



# Weekly Newsletter

## You Need A Travel Advisor Now More Than Ever

Now more than ever, the value of having a dedicated travel advisor is clear. While online booking platforms and automated tools can be helpful, they are ultimately guided by algorithms and standardized processes that may not fully account for your individual preferences, priorities, and travel goals. Personalized guidance, professional expertise, and human insight remain essential components of a well-planned travel experience.

Artificial intelligence and dynamic pricing continue to shape the travel industry, helping suppliers adjust prices in real time for flights and hotel rooms. At the same time, lawmakers across the country have introduced “price surveillance” proposals, with nearly 20 states considering restrictions on algorithmic pricing tied to consumer search data.

Industry leaders warn that limiting these tools could drive up operating costs, reduce pricing flexibility, and create complex compliance challenges for companies operating across multiple states – ultimately affecting travelers.

The Travel Technology Association continues to monitor these developments and engage with policymakers to promote balanced solutions that protect consumers while preserving the tools that help keep travel competitive, efficient, and accessible.

In an increasingly complex travel environment, the advantage of working with a knowledgeable travel advisor is not simply convenience – it is clarity, strategy, and confidence in every decision along the way.

# Changes In Air Travel – How To Adapt



Travel pricing trends continue to evolve, and new data reveals meaningful opportunities for smarter planning in 2026. According to the latest findings, there has been a notable shift in the most cost-effective days and months to fly.

Most significantly, Friday — traditionally viewed as a higher-priced travel day — has emerged as the most affordable day for international departures. Reduced late-week business travel has created new pricing advantages, with potential savings of up to 8% compared to peak days like Sunday.

For travelers prioritizing a smoother airport experience, Tuesday now stands out as the least crowded day to fly, while Sunday remains the busiest. Seasonality also plays an important role: February is the calmest month for air travel, whereas July continues to see the highest demand.

When it comes to airfare strategy, timing remains critical. Expedia's analysis indicates that international travelers often secure stronger pricing by booking closer to departure — typically within 31 to 45 days — rather than several months in advance. Domestic travel trends similarly reflect post-holiday demand shifts, with January offering consistent value.

Departure airport selection can further influence pricing. Markets such as Fort Lauderdale, Las Vegas, and Orlando frequently present more competitive fares, while major hubs including Washington Dulles, San Francisco, and JFK often trend higher.

As travel patterns change, flexibility and informed decision-making remain the most reliable tools for maximizing value. Strategic planning — supported by professional guidance — continues to be the key to navigating today's dynamic travel environment with confidence.

# 5 practical air travel tips for smarter planning:

1. Be flexible with travel days. Airfare can vary significantly by day of the week.
2. Book within the optimal window. For many routes, especially international, booking too early isn't always cheapest.
3. Consider alternate airports. Nearby departure or arrival airports may offer noticeably lower fares.
4. Travel carry-on when possible. Avoiding checked baggage reduces fees, minimizes delays at baggage claim, and lowers the risk of lost luggage.
5. Plan for airport efficiency. Please, please, please arrive early, use mobile boarding passes, and enroll in trusted traveler programs when applicable.

## More Waves Season Deals



This exclusive Waves Season offer from Virgin Voyages delivers exceptional value and elevated perks. Enjoy 80% off your second sailor, up to \$350 in complimentary drinks, and up to \$300 in onboard credit on select Caribbean sailings.

Opportunities like this are in high demand, and stateroom availability is limited.

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