



International Visitor Forecast

National Travel and Tourism Office

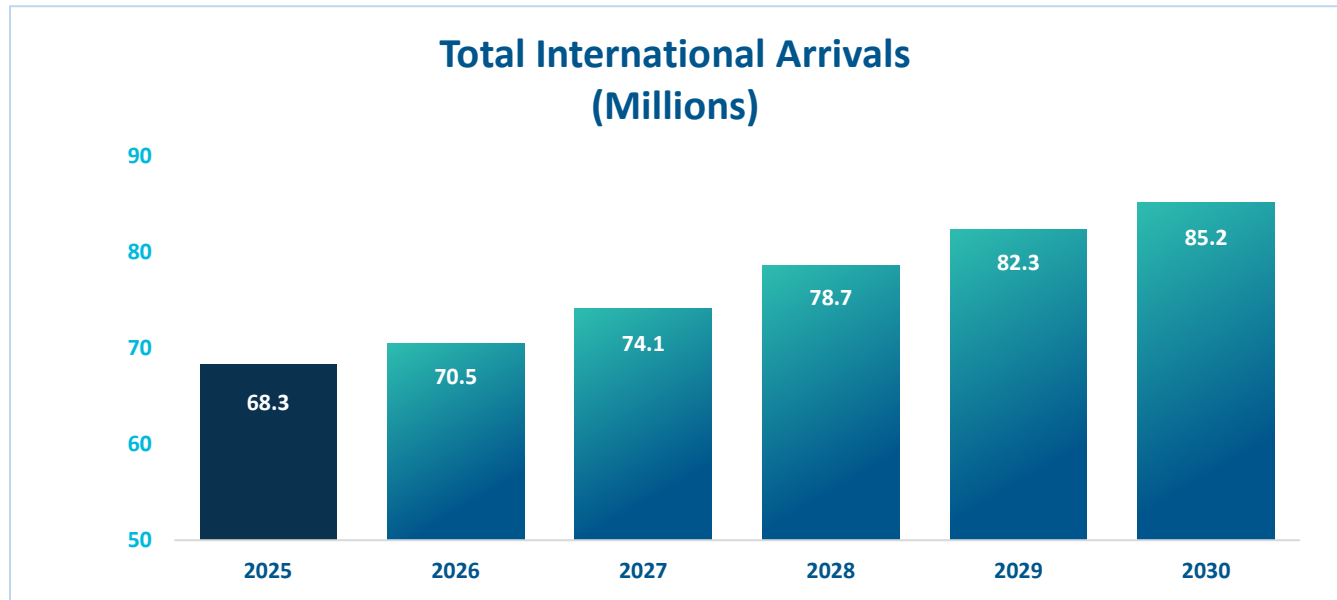
(April 2026)

The National Travel and Tourism Office (NTTO) International Visitor Forecast provides a five-year outlook on international travel to the United States, projecting increased visitor arrivals from 2026 through 2030.¹ The forecast covers the top 12 U.S. source markets, overseas visitation², and aggregate arrivals from all countries worldwide. Published by NTTO—a part of the International Trade Administration's Industry & Analysis business unit at the U.S. Department of Commerce—the forecast serves as the official U.S. Government resource for understanding future trends in inbound tourism demand.

Forecast of Total International Visitation to the United States (2026-2030)

Total international visitation to the United States is expected to grow by 25 percent from 68.3 million visitors in 2025 to 85.2 million visitors in 2030.

According to the forecast, total international arrivals will increase 3.2 percent to 70.5 million in 2026. This anticipated growth is partly driven by the 2026 FIFA World Cup, which is expected to stimulate travel demand and increase visitor arrivals. International travel to the United States is projected to continue to rise 5.2 percent to 74.1 million in 2027 and grow 6.1 percent to 78.7 million in 2028. NTTO forecasts that international visitation to the United States will reach an all-time high of 82.3 million in 2029 before rising further to 85.2 million in 2030 (see Chart below and Forecast Tables at the end of the report).



¹ NTTO develops the International Visitor Forecast based on analysis of actual and predictive data, including current monthly trends and NTTO's forecast model.

² Overseas visitation excludes Canada and Mexico. NTTO includes this estimate in its publications of international visitation to the United States because historically, the source of international visitation to the United States has been equally divided between overseas countries and Canada/Mexico.



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Forecast of Top 12 U.S. Inbound Markets to the United States (2026-2030)

The forecast covers the top 12 U.S. source markets—Canada, Mexico, France, Germany, Italy, the United Kingdom, China, India, Japan, South Korea, Australia, and Brazil—which collectively accounted for 77.2 percent of total international arrivals to the United States in 2025 (see Forecast Tables below).

Of the top 12 source markets, **arrivals from 10 countries are projected to grow in 2026.**

Western Hemisphere

Mexican visitation is forecast to grow 5.8 percent in 2026, with stable growth anticipated through 2030. Canadian visitation is projected to rise 3.8 percent in 2026. The FIFA World Cup—co-hosted by Mexico and Canada in 2026—is anticipated to contribute to increased visitation.

Additionally, encouraged by the FIFA World Cup, visitation from **Brazil** is expected to increase by 5.8 percent in 2026, with solid growth projected for 2027-2030.

Asia-Pacific Markets

Japanese visitation is projected to increase 4.5 percent in 2026, lifted by sustained growth momentum and anticipated World Cup-related demand, with solid growth expected to continue over the forecast period.

South Korean visitation is forecast at 1.6 percent growth in 2026, with stronger gains projected in subsequent years.

India and **China** present divergent near-term outlooks. Arrivals from India are projected to contract 4.1 percent in 2026, with a return to growth anticipated in 2027. Chinese arrivals are forecast to grow by 3.5 percent in 2026, with more robust growth projected through 2030.

Arrivals from **Australia** are projected to increase 1.5 percent in 2026 with stronger growth anticipated over the 2027-2030 period.

European Markets

Visitors from the **United Kingdom** and **Germany**, two of the United States' most important markets, are projected to grow by 3.5 percent and 2.1 percent, respectively, in 2026.

Arrivals from **Italy** to the United States are projected to remain steady in 2026, with growth expected from 2027-2030.

Arrivals from **France** are anticipated to dip by 1 percent in 2026 before increasing in subsequent years.



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International Arrivals to the United States (Thousands)

Origin Country	Actual	Forecast				
	2025	2026	2027	2028	2029	2030
Total International	68,288	70,474	74,141	78,652	82,335	85,178
Total Overseas	34,289	34,825	36,724	38,909	40,910	41,994
India	2,061	1,977	2,083	2,197	2,310	2,414
Italy	1,183	1,187	1,219	1,270	1,332	1,415
Mexico	17,980	19,026	19,865	20,695	21,413	22,057
Brazil	1,917	2,027	2,109	2,208	2,307	2,408
France	1,590	1,573	1,654	1,737	1,820	1,904
Germany	1,770	1,807	1,883	1,965	2,056	2,144
United Kingdom	4,058	4,202	4,387	4,572	4,758	4,943
Canada	16,019	16,622	17,552	19,048	20,013	21,126
Australia	959	973	1,047	1,118	1,186	1,254
South Korea	1,647	1,673	1,810	1,946	2,082	2,215
China	1,562	1,617	1,778	1,935	2,091	2,245
Japan	1,967	2,055	2,235	2,427	2,622	2,821

International Arrivals to the United States (Percent Change from Prior Year)

Origin Country	Forecast				
	2026	2027	2028	2029	2030
Total International	3.2	5.2	6.1	4.7	3.5
Total Overseas	1.6	5.5	6.0	5.1	2.7
India	-4.1	5.3	5.5	5.1	4.5
Italy	0.3	2.7	4.2	4.9	6.2
Mexico	5.8	4.4	4.2	3.5	3.0
Brazil	5.8	4.0	4.7	4.5	4.4
France	-1.0	5.1	5.0	4.8	4.6
Germany	2.1	4.2	4.4	4.7	4.3
United Kingdom	3.5	4.4	4.2	4.1	3.9
Canada	3.8	5.6	8.5	5.1	5.6
Australia	1.5	7.6	6.8	6.0	5.7
South Korea	1.6	8.1	7.5	7.0	6.4
China	3.5	9.9	8.9	8.0	7.4
Japan	4.5	8.8	8.6	8.0	7.6