

# Executive Summary

**America is no longer the top destination for global travel. International visitation to the U.S. peaked in 2018 under President Trump but has failed to reach those levels since. The U.S. now ranks behind Spain and France in the global competition for visitors. China is on a path to catch or surpass us over the next decade. Our competitors are investing billions to leapfrog the U.S. and win a bigger share of the \$11.1 trillion in economic benefits from the global travel market.**

It's time for a new strategy — a strategy to secure America's global travel leadership and establish the U.S. as the world's top destination. Just regaining our lost market share, which declined from 12.8% to 9.1% since 2015, would generate 127 million additional visitors over the next decade, resulting in \$478 billion in additional spending with U.S. businesses, 140,000 new American jobs and generate \$55 billion in tax revenue.

But we should aim higher. And the opportunity is right on our doorstep.

Over the next four years, America is set to host several premier events — including the 2025 Ryder Cup, America's 250th birthday, the 2026 FIFA World Cup and the 2028 Summer Olympic and Paralympic Games.

**With Presidential leadership and the right policies in place, these events can welcome 40 million international visitors and drive \$95 billion in economic activity.**



**We need a new strategy to secure America's global travel leadership.**

To help seize this opportunity and regain American travel dominance, the [U.S. Travel Association](#) established the [Commission on Seamless and Secure Travel](#). Comprised of key leaders across the private and public sectors, the commission spent nearly a year gathering evidence, studying the latest security technologies and learning how progress is being made both at home and abroad.

The commission's report offers a guide for the Trump Administration and Congress to fulfill President Trump's pledge to usher in a Golden Age of Travel. Based on the commission's work, U.S. Travel recommends that Congress and the Trump Administration take four crucial steps to make America the top travel destination:



## 1

**Establish White House leadership to showcase America at premier events.** In the first 100 days, the Trump Administration should establish an interagency task force, chaired by a senior White House official, to bring sustained leadership and focus across the federal government to take advantage of global events coming our way over the next four years. The administration should leverage Brand USA, a public-private partnership, to market America's destinations to the world and increase international visitation for these events.

## 2

**Deliver on President Trump's promise to efficiently and securely process visas for the 2026 FIFA World Cup.**

- **Provide full-strength consular staffing for visa processing.** Fully staff visa processing windows during all available business hours and surge staff to remotely process visa applications.
- **Extend visa validity for vetted, lawful visitors.** Extend B-1/B-2 visa validity for two years for lawful visa holders who have never been refused a visa, have previously visited the U.S., left the country on time and have no immigration or criminal violations.

- **Establish a National Vetting Service that builds on President Trump’s National Vetting Center.** Rather than relying on entry-level foreign service bureaucrats to conduct visa processing, seek legislation to establish a new National Vetting Service (NVS) dedicated to visa processing and traveler vetting. The NVS would be a professional national security workforce that is fully funded through visa fees, separate from the Foreign Service, and could be surged anywhere in the world to efficiently handle visa processing demand.
- **Create a “Secure Travel Partnership” program to increase countries that have strong travel security agreements with the U.S.** Establish a Secure Travel Partnership program where countries could qualify for visa facilitation benefits by meeting all security requirements of the Visa Waiver Program (VWP) and keeping refusal rates below 12% and overstay rates below 5%. In return, highly qualified first-time B-1/B-2 visa applicants from Partnership countries could have in-person interviews and biometric collection done by U.S. Customs and Border Protection (CBP) upon arrival at U.S. airports, rather than by appointment at U.S. consulates and embassies.

### 3

**Create the world’s most advanced and secure airport screening process.** Deploy state-of-the-art screening technology that strengthens security AND reduces wait times by allowing all travelers to carry water bottles and larger liquids, leave all electronics in their bags and keep their shoes, jackets and belts on.

- **Make a historic investment in security technology.** Immediately end the diversion of the Passenger Security Fee and increase technology funding to generate \$10 billion to modernize the Transportation Security Administration (TSA) and put new identity verification, on-person screening and baggage scanning technology in every U.S. airport lane within five years.



# 4

## Create strong, modern and efficient airport borders to keep America safe and global travel moving.

- **Provide full-strength staffing at airport customs.** Fund an additional 2,000 CBP officers to fully staff U.S. airports of entry. Surge CBP staffing to the National Targeting Center, National Vetting Center and Global Entry processing to maximize security while facilitating record travel.
- **End hours-long customs wait times for Americans returning home from abroad.** Expand CBP's Enhanced Passenger Processing (EPP) and Seamless Border Entry (SBE) to the top 25 airports by the end of 2026. EPP allows low-risk U.S. citizens to forgo customs interviews if they pass pre-arrival vetting, have their identities biometrically confirmed and have nothing to declare. SBE uses advanced biometric technology to confirm the identities of Global Entry travelers on the move, without the need to stop at a kiosk.
- **Strengthen protection against immigration overstays.** Invest \$600 million to complete CBP's biometric air exit system within two years and enhance the Traveler Verification Service (TVS) that is used to identify travelers entering and exiting the U.S.



Implementing these recommendations will strengthen our economy, create jobs across the country and improve our trade balance while ensuring America remains a secure and welcoming destination for international travelers.

**To learn how modernizing our travel systems will deliver a world-class experience for both domestic and international travelers, visit [ShowcaseAmericanTravel.org](https://www.showcaseamericantravel.org).**