GSRANALYTIX

ISSUE 03

SEPTEMBER 2026

USA EDITION

TOURISM & HOSPITALITY MAGAZINE

TRAVEL • HOTELS • DESTINATIONS

USA

ONE COUNTRY. MANY JOURNEYS.

Global cities, national parks, road trips, culture, entertainment and hospitality at continental scale.

01 **ICONIC CITIES**
Global gateways and living culture

02 **NATIONAL PARKS**
Landscape at extraordinary scale

03 **ROAD TRIPS**
Freedom, routes and regional depth

04 **HOSPITALITY**
Hotels, resorts and investment

WORLD

TOURISM NEWS

Routes • markets • global connections



USA TO THE WORLD

WORLD TO THE USA

CITIES	PARKS	ROAD TRIPS	CULTURE	HOTELS
GLOBAL	63 NATIONAL	COAST TO COAST	MUSIC & FOOD	MARKET DEPTH

COUNTRY PROFILE

A CONTINENTAL DESTINATION SYSTEM

USA TOURISM OVERVIEW



FROM GLOBAL GATEWAYS TO GREAT OPEN SPACES

QUICK PROFILE

Capital Washington, D.C. • Currency USD • 50 states • Atlantic, Pacific, Gulf, Arctic and island destinations

THE NATIONAL PROPOSITION

The United States is not one tourism product but a network of city, nature, entertainment, road-trip, cultural and hospitality economies. Its greatest strength is the ability to serve first-time discovery and repeat travel at every price point.



01 CONTINENTAL VARIETY

Cities, beaches, islands, deserts, forests, mountains and winter destinations.

02 GLOBAL ACCESS

Multiple international gateways connect long-haul demand to regional networks.

03 CULTURAL RANGE

Music, food, film, sport, heritage and communities create many travel stories.

04 VALUE TO LUXURY

The market spans motels and road trips through resorts, lodges and urban luxury.

THE SCALE ADVANTAGE

A traveller can return for cities, parks, music, food, coastlines, winter sports, theme parks or business events—and experience a different America each time.

COMPETITIVE STRENGTHS

SCALE BECOMES REPEAT DEMAND

WHY USA





A DESTINATION BUILT FOR MANY TRAVEL MOTIVES

The USA combines global recognition with unmatched product breadth: urban culture, landscapes, entertainment, events, education, business and visiting friends and relatives.

01 GLOBAL BRAND POWER

Landmarks and cultural exports create immediate recognition.

02 PRODUCT DEPTH

The same market serves city breaks, parks, coasts and long stays.

03 AIR CONNECTIVITY

Large hubs and regional airports distribute demand across the country.

04 EXPERIENCE ECONOMY

Sport, music, food, film and attractions turn travel into participation.

05 ROAD-TRIP CULTURE

Highways and scenic routes connect communities beyond major gateways.

06 HOSPITALITY RANGE

Hotels, resorts, lodges, rentals and extended stay cover many needs.

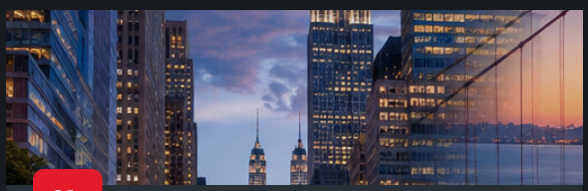
GSR PERSPECTIVE

America's commercial advantage is not only scale. It is the ability to package very different places into one connected travel system.

DESTINATION PORTFOLIO

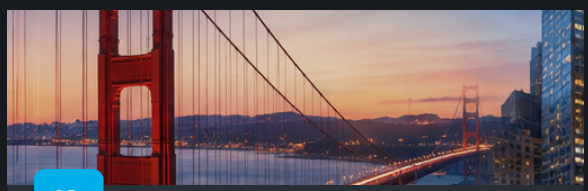
GLOBAL CITY ANCHORS

ICONIC DESTINATIONS I



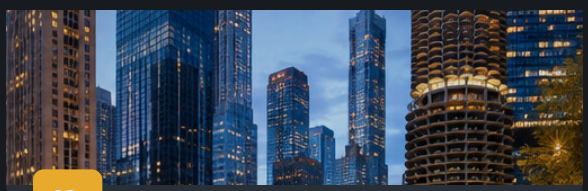
01 **NEW YORK CITY**

Landmarks, arts, food, neighbourhoods, retail and business travel.



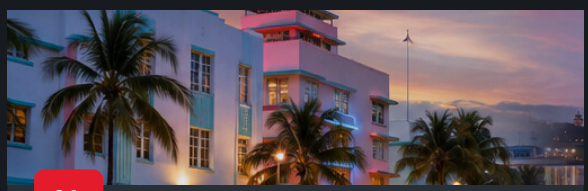
02 **SAN FRANCISCO**

Waterfront, design, technology culture, wine-country access and iconic views.



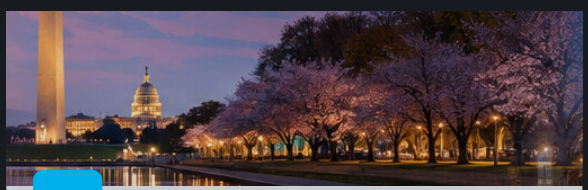
03 **CHICAGO**

Architecture, music, lakefront life, conventions and a strong food identity.



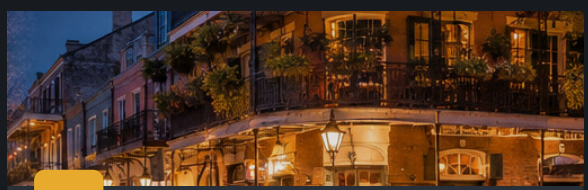
04 **MIAMI**

Beaches, art deco, cruise access, nightlife and links to Latin America.



05 **WASHINGTON, D.C.**

Museums, monuments, diplomacy, history and meetings demand.



06 **NEW ORLEANS**

Music, cuisine, festivals and neighbourhood character create deep identity.

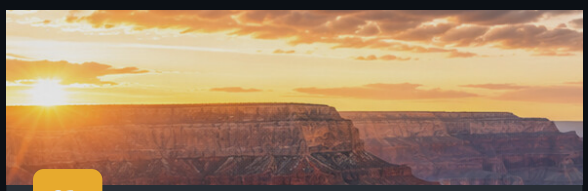
CITY TRAVEL, REGIONAL VALUE

The strongest urban trips connect the gateway city with nearby coasts, small towns, food regions and nature.

NATURE AND ROUTES

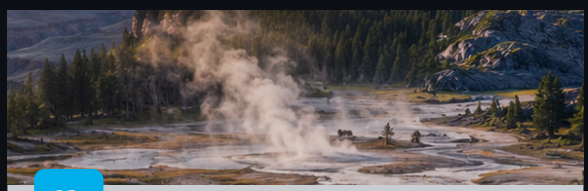
LANDSCAPES THAT DEFINE THE JOURNEY

ICONIC DESTINATIONS II



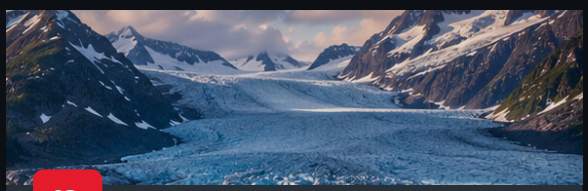
01 **GRAND CANYON**

One of the world's defining landscape experiences and a gateway to the Southwest.



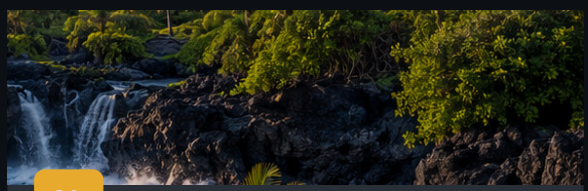
02 **YELLOWSTONE**

Geothermal systems, wildlife and conservation history support year-round demand.



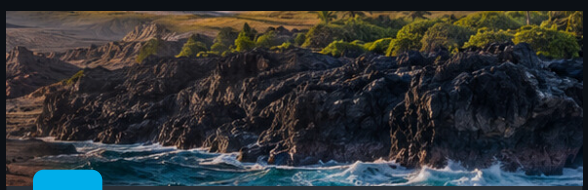
03 **ALASKA**

Glaciers, mountains, cruises, wildlife and remote adventure at exceptional scale.



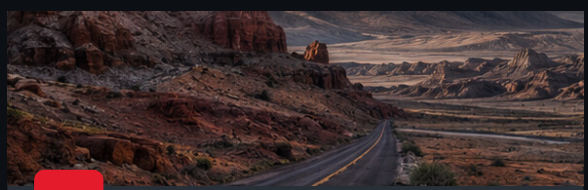
04 **HAWAII**

Volcanic landscapes, ocean culture, beaches and high-value resort travel.



05 **CALIFORNIA PARKS**

Redwoods, desert, mountains and coastlines create multiple touring circuits.



06 **ROUTE 66 & THE WEST**

Road-trip heritage links cities, landscapes, small businesses and Americana.

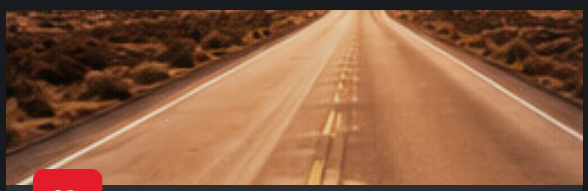
THE CONSERVATION CONTRACT

Growth must protect landscapes, respect communities and convert visitation into long-term stewardship and local benefit.

EXPERIENCE ECONOMY

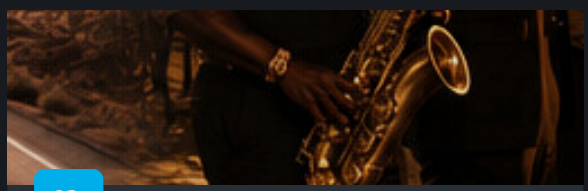
TRAVEL BECOMES PARTICIPATION

AMERICAN EXPERIENCES



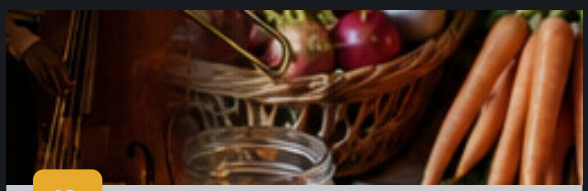
01 **ROAD TRIPS**

Scenic highways turn movement itself into a bookable experience.



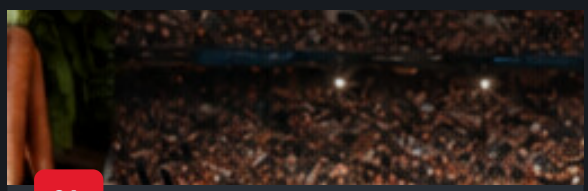
02 **MUSIC & NIGHTLIFE**

Jazz, blues, country, hip-hop and live venues anchor destination identity.



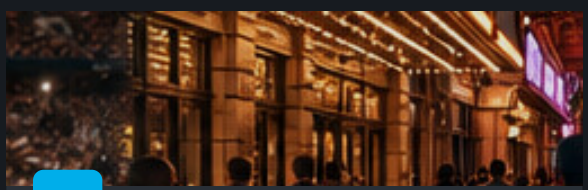
03 **FOOD REGIONS**

Markets, regional kitchens and immigrant traditions deepen the journey.



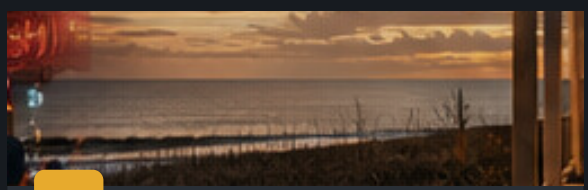
04 **SPORT & EVENTS**

Stadiums, races, festivals and conventions generate year-round demand.



05 **THEATER & CULTURE**

Performance, museums, film and design strengthen city breaks.



06 **COASTAL WELLNESS**

Beach, spa, outdoor living and premium hospitality extend stays.

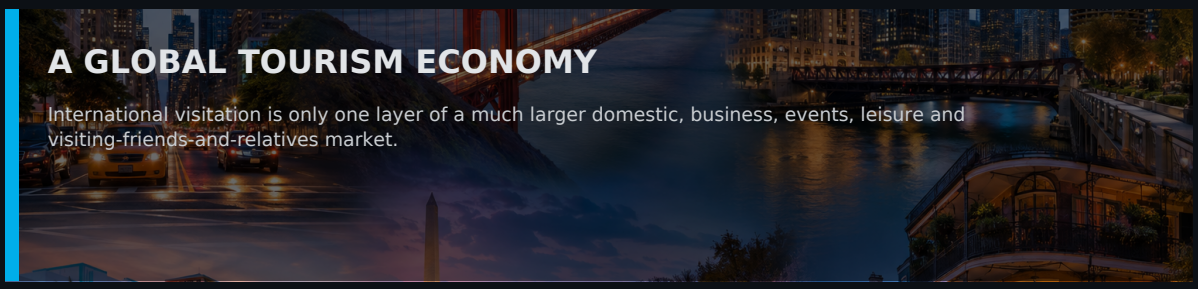
EXPERIENCE = MEMORY + LOCAL SPEND

The commercial opportunity is to connect accommodation, food, mobility, culture and events into one coherent visitor journey.

MARKET INTELLIGENCE

DEMAND, VALUE AND LONG-TERM POTENTIAL

USA TOURISM AT SCALE



A GLOBAL TOURISM ECONOMY

International visitation is only one layer of a much larger domestic, business, events, leisure and visiting-friends-and-relatives market.

68.3M
2025 INTL VISITORS

85.2M
2030 FORECAST

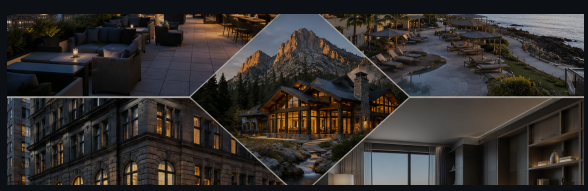
$228.9B
JAN–NOV 2025 SPEND

$1,656
AVG OVERSEAS TRIP

50
STATES

63
NATIONAL PARKS





Sources: U.S. Department of Commerce, NTTO; National Park Service. 2025 releases and forecast series.

HOSPITALITY LANDSCAPE

HOTELS, RESORTS AND LIVING ASSETS

A MARKET OF MANY AMERICAS



FROM GLOBAL BRANDS TO LOCAL CHARACTER

The U.S. lodging market rewards scale, segmentation and a clear connection between property, place and guest purpose.

01 URBAN LIFESTYLE

Design, food, rooftop and neighbourhood programming.

02 RESORT ECONOMIES

Coast, mountain, desert and island assets serve leisure demand.

03 PARK GATEWAY LODGING

Lodges and small hotels connect access with stewardship.

04 HERITAGE & BOUTIQUE

Adaptive reuse can turn local history into differentiated value.

05 EXTENDED STAY

Flexible living serves mobile work, family and longer visits.

06 DIGITAL OPERATIONS

Revenue, CRM, direct booking and energy data drive performance.

THE POSITIONING TEST

In a mature market, the strongest assets do more than provide rooms: they interpret place, create reasons to stay longer and connect guests with local businesses.

SECTOR CHALLENGES

SCALE CREATES OPERATIONAL PRESSURE

GROWTH MUST PROTECT THE JOURNEY



THE CENTRAL QUESTION

Can the United States increase visitor value while improving mobility, affordability, service quality, climate resilience and local benefit?

01 ACCESS & MOBILITY

Distance, transfers and last-mile gaps can weaken multi-stop travel.

02 WORKFORCE & HOUSING

High-cost destinations face staffing and accommodation pressure.

03 CLIMATE RISK

Heat, wildfire, storms and water stress affect seasons and assets.

04 PARK CAPACITY

Popular landscapes require reservations, dispersal and stewardship.

05 SERVICE CONSISTENCY

Large market variation makes quality and value perception uneven.

06 REGIONAL IMBALANCE

Famous gateways attract demand while many regions lack visibility.

THE CONTROL TEST

Every growth proposal should answer three questions: Does it improve the visitor journey? Does it strengthen local value? Can infrastructure and ecosystems carry it?

THE NEXT TOURISM MODEL

CONNECTED, MEASURABLE AND LOCALLY USEFUL

FROM SCALE TO VALUE



BETTER ROUTES, NOT ONLY MORE ARRIVALS

The next competitive advantage is to make a large country easier to understand, combine and book—while spreading demand and protecting the product.

01 BUILD CIRCUITS

Connect gateway cities with regional food, culture and nature.

02 IMPROVE LAST MILE

Make transfers and car-free options clearer and more reliable.

03 EXTEND SEASONS

Use sport, culture, wellness, education and business events.

04 MEASURE VALUE

Track spend, length of stay, resident sentiment and local supply.

05 DIGITISE THE JOURNEY

Link discovery, booking, mobility and interpretation.

06 KEEP VALUE LOCAL

Strengthen small hotels, guides, makers, food and experiences.

DESTINATION STANDARD

Connected • Climate-ready • Accessible • Community-positive • Measurable

INVESTMENT AND PARTNERSHIPS

A CONTINENT OF OPERATING MODELS

INVEST WHERE VALUE COMPOUNDS





MATURE DOES NOT MEAN FINISHED

Repositioning, technology, regional routes, wellness, extended stay and local supply platforms can create the next layer of tourism value.

01 HOTEL REPOSITIONING

Renovate or convert assets where access, demand and story align.

02 REGIONAL CIRCUITS

Package cities, parks and small towns into bookable journeys.

03 WELLNESS & OUTDOORS

Combine lodging, recovery, nature and year-round activity.

04 DESTINATION TECHNOLOGY

Improve distribution, pricing, mobility and visitor flow.

05 EXTENDED STAY

Serve mobile work, families and longer-duration demand.

06 LOCAL SUPPLY PLATFORMS

Connect hotels with food, craft, guides and culture.

PARTNERSHIP FILTER

Local value • Clear demand • Year-round logic • Operational fit • Measurable impact

GSRANALYTIX

CONNECTING USA TOURISM WITH THE WORLD

GSR Analytix connects destination insight, hospitality intelligence, tourism publishing and international business visibility.

01 MARKET INTELLIGENCE

02 DESTINATION POSITIONING

03 PARTNER DISCOVERY

04 INVESTMENT DIALOGUE

GLOBAL REACH. LOCAL RELEVANCE.

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