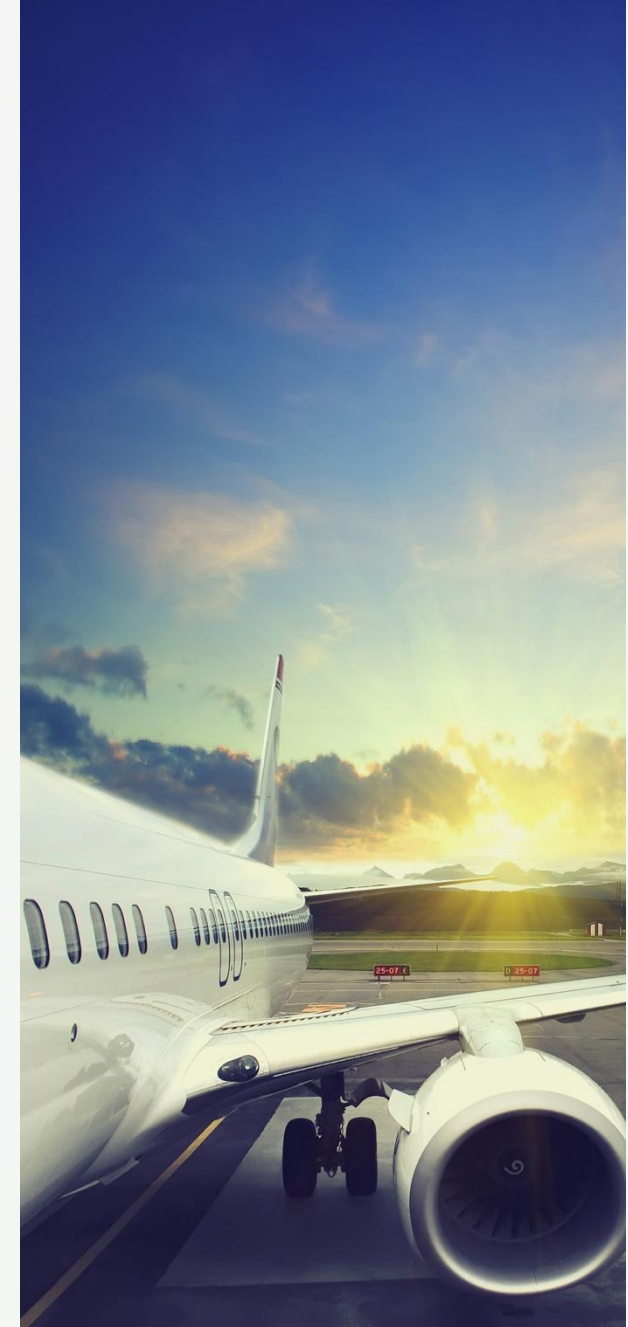


# International Visitor Experience

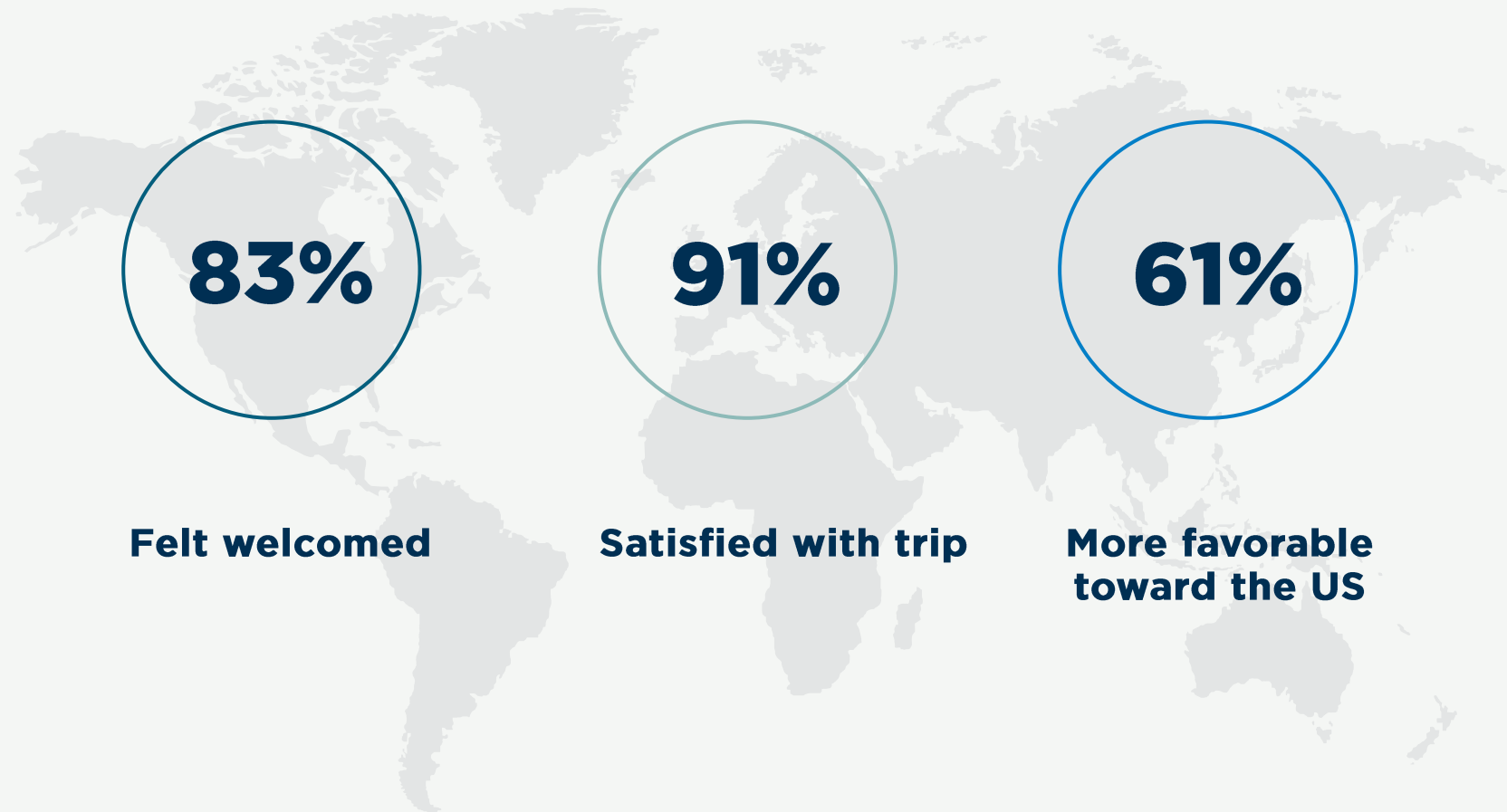
Survey Results  
May 2026



# Key Takeaways

New research from YouGov and U.S. Travel Association on international travelers who visited the U.S. over the past 6 months shows:

- Travelers **felt welcome**
- Had **overwhelmingly positive experiences** on their trip
- **Strengthened perceptions** of America, safety and U.S. policies

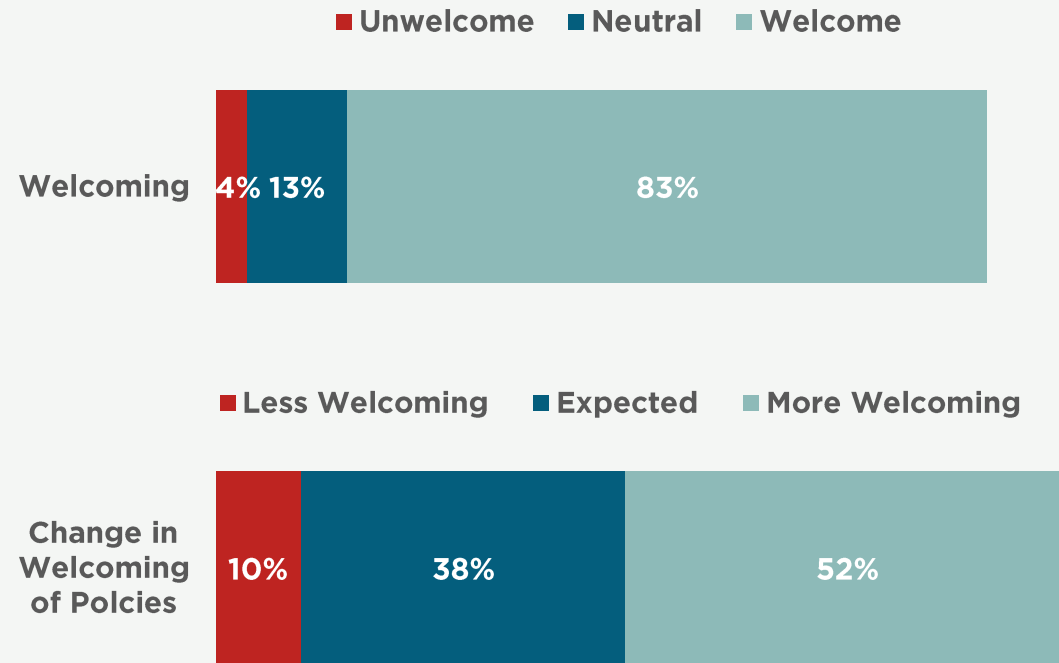


# The vast majority of international visitors felt welcome on their trip to the United States

Across all 8 countries, **the majority of respondents felt welcome** on their U.S. visit

**Less than 5%** reported they did not feel welcome on their trip

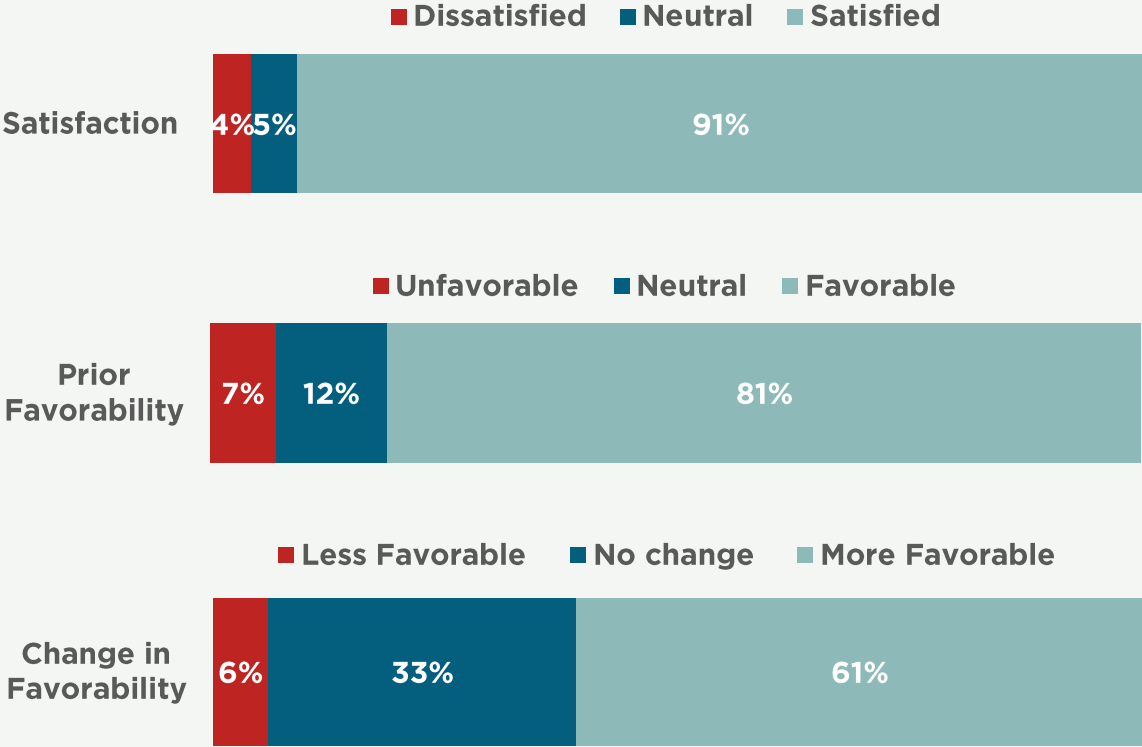
After their visit, **52%** reported an increased view that U.S. policies were welcoming



# Travelers started with strong favorability and grew stronger as a result of their trip

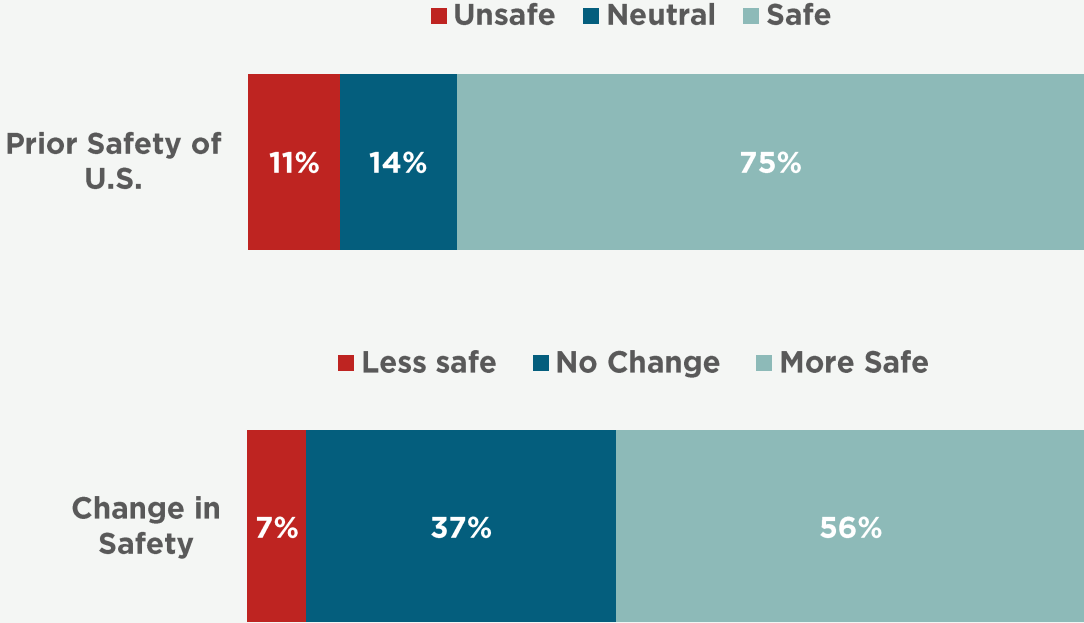
91% of visitors were satisfied with their most recent U.S. trip

**61% reported more favorable opinion** after visiting versus just 6% reporting a favorability decrease



# The vast majority of travelers believe the US is safe, and that perception was bolstered by their visit

56% of international travelers **felt more safe** after their most recent trip to the U.S.

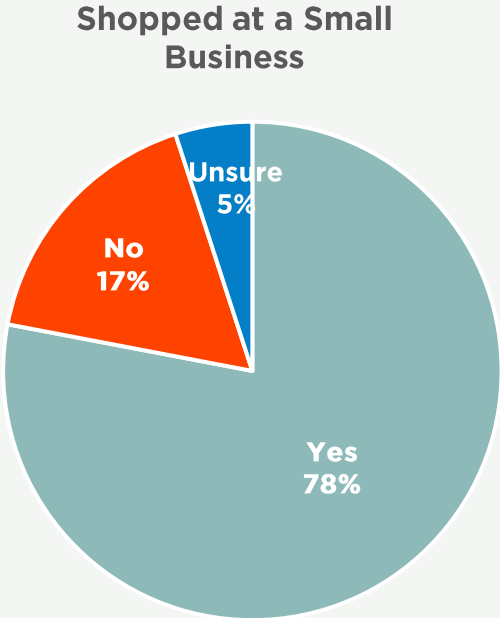
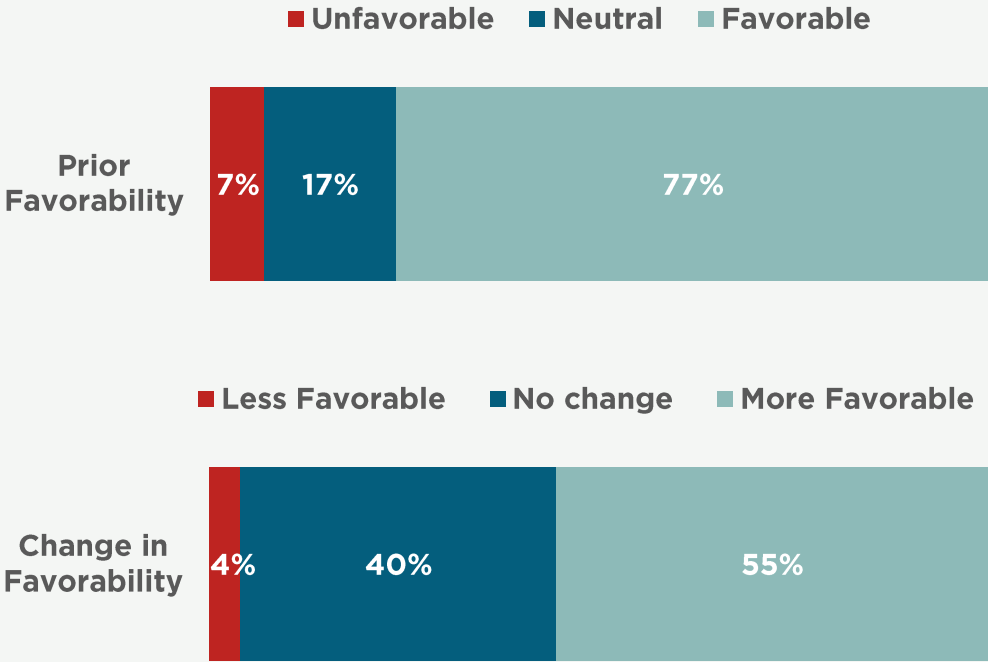


# Positive views of American companies was bolstered by their visit

Travelers' views of American companies was 77% favorable before their trip, and **55% said their opinion improved due to the trip**

Virtually no respondents reported less favorable impression of U.S. businesses from the trip

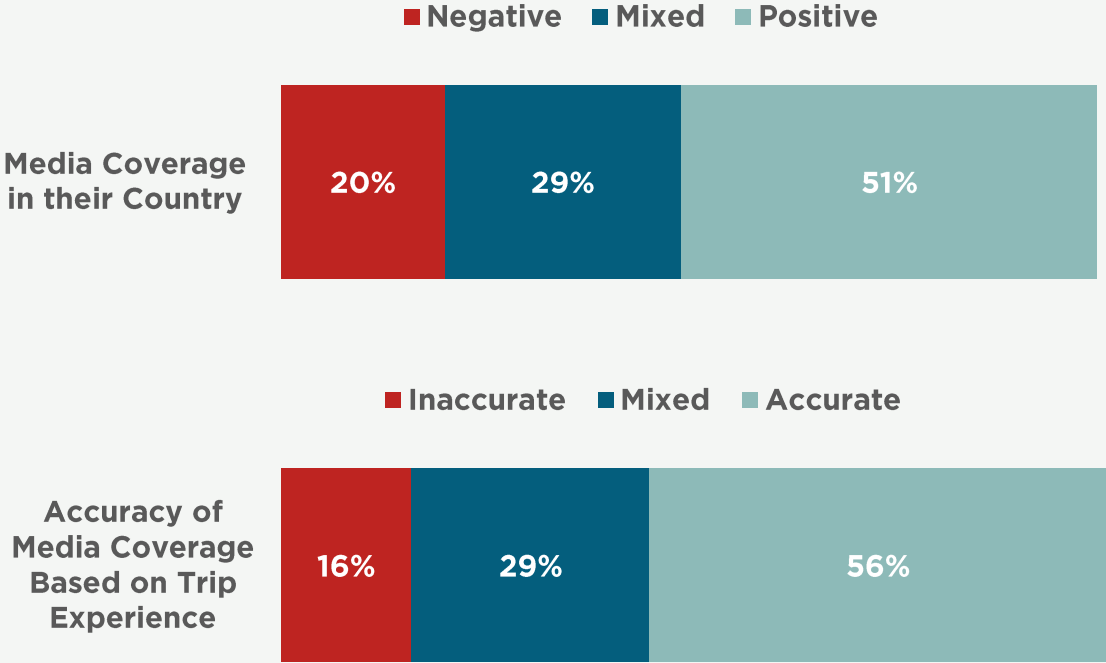
More than three quarters of travelers shopped in a small business on their trip



# Nearly half of respondents said visiting raised questions about the accuracy of media coverage of the U.S. abroad

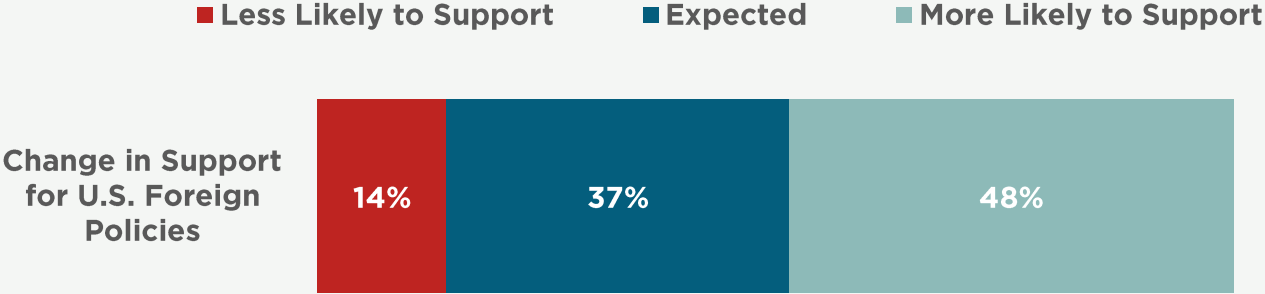
51% said media coverage of the U.S. was positive, while 49% said it was negative or mixed

44% of respondents said the experience of their visit made them believe **overseas news coverage was either inaccurate or mixed**



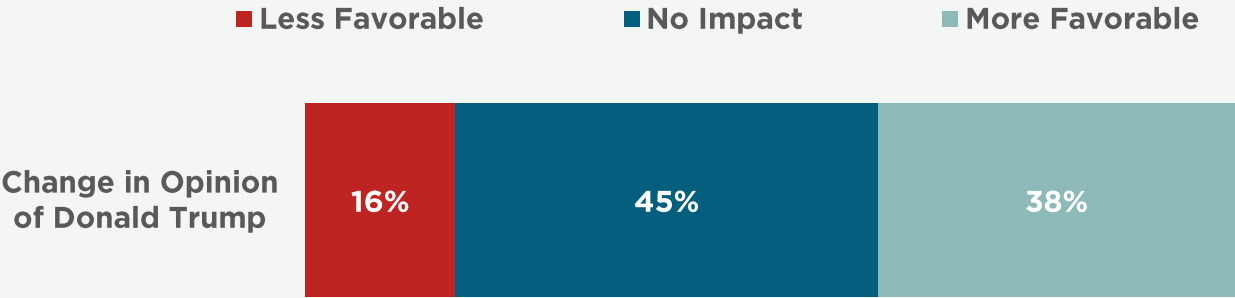
# Support for U.S. foreign policies focused on national security increased as a result of visiting the U.S.

As a result of their trip, 48% of international travelers are **more likely to support U.S. foreign policies** focused on national security



# Visitors opinions of Donald Trump improved by more than a 2 to 1 margin after visiting the U.S.

As a result of their trip, 38% of international travelers reported a more favorable opinion of President Trump, compared to 16% who reported a less favorable opinion



# About this research:

U.S. Travel Association partnered with YouGov, an independent research firm, to conduct a custom online survey to better understand the experience and impact of travel to the US on sentiment. The survey respondents consist of residents of 8 countries, aged 18+, who have travelled to the US in the past 6 months. YouGov operates independently and adheres to industry standards for research ethics and quality.

Audience: Age 18+, Traveled to the US in the past 6 months

n=1,284 adults from Argentina, Brazil, Canada, France, Germany, India, South Korea and UK

Fielding dates: April 17, 2026 – April 28, 2026

Note that the results are weighted within each country based on gender, age, income and political ideology to be representative of travelers to the U.S. from the country. Results in total are not balanced by country giving each country a relatively equal impact on total results. Responses have been consolidated in this summary.

## **About YouGov**

YouGov is a global market research and analytics company, providing insights into what the world really thinks, does, wants and buys. To do so, we connect daily with our engaged members around the world to gather their thoughts, behaviors, and opinions. This commitment to real-time interactions with real people enables us to ensure that our research data is powered by reality.

YouGov/Research Reality

For further information, visit [yougov.com](https://yougov.com)

