

THE FACTS: TRAVELING TO THE UNITED STATES

THE DATA

1.

THE HEADLINES DON'T TELL THE WHOLE STORY

You are welcome in America

WHAT YOU'RE HEARING

Political headlines. Controversial policies. Stories that make you question whether America still wants international visitors.

THE REALITY

68 million international travelers visited the U.S. in 2025. The overwhelming majority felt genuinely welcome. Americans remain open, friendly and eager to host visitors from around the world.

WHAT WE WANT YOU TO KNOW

America wants you here. The experience you'll have—from big cities to small towns, from national parks to cultural landmarks—remains world-class.

WE WANT YOUR VISIT

Don't let the headlines or political noise stop you from experiencing what millions of international travelers already know: You are welcome in America.



BOTTOM LINE

The headlines are loud. But they are not the whole story. We are speaking up now because silence costs us all something valuable; the connections, experiences and understanding that only travel can create. America is ready to welcome you.

2.

THE DATA

SOME POLICIES COULD HURT

The Travel Industry Is Fighting Them

THE THREATS

A \$250 Visa Integrity Fee on all new or renewed visitor visas would add unnecessary cost to visitors. If implemented, the policy would discourage 3 million visitors and cost \$9 billion in spending over three years.

Proposed requirements for Visa Waiver Program travelers to provide social media information dissuades visitors and adds friction. The policy could cost 4.7 million visitors and \$15.7 billion in spending.

OUR RESPONSE

U.S. Travel is working with the administration and Congress to halt or reverse these policies and prevent implementation.

BOTTOM LINE

Bad policy choices don't just slow travel, they raise questions about our welcome and undermine our competitiveness. Travel breaks down barriers and strengthens America's global position. High fees and difficult entry cost us more than revenue, they cost us the connections that matter.



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THE UNREPORTED STORY Big Improvements Have Been Made

WHAT'S ACTUALLY HAPPENING

The administration and Congress are making travel improvements:

- **Reduced wait times at customs** with 5,000 new Customs officers and \$500M+ for faster biometric entry systems.
- **Faster domestic connections** with expansion of One Stop Security to eliminate re-screening.
- **Safer, more efficient air traffic control system** with \$12.5B for air traffic control modernization.
- **Secure World Cup experience** with \$1.6B for World Cup and Olympic travel security and coordination.

WHY IT MATTERS

These actions make the U.S. more welcoming and the arrival experience more efficient. Security and welcome reinforce each other: faster processing, predictable entry policies and a clear message that America wants your visit.

BOTTOM LINE

The doom-and-gloom narrative misses the full picture. While challenges remain, America is modernizing its travel system right now to create a better experience for international visitors.

4. AMERICA'S TRAVEL INFRASTRUCTURE IS BUILT FOR SCALE Proven, Diverse and Ready

THE DATA

AMERICA ISN'T ONE DESTINATION—IT'S

THOUSANDS. Coastlines to canyons, major metro areas to regional communities, cultural institutions to natural landscapes. Infrastructure built over decades for international visitors at scale.

- Experienced tour operators serving international markets.
- Payment systems, language services and visitor information centers.
- National parks and attractions with accessibility standards.



WHAT'S IN PLACE

- Direct flights from hundreds of international cities.
- Accommodation across all price points and regions.



TRACK RECORD

68 million international visitors came to the U.S. last year, more than any other long-haul destination globally. This isn't experimental infrastructure; it's a proven system operating at a significant volume. Major events like the 2026 World Cup and 2028 Olympics demonstrate the country's operational capacity to manage large-scale international arrivals.

BOTTOM LINE

America's visitor infrastructure reflects decades of investment and operational experience. The system is established, the capacity is proven and the geographic diversity of experiences remains unmatched.

5 THE DATA

WORLD CUP 2026 — THE LARGEST IN HISTORY

The 2026 World Cup will be the largest ever and a once-in-a-generation chance for the U.S. to welcome millions of global fans. The administration is advancing national readiness across all host cities.

WHAT'S IN PLACE

- **Presidential leadership:** White House task force and interagency coordination across all host cities.
- **Faster Visa Processing:** Priority visa appointments for ticket holders.
- **Safe and secure games and destinations:** \$625M in federal safety grants.
- **Faster customs process:** 5,000 new CBP officers and better tech for airport arrivals.
- **Safer flying experience:** Improved Air Traffic Control system.



BOTTOM LINE

Hosting the 2026 World Cup creates a powerful platform to reintroduce the U.S. to the world and to ensure travelers return home as ambassadors who inspire friends and family to visit. This is our chance to show the world what America's welcome really looks like.