

# **United States Travel Tourism Market By Type (Leisure, Educational, Business, Sports, Others), By Traveler Type (Solo, Group, Couple), By Travel Mode (Travel Packages, Self-Catered), By Booking Mode (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The United States Travel and Tourism Market was valued at USD 182.34 Billion in 2024 and is projected to reach USD 456.21 Billion by 2030, expanding at a CAGR of 3.67% during the forecast period. A thriving culture of domestic travel, supported by a large, mobile population, drives significant internal tourism. The U.S. boasts a wide range of attractions, from scenic national parks to iconic urban destinations, appealing to both domestic and international travelers. Business travel also plays a crucial role, as the U.S. hosts numerous international events and conferences. Well-developed transportation networks and widespread availability of digital booking platforms enhance travel accessibility. Additionally, government efforts to promote tourism and ongoing infrastructure investments further support market growth. The steady increase in international arrivals, particularly from emerging economies, continues to strengthen the industry.

### Key Market Drivers

#### Rising Disposable Incomes

Increasing disposable incomes across American households are significantly propelling

the United States travel and tourism market. As of September 2024, there was a 0.3% rise in disposable personal income compared to the prior month. With higher financial stability and greater purchasing power, consumers are spending more on leisure activities, including travel. This has resulted in more frequent domestic excursions and international trips. Enhanced income levels have also fueled demand for upscale services such as luxury accommodations, gourmet dining, and tailored travel experiences. Additionally, affluent consumers are exploring niche tourism segments like wellness, adventure, and eco-tourism. Travel companies are responding by offering customizable packages, rewards programs, and flexible payment plans to appeal to high-spending demographics. Millennials and Gen Z travelers, who value unique experiences, are allocating larger portions of their budgets to travel. Overall, rising disposable incomes are reshaping consumer preferences and significantly contributing to the expansion of the U.S. travel and tourism market.

## Key Market Challenges

### Regulatory & Taxation Issues

The U.S. travel and tourism sector faces considerable challenges from regulatory and taxation policies. Elevated taxes on flights, hotel stays, and rental services inflate travel costs, making the country a less competitive destination globally. Additional local taxes, like hotel occupancy fees, may deter budget-conscious tourists and impact city-level international appeal. Complex visa requirements and rigorous entry procedures present further obstacles, particularly for visitors from emerging markets such as China and India. Shifting regulations—such as varying policies for short-term rental platforms—add uncertainty for both businesses and tourists. Compliance costs related to environmental and labor standards also increase operational expenses, often passed down to consumers. To improve market attractiveness, addressing these regulatory and taxation barriers through streamlined visa processes, incentivized tax structures, and business-friendly policies is essential for the industry's sustained growth.

## Key Market Trends

### Rise of Domestic Travel

Domestic travel has gained remarkable traction in the United States, especially after the COVID-19 pandemic. A 2022 study indicated an increase in domestic travel spending from USD 868 billion in 2021 to approximately USD 920 billion in 2022. Travel restrictions and global uncertainty have led Americans to explore their own country

more extensively, resulting in a surge in road trips, short getaways, and visits to national parks and lesser-known locales. Domestic tourism provides convenience, affordability, and flexibility, appealing to families, solo travelers, and remote workers. The rise of staycations and local travel supports smaller communities and regional economies. Travelers are gravitating toward authentic experiences such as heritage sites, culinary tours, and outdoor adventures. Enhanced domestic flight networks and the growth of platforms like Airbnb have simplified trip planning. Furthermore, state and federal tourism campaigns have spotlighted domestic destinations. With ongoing economic volatility and health concerns, domestic travel is expected to remain a resilient and vital segment of the U.S. tourism landscape.

### Key Market Players

A&K Travel Group Ltd

Audley Travel US Inc.

Scott Dunn USA Inc.

Travel + Leisure Co.

Artisans of Leisure, Inc.

American Lloyd Travel Services Pte Ltd

CWT Global B.V.

BCD Travel Services B.V.

TravelPerk S.L.U.

GBT Partner Solutions

### Report Scope:

In this report, the United States Travel Tourism Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

*United States Travel Tourism Market By Type (Leisure, Educational, Business, Sports, Others), By Traveler Type...*

### United States Travel Tourism Market, By Type:

Leisure

Educational

Business

Sports

Others

### United States Travel Tourism Market, By Traveler Type:

Solo

Group

Couple

### United States Travel Tourism Market, By Travel Mode:

Travel Packages

Self-Catered

### United States Travel Tourism Market, By Booking Mode:

Online

Offline

### United States Travel Tourism Market, By Region:

South

West

Mid-West

## North-East

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Travel Tourism Market.

### Available Customizations:

United States Travel Tourism Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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