

Small 2025 Drop in International Visitors to the United States in First Half of Year Masks Large Individual Country Swings

Many have speculated about the “Trump Effect” on the tens of millions of international visitors arriving in the United States each year (rising to more than [72 million](#) visitors in 2024, a post-pandemic high). Trump Administration policies raise questions about how the America First rhetoric, travel bans, stricter immigration policies, tariff hikes, and soon-to-come new and higher visa fees will affect the [U.S. travel and tourism economy](#).

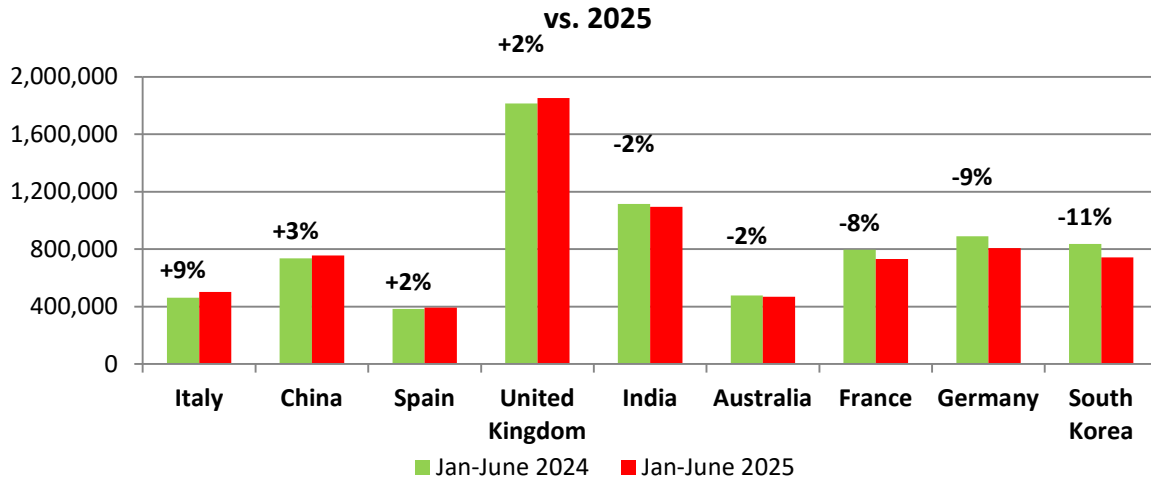
Foreign visitors matter. In 2023, [they](#) spent more than \$225 billion in the United States and supported 1.7 million American jobs. Data for 2025 shows a mixed picture on the Trump Effect.

2025 Data

U.S. government statistics show in the first half of 2025, the number of overseas tourists (not from North America) arriving in the United States dipped slightly by 1.2% compared to the first six months of 2024.

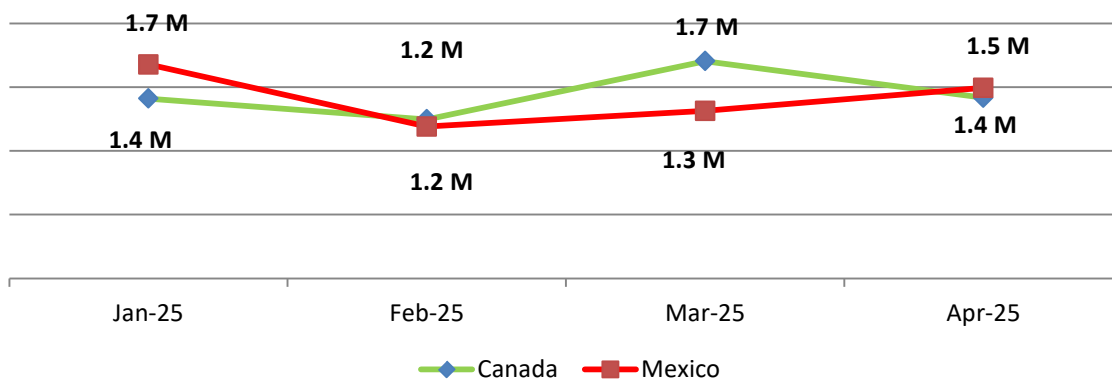
Foreign visitors from countries such as France, Germany, India, South Korea, and Australia were down, while the number of visitors rose from other countries, including Italy, China, Spain, and the United Kingdom.

Foreign Visitors to the United States by Selected Countries, Jan-June 2024



However, more than half of international visitors are from neighboring Canada and Mexico. Data for these two countries are only available through April 2025. The number of Canadian visitors declined 14.5% during the first four months of this year compared to the same period in 2024, while arrivals from Mexico rose 15.4%.

Canadian and Mexican Visitors to the USA Jan-April 2025



A New Factor Affecting Foreign Visitor Travel

President Trump signed a new law ([HR-1](#)) in July 2025 that will make visiting the United States more expensive for most international travelers. The United States will charge nationals from countries such as

China, India, and Mexico a **new** visa integrity fee of \$250. Citizens arriving from more than 40 developed countries in Europe, Asia, Oceania, and South America, the largest source of overseas visitors to the United States, would be charged a \$40 fee (nearly double the current fee) to enter the United States for short tourism or business stays. Canadian nationals can travel visas free to the United States.

The law does not specify when the new or higher visa fees will go into effect.