

AirlinePros USA

MARKET SNAPSHOT: DEMAND, ROUTES, AND OUTLOOK

Demand for personalised, experience led travel is rising in the US, reports **Judith Kolakowski**, Chief Commercial Officer – US, noting strong interest in SE Asia and Japan flying with our partners from the region, Malaysia Airlines, Garuda Indonesia, Royal Brunei and VietJet. Summer Europe remains popular - ITA Airways, SKY express, Volotea and SunExpress are seeing solid bookings - while Norway (served by Widerøe) is attracting aurora and fjord seekers. [Read Judith's full market brief for route intel and practical agent support here.](#)



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THE BALL IS IN YOUR COURT

Sign up on the [AirlinePros Trade Partner Portal](#) by 30 June for a chance to win US\$25 each time the USA wins a World Cup match – plus a US\$500 bonus if the team lifts the trophy.

*Terms & Conditions apply. This giveaway is open to readers and partners in US only.



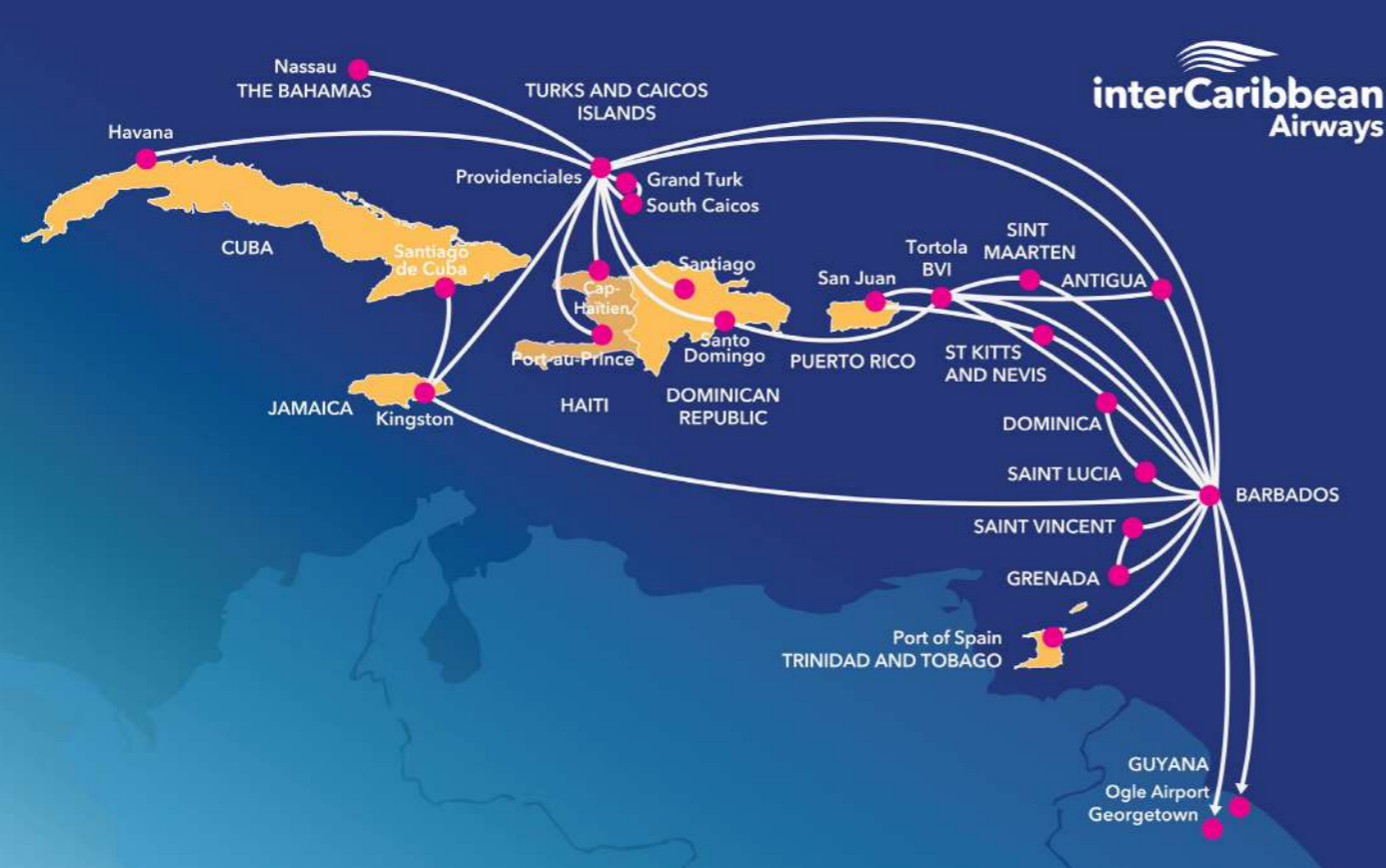
AGENT'S CORNER

- **Southeast Asia:** Lower costs for accommodation, food and activities make multi country itineraries popular – **promote curated add ons** (local guides, day trips, small group tours) to lift per passenger yield.
- **US outbound market:** steady demand for **Europe, Türkiye and Mediterranean** destinations from both first time and repeat travellers.
- **Low season nature escapes:** Norway and Vietnam offer **premium, low crowd experiences** with higher yields.
- **Aurora & fjord packages (Widerøe):** Package 3–5 day **Aurora escapes** (Tromsø, Lofoten, Alta) with Widerøe regional hops - **book winter early** (capacity fills fast); summer options include **midnight sun** tours. Upsell guided Aurora hunts, heated shelters and fjord day trips; contact your **AirlinePros rep** for tour operator fares and group options.
- **SunExpress:** AirlinePros now represents SunExpress in the US - improving access to **Türkiye via Antalya** and European gateways. SunExpress is ideal for **Turkish Riviera** resort and cultural, archaeological and culinary itineraries.

OUR AIRLINES FLY THE WORLD



See the Northern Lights with Widerøe



Katya Varela
Sales Manager
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KATYA'S TIP
Want to win over US travellers? Offer the Caribbean - interCaribbean Airways delivers island hopping at its best.

We are AirlinePros

Welcome aboard! **Dayana Farington**

Dayana joined our sales team in early 2026 and has hit the ground running. Passionate, energetic, and always ready to make an impact, she's out there championing our airline portfolio, building relationships, and creating new opportunities wherever she goes. Our sales team is active from coast to coast. **Meet some of our sales leads active in your area:**



Dayana Farington
Sales Manager
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Ron Kosmahl
Washington DC



Matthew Radack
San Francisco



Katya Varela
New York

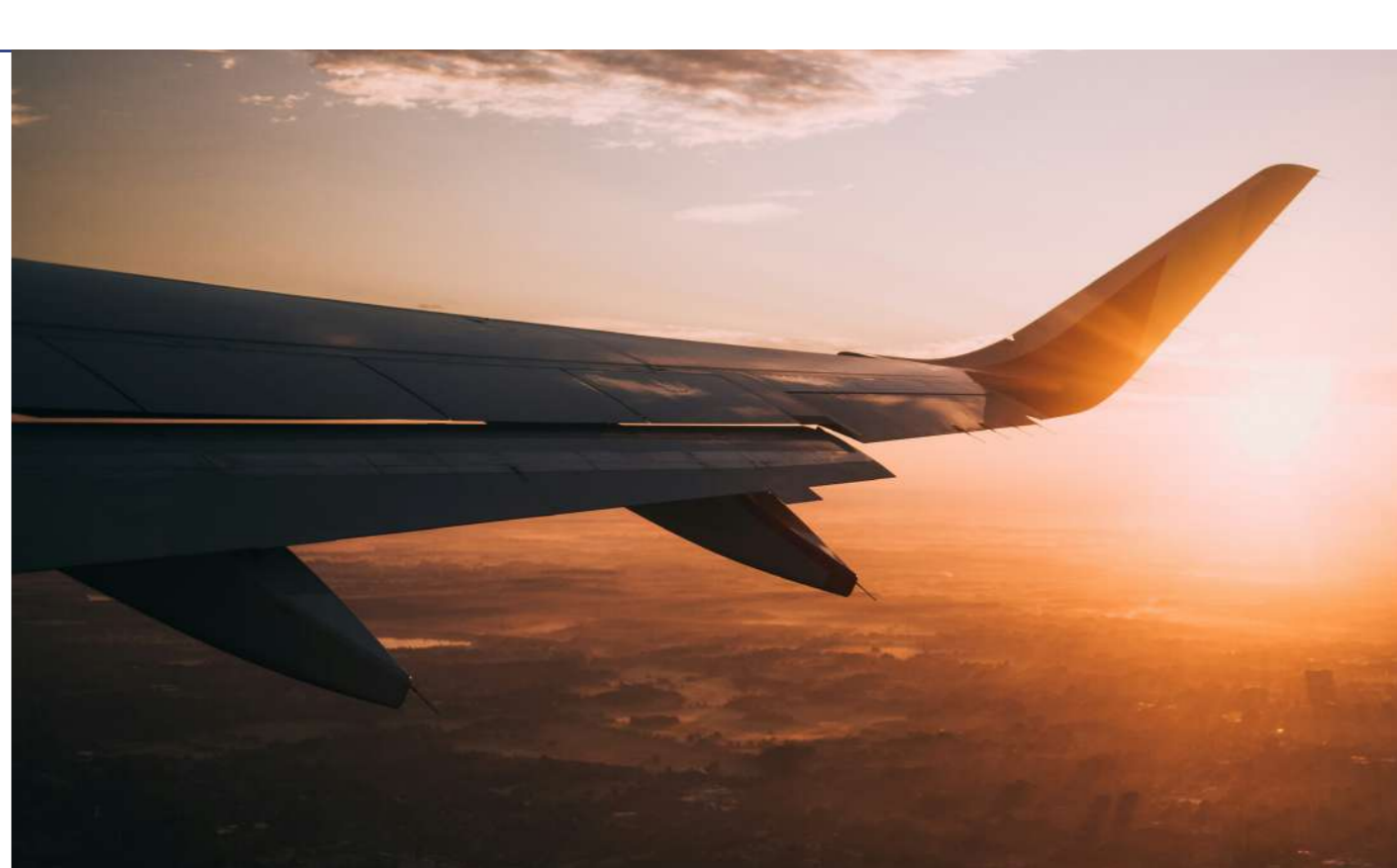


Francisca Frias
Houston

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in the US market

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Gallery

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At AirlinePros we love what we do, we do what we love!

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