INTERNATIONAL TRADE ADMINISTRATION | Industry & Analysis

U.S. Travel and Tourism FAST FACTS

November 2026

Industry Size and Scope

- 3.03% of GDP
- 10.0 million jobs
  - 6.5 million direct; 3.6 million indirect
- $2.6 trillion in total travel & tourism output
  - $1.5 trillion direct; $1.1 trillion indirect

International Trade (2025)

- $248.8 billion international spending in U.S. (Exports)
- Average spending per international visitor: $3,643
- 1.7 million jobs supported by tourism exports
- $14.1 billion surplus
- International visitor spending accounts for:
  - 20% of U.S. services exports
  - 7% of all U.S. exports

U.S. Travel and Tourism Exports (2025)

Total[1]:		$248.8 billion			
1	Mexico	$27.7B	6	Brazil	$10.2B
2	China	$25.2B	7	Japan	$8.6B
3	India	$24.0B	8	S. Korea	$8.4B
4	Canada	$19.5B	9	Germany	$7.5B
5	U.K.	$15.1B	10	Australia	$6.6B

[1] Total = Travel (for all purposes) + Air Passenger Transportation

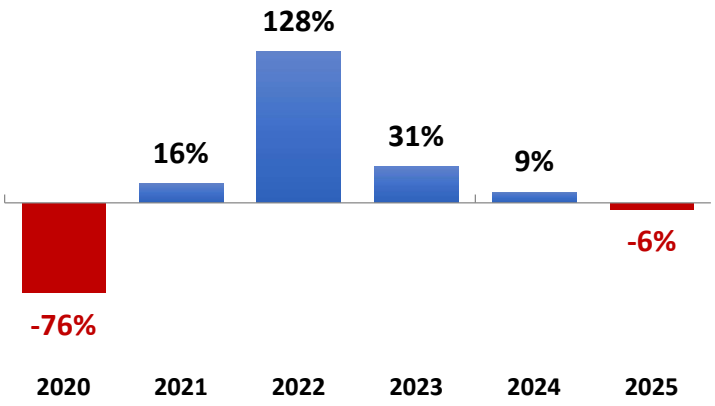
International Visitors to the U.S. (2025)

Total[1]:		68.29 million			
1	Mexico	17.98M	6	Brazil	1.92M
2	Canada	16.02M	7	Germany	1.77M
3	U.K.	4.06M	8	S. Korea	1.65M
4	India	2.06M	9	France	1.59M
5	Japan	1.97M	10	China	1.56M

[1] Total = Travel (for all purposes) + Air Passenger Transportation

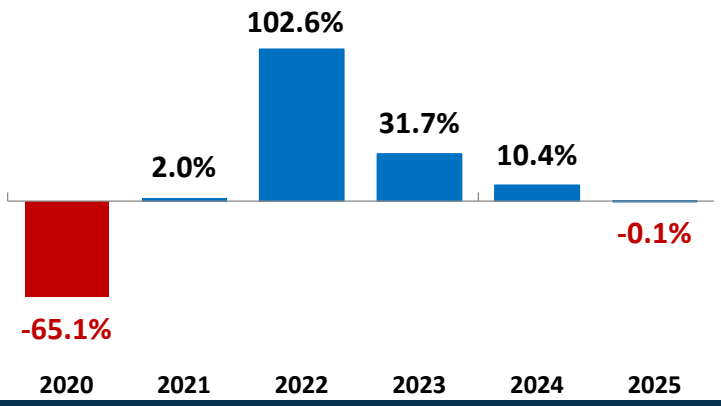
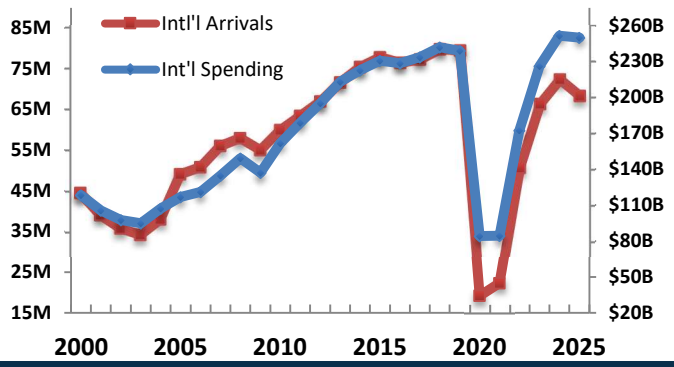
International Visitor Arrivals in the U.S.

(compared to previous year)



International Visitor Spending in the U.S.

(compared to previous year)



International Visitation and Spending in the United States