

FLIGHTHUB UNVEILED 2026 — U.S. EDITION

FlightHub's Annual Unveiled Report Finds U.S. Domestic Airfares Up Nearly 50% for American Travelers While International Fares Fall

FlightHub's third annual Unveiled report spotlights the destinations posting the sharpest year-over-year spikes in traveler searches and bookings, alongside a shift in what it costs to fly at home and abroad.

MONTREAL—Sept. 29, 2026—(BUSINESS WIRE)—FlightHub, a leading North American online travel agency, today announced that its third annual Unveiled report is now live. Drawing on millions of booking, search and pricing data points from FlightHub's platform, this year's edition looks at how, when and where North Americans traveled, including which destinations saw the sharpest spikes in traveler interest, how fares shifted across routes, and how booking timing varied among different types of travelers.

Among this year's clearest signals: U.S. domestic airfares climbed 49.3% year-over-year, even as long-haul international fares got cheaper, a shift in airline pricing that coincides with more Americans looking abroad for value. Short-haul, domestic and U.S.–Canada transborder routes all got pricier in tandem, while many international routes travelers once considered a splurge became the comparatively better deal.

"This year, flying across the country simply got more expensive, while flying overseas often got cheaper. Our data shows domestic and international booking patterns moving in opposite directions this year, and that's exactly the kind of shift we built Unveiled to catch, so travelers have a clearer picture as they plan their next trip."

— Henri Chelhot, CEO of FlightHub

Domestic Fares Climb While the World Gets Cheaper

Long-haul international fares trended down year-over-year, while short-haul, domestic and transborder fares rose sharply, led by the 49.3% jump in U.S. domestic pricing. That price gap is already showing up in where Americans choose to fly: the domestic share of U.S. bookings fell 6.4 points year-over-year, as more travelers shifted their trips abroad, likely to take advantage of the now-cheaper international fares.

Where Americans Are Actually Flying

Despite the fare pressure, New York, Orlando and Fort Lauderdale remain the most-booked U.S. domestic destinations, but the biggest mover in the rankings is Washington, D.C., which jumped five spots breaking into the domestic top 10 and posted 65.8% year-over-year growth — one of the sharpest gains of any major U.S. market this year. Miami and the Bay Area also climbed two spots each.

1. New York
2. Orlando
3. Fort Lauderdale
4. Los Angeles
5. Las Vegas
6. Bay Area
7. Seattle
8. Miami
9. Washington, D.C.
10. Chicago

FlightHub's top U.S. domestic destinations of 2026

Among outbound destinations booked by U.S. travelers (a FlightHub ranking category that includes international destinations as well as San Juan, Puerto Rico, a U.S. territory), Tokyo holds the top spot for a second year, while San Juan moved up two spots into the number-two

position — fitting, since San Juan also ranks as the single most affordable outbound destination booked from the U.S. this year, at an average of \$253 per person. Santo Domingo posted the biggest jump in this same outbound ranking, climbing 28 spots from 36th to 8th.

1. Tokyo
2. San Juan
3. London
4. Paris
5. Mexico City
6. Cancún
7. Rome
8. Santo Domingo
9. Seoul
10. Milan

FlightHub's top outbound destinations for U.S. travelers in 2026

Fastest-Growing Destinations

FlightHub's fastest-growing destinations ranking, which tracks year-over-year booking growth across all destinations, was led by Santo Domingo (+161.8%), Santiago, Chile (+146.4%) and Casablanca (+84%). Washington, D.C. also ranked among the fastest-growing destinations globally, up 65.8%, a rare case of a major U.S. city outgrowing many of the international leisure destinations that typically dominate this list.

Breakout Destinations

FlightHub's separate breakout analysis, which measures which destinations shifted most dramatically from prior patterns, found Casablanca posted the single largest jump of the year, up 249.7%, a shift the report describes as potentially route-driven and tied to new direct air service. Other destinations that broke out organically included Liberia, Costa Rica (+144.9%), Aruba (+117.5%), Da Nang (+117.5%), Punta Cana (+109.1%) and Los Cabos (+91.5%).

Event-Driven Travel Takes Off

FlightHub's data also captured real momentum tied to some of 2026's biggest live events. Travel to FIFA World Cup host cities grew across the board, though by different measures depending on the market. Kansas City posted the largest year-over-year increase of any North American host city, up 165%, and remained 74% above its own typical travel volume, the strongest lift of any host market measured this way. Vancouver (+34% year-over-year, 23% above its own typical volume) and Toronto (+18% year-over-year, 7% above its own typical volume) also saw meaningful gains. FlightHub found travel built up gradually across the tournament window rather than spiking around individual match days.

Beyond the World Cup, several other tentpole events drove real travel gains: the Winter Olympics produced the year's largest year-over-year event-related travel increase, with combined travel to the Milan and Venice region up 243% year-over-year (Milan alone up approximately 247%), while the Canadian Grand Prix in Montréal and Mardi Gras in New Orleans each drove travel well above those cities' own typical volume (+19.5% and +102.5%, respectively), a real lift even though both events return every year.

Planning Ahead Pays Off, and the 'Book on Tuesday' Rule Doesn't

U.S. travelers are booking further ahead than they used to: the average booking window stretched to 24 days this year, up 14% year-over-year. That shift shows up across the board in this year's data, which offers three notable findings on booking behavior. The typical U.S. traveler books about a month ahead, but FlightHub's "Planners," the top 10% who book more than three months out, pay 23% to 30% less than other travelers booking similar trips. Meanwhile, U.S. "Deal Hunters," travelers who buy the cheapest fare on their route, get real, substantial savings — roughly half off the typical price on their route, at 42.6% below the norm.

Second, the long-standing advice to book flights on a Tuesday doesn't hold up: while Tuesday remains the single busiest day for U.S. bookings by volume, FlightHub found fares are essentially flat no matter which day travelers book.

Cross-Border Currents: Americans Are Looking North

U.S. search interest in Canada is growing eight times faster than the reverse, up 16% year-over-year, compared with just 2% growth in the other direction. Toronto (+20.2%) and Vancouver (+20%) are pulling the most new American interest, with Montreal (+18.5%), Victoria (+16.3%) and Calgary (+11.5%) also posting double-digit search growth.

A Generational Shift

Gen Z is now the fastest-growing generation of U.S. travelers, picking up 4.2 points of booking share year-over-year, as Boomers (down 1.7 points) and Gen X (down 1.9 points) pull back, demonstrating a broader generational shift in who's booking travel.

"Every year, our Unveiled data shows us not just where people are going, but how those patterns may be changing. This year, the story isn't really about a single hot destination, it's about American travelers adjusting to a repriced market, and the data gives us a meaningful window into how that shift may be playing out."

— Ayoub Hissar, Director of Brand Marketing & Communications at FlightHub

"What's exciting for us is that Unveiled keeps getting more useful the longer we run it. We're starting to see multi-year patterns emerge, not just single-year snapshots, and that gives us, and travelers, a much better sense of where the next opportunity might be."

— Ayoub Hissar, Director of Brand Marketing & Communications at FlightHub

The full Unveiled 2026 report, available at unveiled.fliighthub.com, includes additional findings on booking behavior by generation and travel personality type, top travel months for Americans, the year's fastest-growing and declining destinations, and FlightHub's annual "Select 10" list of travel destination recommendations.

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ABOUT THE METHODOLOGY

This report is based on FlightHub booking, search and pricing data from October, 2025, to August, 2026, compared with the equivalent period one year earlier. The findings reflect activity across FlightHub's Canadian and U.S. customer base.

Figures are reported in each market's local currency (CAD for Canada and USD for the U.S.). Unless otherwise noted, market designation refers to the country where the booking was made, while destination rankings reflect the actual origin and destination of travel.

Popularity and travel-interest rankings are based on search activity, while all other rankings and trends are based on completed bookings. Pricing figures reflect airfare rates observed during the reporting period.

Year-over-year comparisons are expressed as percentage changes or point changes, depending on the metric. Where available data was insufficient to support a finding, the gap is noted rather than estimated.

ABOUT FLIGHTHUB

FlightHub™ is a leading North American online travel agency (OTA) based in Montréal, Canada. FlightHub proudly serves millions of travelers every year, enabling more people to visit new places and explore new cultures. FlightHub's goal is to offer travelers the most affordable flights, optimal itineraries, and exceptional customer service. The OTA believes that broadening travel possibilities and connecting people across borders increases human consciousness, reduces fear, and inspires positive change. Founded in 2012, FlightHub has facilitated more than 30 million connections. For more information, please visit www.fliighthub.com.

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