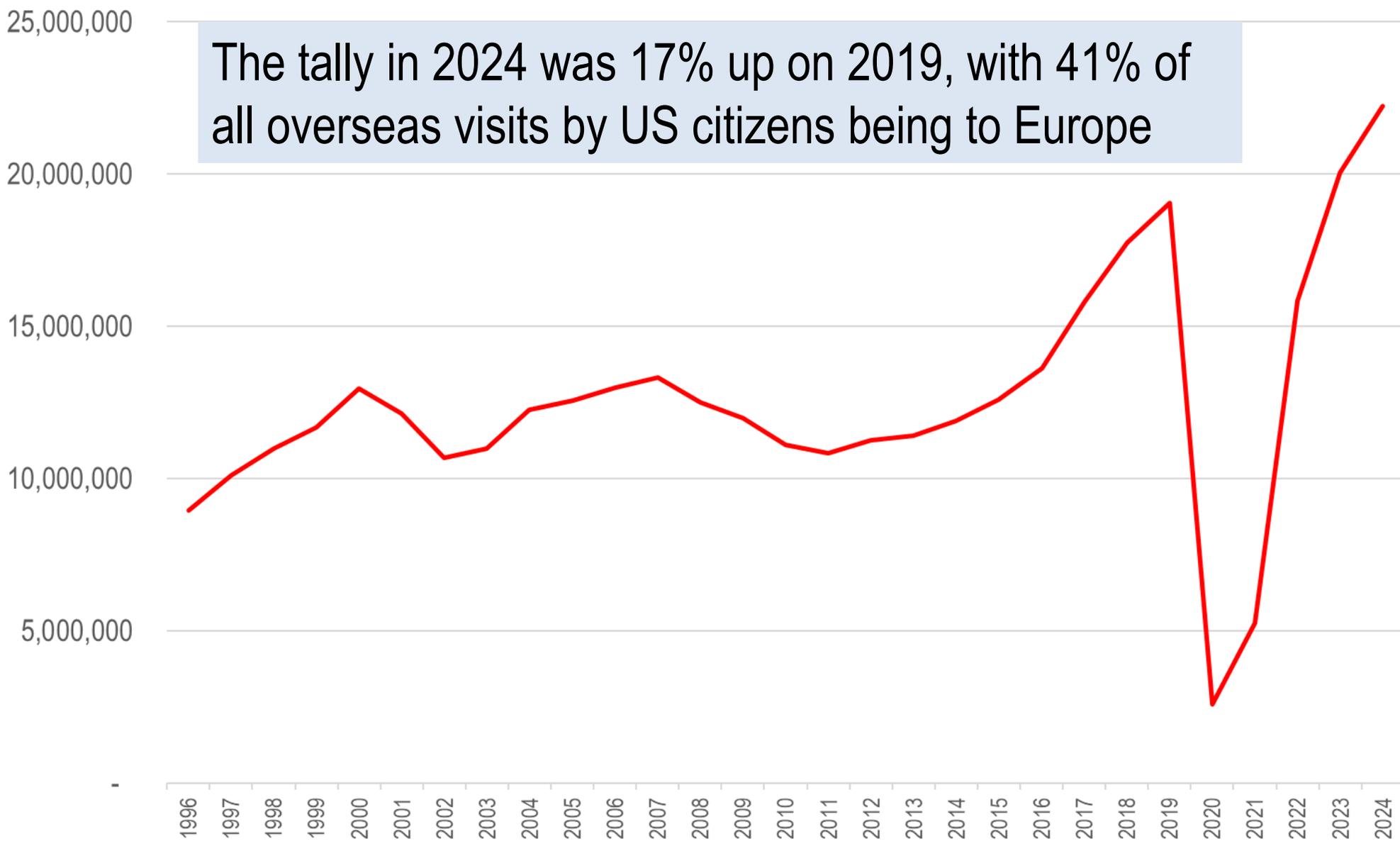
US market trends

April 2025



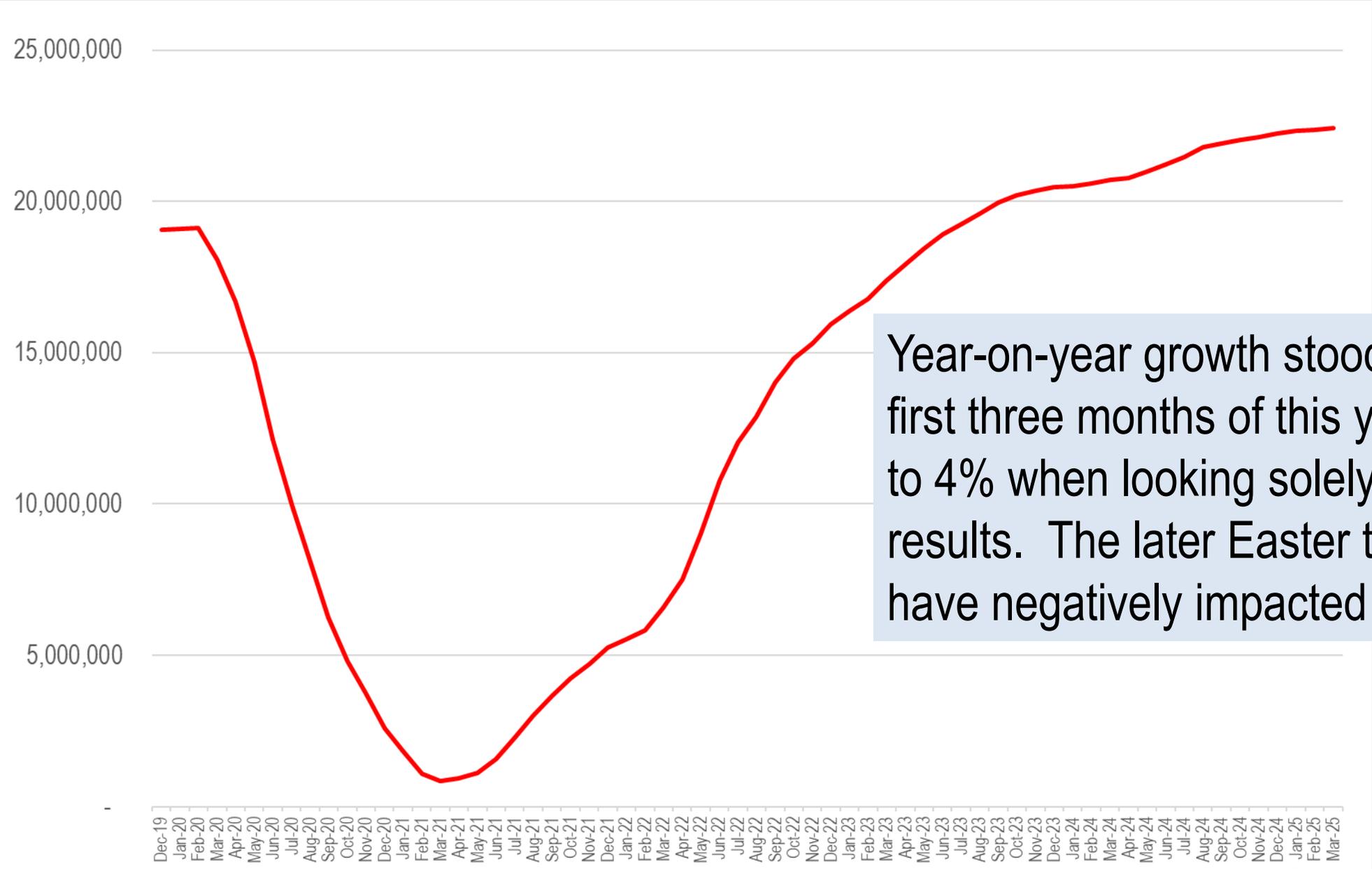
Annual number of US citizen visits to Europe 1996-2024

The tally in 2024 was 17% up on 2019, with 41% of all overseas visits by US citizens being to Europe



Source: DOC

US citizens departing the USA on a plane bound for Europe (rolling 12-month tally)

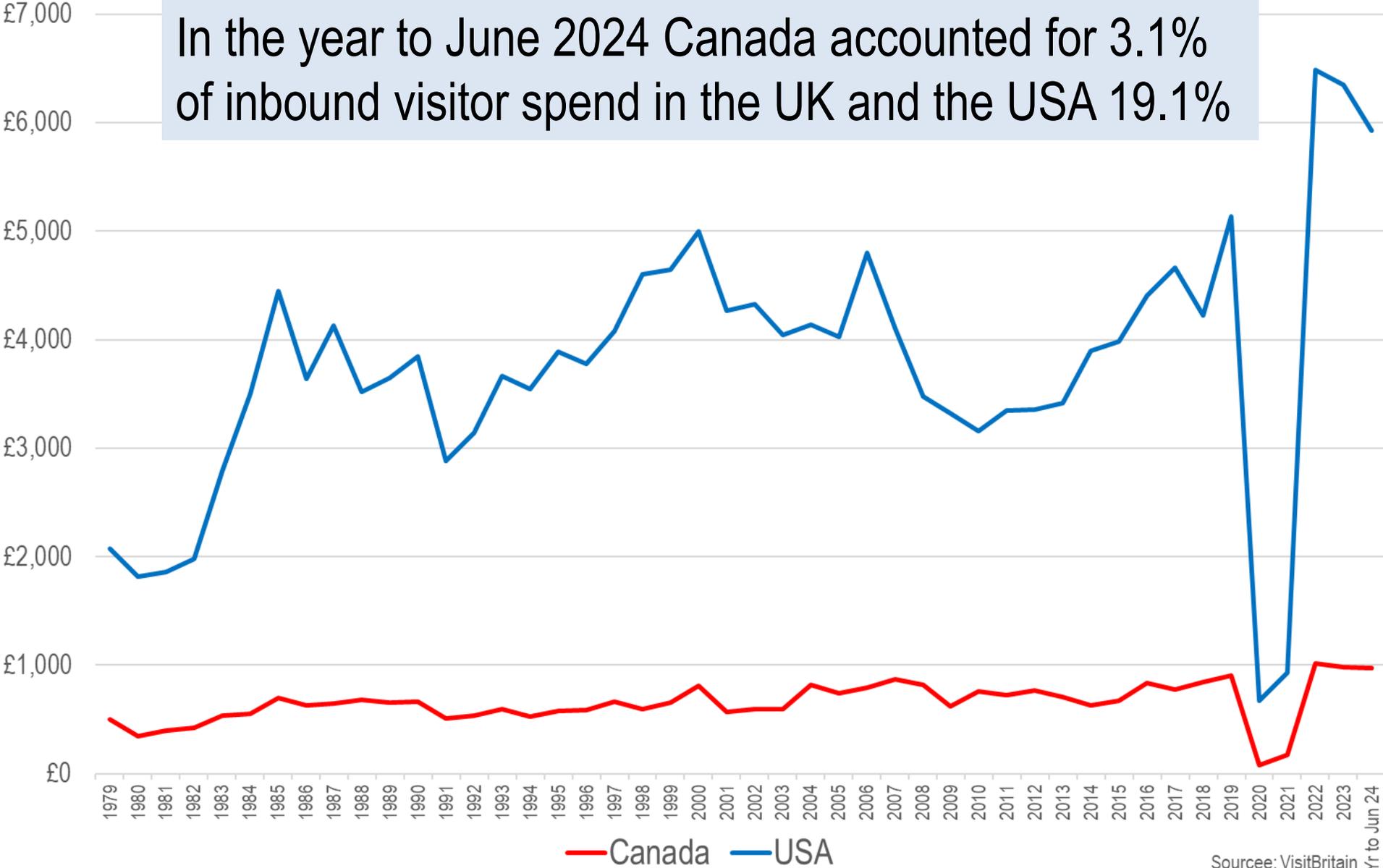


Year-on-year growth stood at 6% in the first three months of this year but slipped to 4% when looking solely at March results. The later Easter this year will have negatively impacted comparisons.

Source: IATA

Trends in visitor spend in the UK from the US and Canada (£m, constant prices)

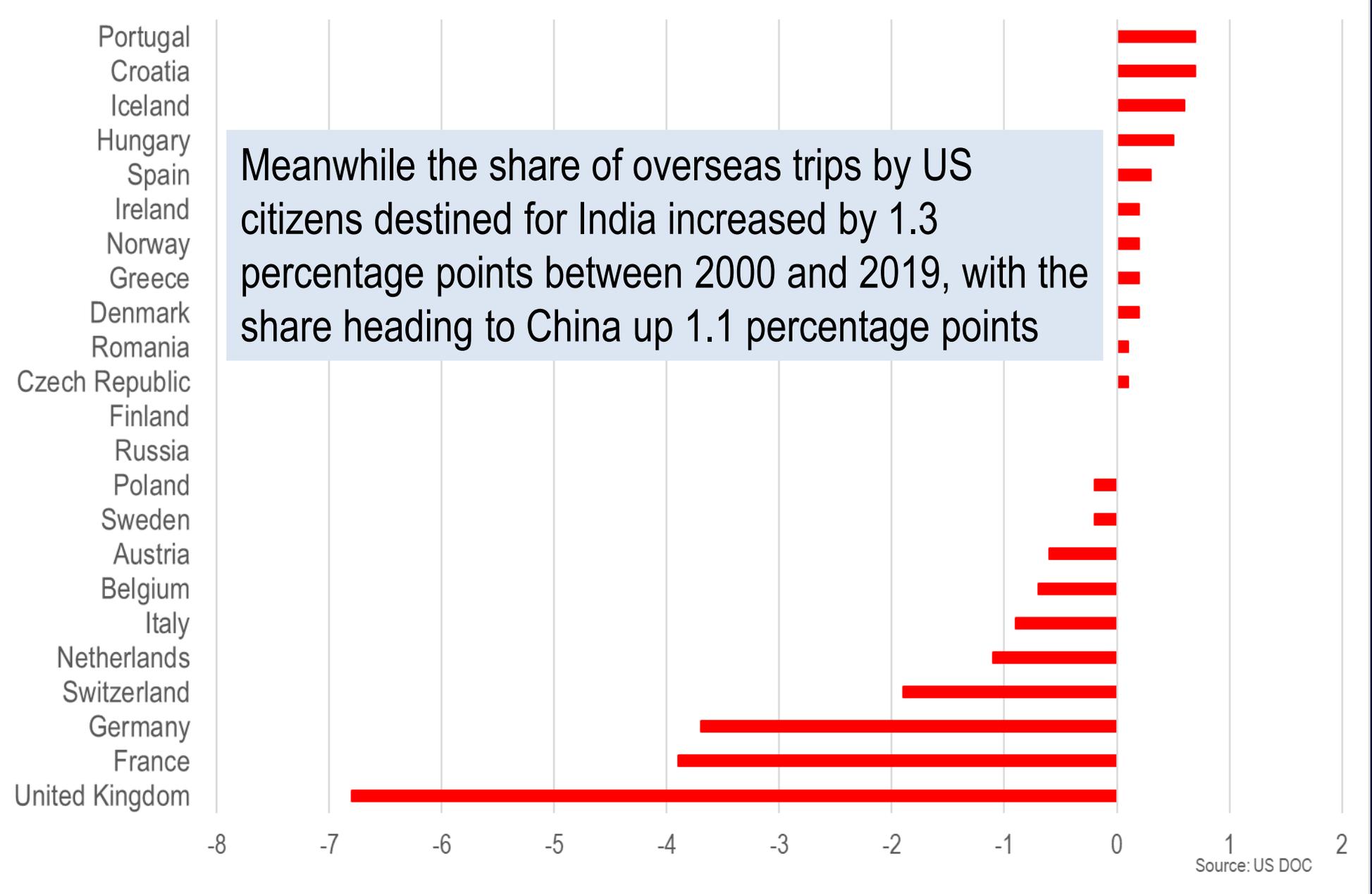
In the year to June 2024 Canada accounted for 3.1% of inbound visitor spend in the UK and the USA 19.1%



Source: VisitBritain

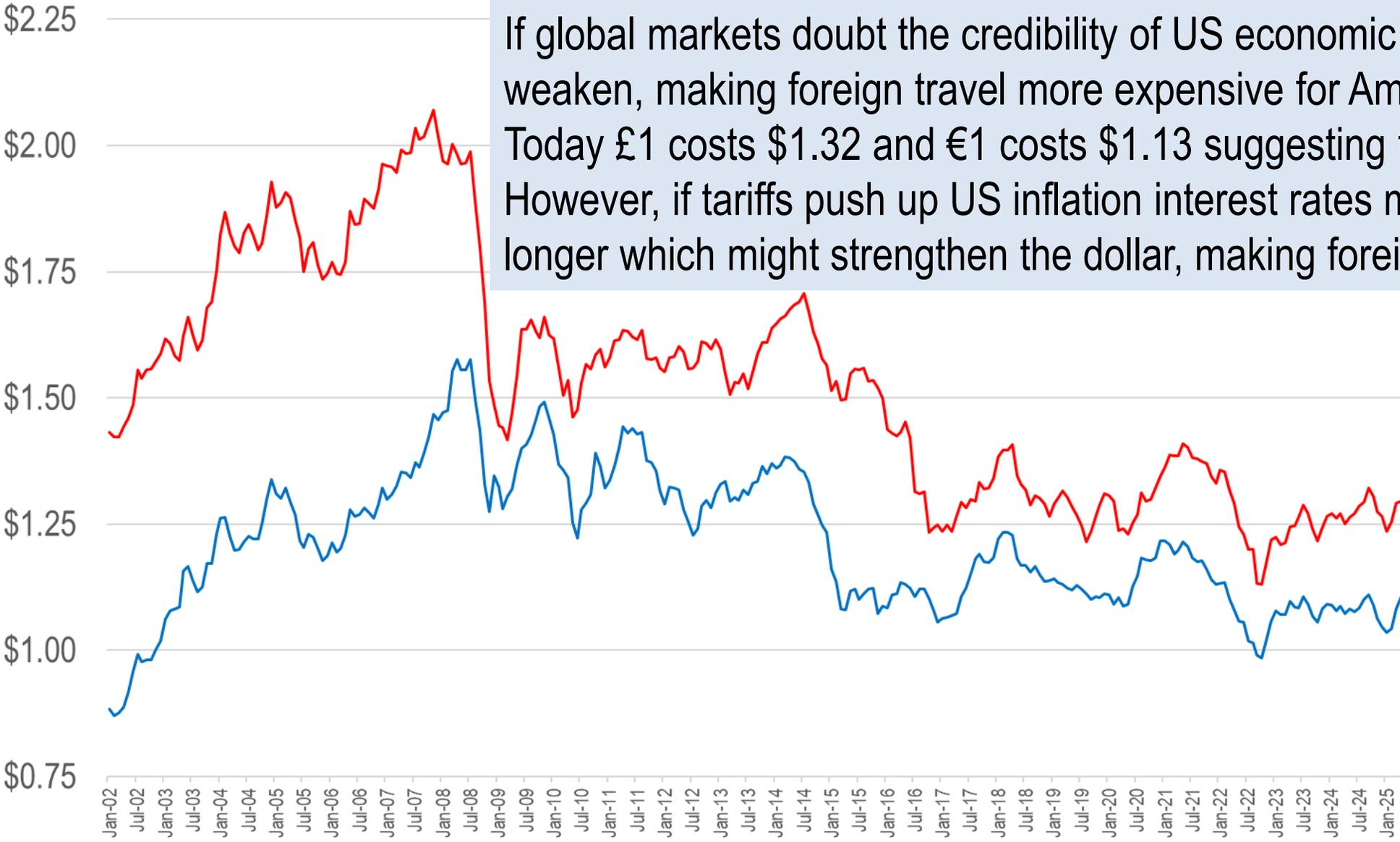
Yr to Jun 24

Change in share of overseas trips by US citizens 2000-19 (percentage points)



Cost of buying £1 or €1 for those using the US dollar

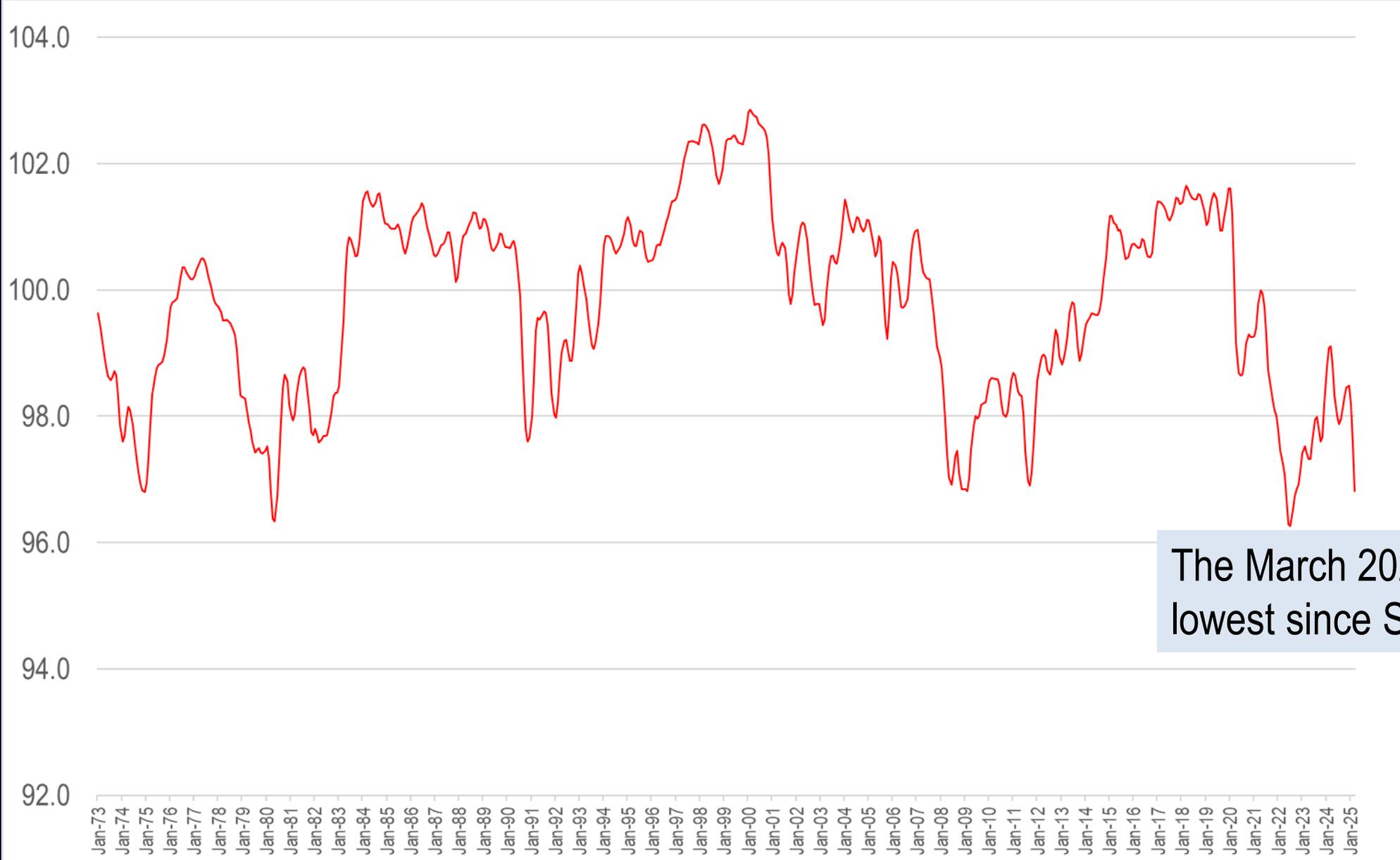
If global markets doubt the credibility of US economic policy the dollar may weaken, making foreign travel more expensive for Americans. Today £1 costs \$1.32 and €1 costs \$1.13 suggesting this may be the case. However, if tariffs push up US inflation interest rates may stay higher for longer which might strengthen the dollar, making foreign travel cheaper.



— Cost of £1 — Cost of €1

Source: Bank of England

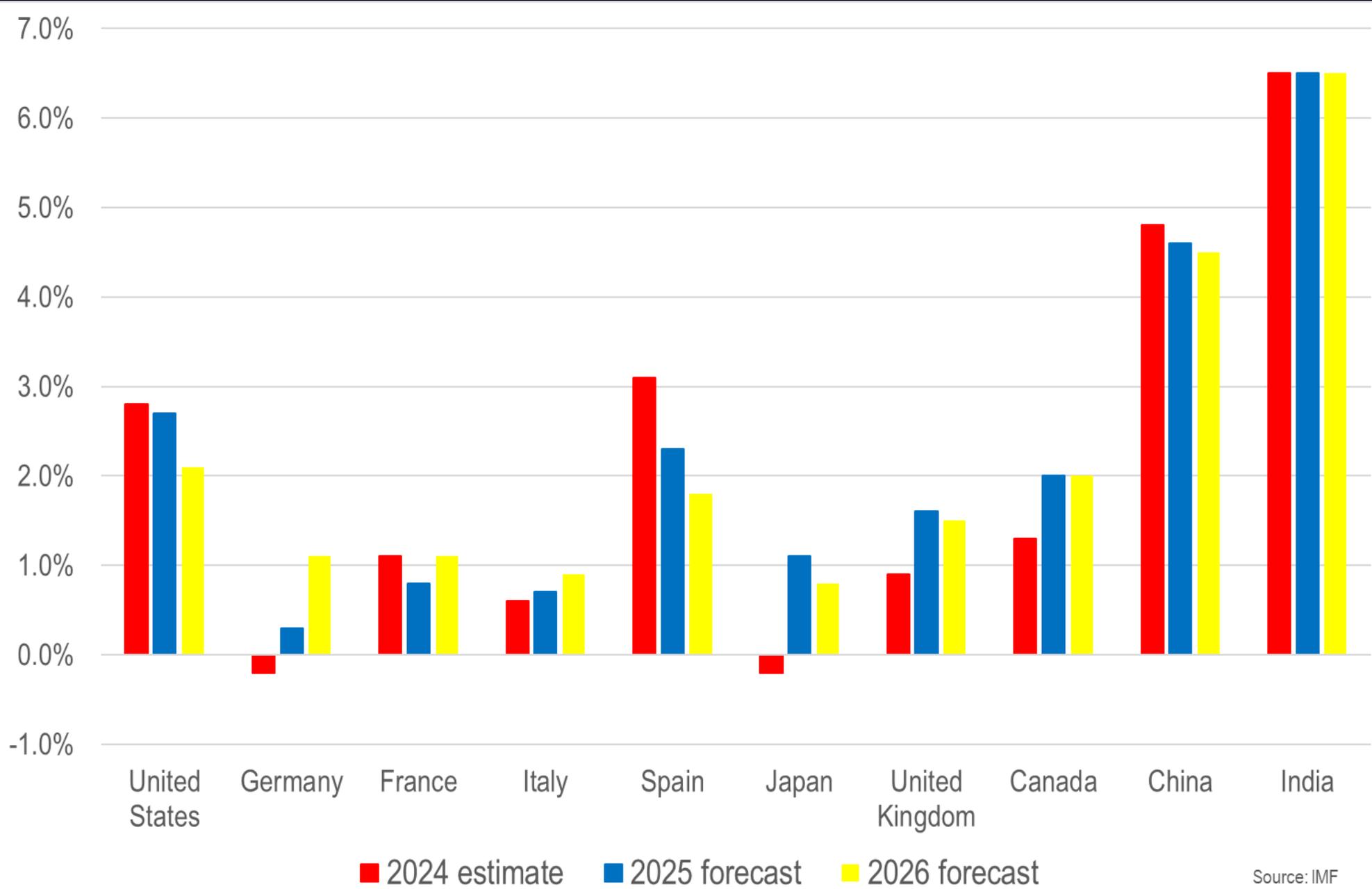
Long-term trends in US consumer confidence



The March 2025 reading was the lowest since September 2022

Source: OECD

What the IMF was forecasting for real GDP growth back in January...



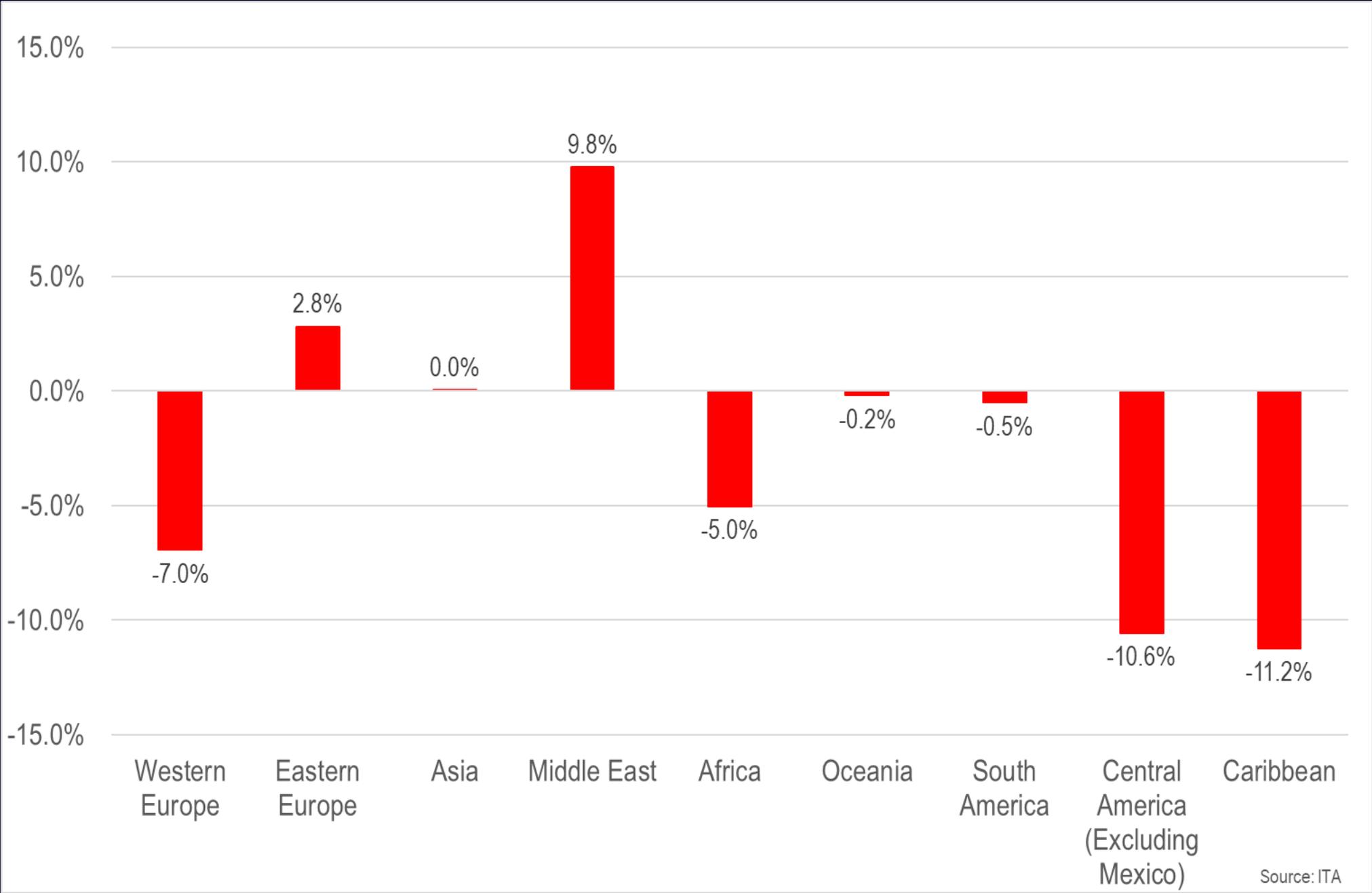
Source: IMF

What drives destination choice for US travellers

	Extremely important
Is a welcoming place to visit	73.7%
It's easy to get around once there	69.9%
Is a place where I can explore history and heritage	69.1%
There is beautiful coast and countryside to explore	69.0%
Offers good value for money	68.9%

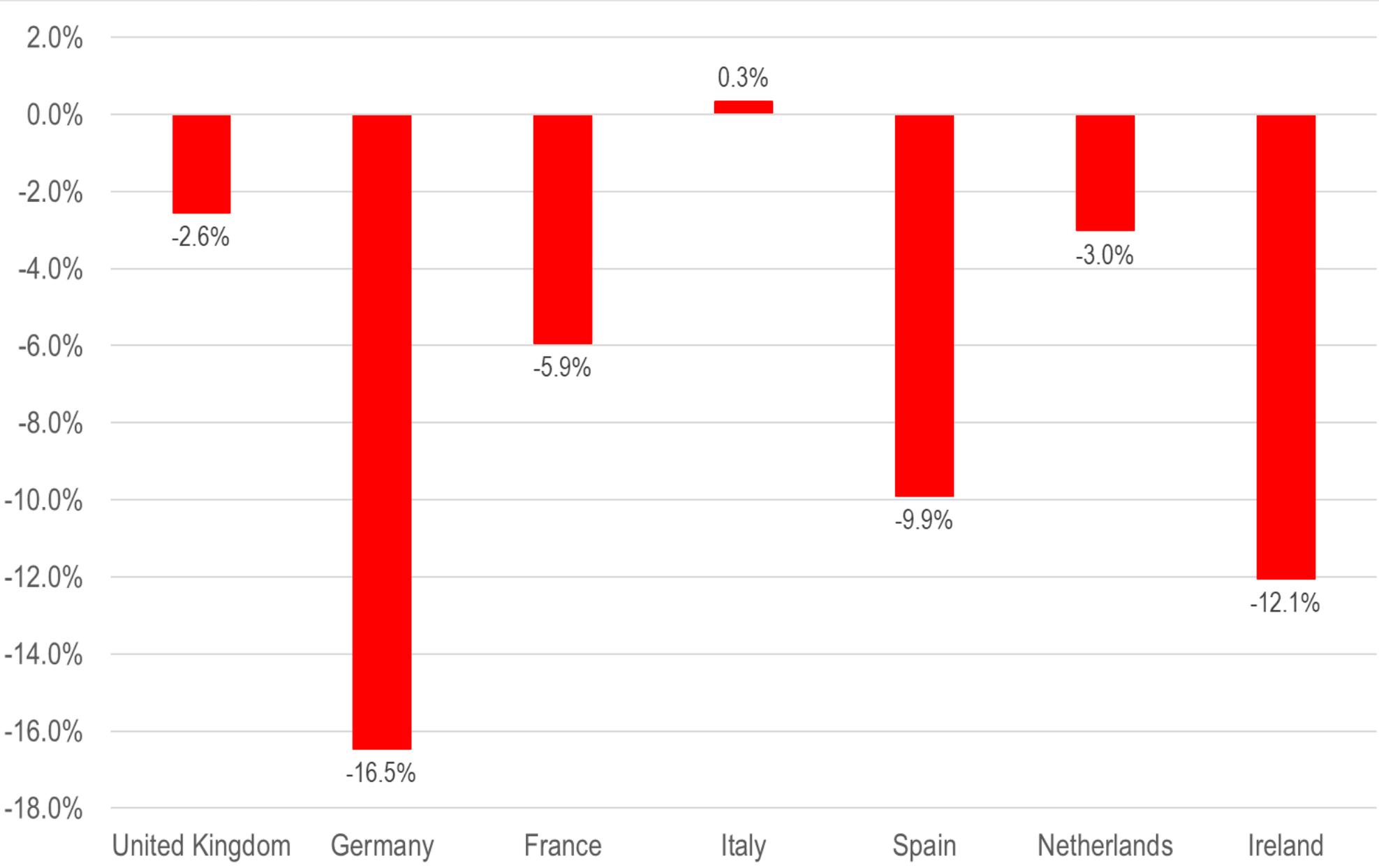
Source: VisitBritain

Annual change in visitor arrivals in the USA from world regions (Jan-Mar 2025)



Source: IATA

Annual change in visitor arrivals in the USA from Europe (Jan-Mar 2025)



Source: IATA

Why diminished trade may negatively impact transatlantic connectivity

- In the year ending June 2024 12% of visits from the US to the UK had 'Business' as their trip purpose, with the equivalent figure for travel from the UK to the US being 18%
- As such, 15% of seats on aircraft flying between the US and UK were occupied by those whose reason for travel was 'Business', and even if they weren't travelling in business class they will likely have been paying premium fares compared with those taking a vacation

Oil prices – silver lining or clutching at straws? (price of Brent crude, not adjusted for inflation)



Source: EIA

Events in 2026

- The US will celebrate the 250th anniversary of the signing of the Declaration of Independence next year, this may entice Americans to take a domestic rather than foreign vacation
- The FIFA World Cup takes place between 11th June and 19th July 2026, with most of the matches hosted in US cities, this may disrupt the normal pattern of demand for air travel with a potential impact on fares