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Travel Trends

Prepared for the New Hampshire Division of Travel and Tourism Development



Image courtesy of DHS

Real ID Deadline Approaches

Starting May 7, 2025, all US travelers will need a Real ID driver's license to catch a domestic flight; without it, airport security checks will likely be more complicated. Real ID is an enhanced version of your standard state driver's license or identification card, intended to help authorities crack down on terrorism and identity fraud.

There have been multiple postponements of Real ID enforcement, and there is some possibility of the deadline being pushed back again. For now, plan to get a driver's license or ID that's compliant with the new travel regulations by the deadline.

The state that issued your driver's license will be the distributor of your Real ID—just make sure to fill out all the required paperwork. Requirements vary by state but typically include proof of identity and U.S. resident / citizen status.

In most cases, the cost of getting a Real ID will be approximately the same as when renewing your license. Without a Real ID, you will likely be required to show a valid U.S. passport to fly domestically.

-CNET

Four Aviation Trends to Impact Summer Travel

With the summer travel season approaching, here are some aviation trends and changes to anticipate at the airport:

- 1. The Transportation
 Security Administration
 (TSA) will enforce Real ID
 requirements to board
 domestic flights starting
 May 7. Real ID's must be
 requested from the state
 that issued your driver's
 license.
- 2. Americans flying to
 European countries will
 need to apply for European
 Travel Information and
 Authorization System
 (ETIAS) approval before

boarding an international flight this summer. The application can be filled out online.

- 3. Shoulder season travel is growing in popularity, as it supports a desire to visit a destination that would otherwise be busy during peak season.
- 4. As of April 25, airlines now must issue transferable credits valid for at least five years to travelers prohibited from flying due to government restrictions or medical advice.

-Connected Aviation Today

United Airlines to Cut Flights

In anticipation of lower travel demand, United Airlines will cut approximately 4% of its domestic flight capacity starting in July. In addition, the airline will reduce off-peak flights on low-demand days and retire 21 aircrafts. The carrier has suggested it is "impossible to predict this year with any degree of confidence," largely due to rising trade tensions.

The airline industry as a whole is bracing for a decline in ticket sales. Another example of this "bracing" is Delta Airlines recently withdrawing their annual outlook, citing slower growth due to uncertain economic factors.

-Business Insider

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Political Influence on Summer Travel Plans

According to a travel sentiment survey conducted by Longwoods International in March, 42% of American travelers think politics will "Greatly impact" their travel decisions. For added context: that's up from 24% last September.

"Travelers are going to gravitate to where they feel welcome," said Amir Eylon, president and CEO at Longwoods International. "It's not a red thing or a blue thing. It's both sides."

Eylon also cautioned that the poll asked travelers about what they planned to do – which could be different from what they actually do. "Sentiment is about looking forward," he said.

Eylon noted that a traveler's economic situation is more likely to influence where and how long people vacation. According to the survey, 2% of travelers expect travel to become less affordable in the next year, while 41% expect costs will remain the same. Only 17% said travel would be more affordable.

-Cleveland.com

Canadian Travel to the U.S. Uncertain

The tour company Comfort Tour Canada has offered luxury bus trips to Chicago for nearly twenty years. This year, all of its trips to Chicago have been canceled in response to President Trump's rhetoric on Canada. For similar reasons, several other travel companies that regularly bring Canadians to the U.S. have seen a downturn in business.

Chicago businesses and tourist attractions are taking a hit with fewer tourists spending money at restaurants, shops, and cultural sites.

Destinations across the U.S. are navigating how to encourage travel from Canadians. Another example is the state of Maine, who saw about 800,000 tourists from Canada in 2024.

Governor Janet Mills says
Canadians should still come to
Maine this summer even after
then-Prime Minister Justin
Trudeau told Canadians not to
vacation in the U.S. after
President Donald Trump
announced significant tariffs on
Canada. Not long after
Trudeau's statement, hotel
owners at popular summer
vacation spots in the state
started reporting cancellations.

"I'm talking to the premieres and people of Canada saying come on down. We want you. That's a message. We will always put out the welcome to people. The Canadians who are family members many times work in the state of Maine... Our economy is so intertwined," said Mills. She hopes Maine and Canada can maintain a good relationship.

-WBEZ Chicago, WGME 13

Rising Costs May Deter Summer Travel Plans

With the release of the 2025 Bankrate Travel Season report, experts say vacation plans this summer may change as consumers navigate rising costs.

According to the survey, only 46% of U.S. adults plan to travel this summer and about one third of them plan to take on debt

Twenty-nine percent of respondents suggest they plan to go into debt for summer vacations using various payment methods.

Approximately 56% plan to pay cash and 47% plan to use a debit card, while 42% said they will pay in full with their credit card and avoid interest.

Another 20% indicate rewards points or miles will finance a getaway.

According to the data, Millennials and Gen Zer's are more likely to take on debt for summer travel. About 34% of Millennials indicate they would take on debt for a summer vacation using credit cards, with 27% admitting they will pay off over time. Another 5% plan to borrow money from family/friends for the trip, 4% plan to use Buy Now, Pay Later services, and 3% say they're using personal loans.

The survey was taken between March 10-12, 2025, by ~2,238 Americans 18 years and older.

-FOX 13 Tampa Bay