

The Impact of U.S. Border and Economic Policies on International Tourism to the United States (2024–2025)

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Abstract:

This study examines the noticeable decline in international tourist arrivals to the United States in 2024 and 2025, despite global economic recovery from the COVID-19 pandemic. The decline is largely attributed to shifts in U.S. political and economic policies, particularly stricter border controls, altered visa issuance criteria, trade tensions, and increased restrictions on specific traveler categories.

Using a descriptive-analytical approach, the study relies on official data from recognized institutions, travel advisories from several foreign governments, and a comparative analysis of travel flows between 2024 and 2025.

Although these policies aim to protect national security and boost the domestic economy, they have had unintended consequences on international tourism and related sectors such as employment, services, and air transport.

The findings suggest that pursuing national interests does not inherently conflict with openness to global tourism. The study recommends adopting a balanced policy approach that considers both security and economic goals while preserving the United States' status as an attractive global destination.

Keywords: International tourism; United States; border policies; trade tensions; visa procedures

JEL Classification: Z32 ; F13 ; F52 ; F22

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1. Introduction.

In recent years, international tourism to the United States has experienced a marked decline. Reports from the World Travel & Tourism Council (WTTC) and the U.S. Department of Commerce reveal a sharp drop in inbound travel. In March 2025 alone, international arrivals totaled 5,410,331, reflecting an 8.1% decrease compared to March 2024 ([March 2025 Total International Travel Volume, 2025](#)) Direct losses in international tourism spending reached \$12.5 billion in 2025, compared to \$181 billion in 2024—representing a contraction of approximately 22.5% from the previous peak. Alarming, the United States was the only country among 184 economies to report a decline in international tourism spending ([Jainchill, 2025](#)) while nations such as France, Japan, and Canada recorded double-digit growth in tourist arrivals.

This downturn is not due to weak global travel demand but rather to inward-focused domestic policies. Many of these are associated with the administration of President Donald Trump. Since the beginning of his term, a series of controversial decisions have reshaped the image of the U.S. as a travel destination—from the travel bans affecting 19 countries, to stricter immigration and border controls, tightened visa regulations, and the rise of nationalist rhetoric under the “America First” doctrine ([Sankey, 2024](#)). Such measures have contributed to a growing perception among foreign travelers that they are unwelcome.

Key tourism-dependent states such as New York, Florida, California, Texas, and Nevada have reported significant declines in hotel and retail revenues. For instance, the 10% decrease in Canadian tourists alone is estimated to have cost \$2.1 billion in lost revenue and 14,000 jobs. Canadian officials have even encouraged citizens to vacation domestically in response to U.S. policies. A Leger Marketing survey revealed that only 10% of Canadians plan to visit the U.S. during the summer of 2025, down from 23% the previous year ([Kelleher, 2025](#)) Similarly, visitor numbers fell by 15% from the United Kingdom, 28% from Germany, and 15% from South Korea. Countries such as Spain, Colombia, and Ecuador also experienced drops between 24% and 33% ([U.S Economy Set To Lose \\$12.5BN In International Traveler Spend this year, 2025](#))

The adverse effects go beyond tourism, impacting related sectors such as hospitality, transportation, and higher education, due to a decline in international student enrollment. It is estimated that for every \$1 lost in international tourism spending, the U.S. economy forfeits over \$2.20 in broader economic output—threatening thousands of jobs and eroding the country’s status as one of the world’s top tourist destinations.

In contrast, countries like Japan, France, Italy, Brazil, and Turkey are witnessing rapid growth in tourism thanks to more open border policies and effective destination marketing ([Most Visited Countries, 2025](#)). In this global context, the U.S. experience under the Trump administration serves as a compelling case study of how political decisions can directly affect the tourism industry and reshape a nation's image in the eyes of the world.

Research Problem

In this context, the central research question of this study is defined as follows:

To what extent have the policies implemented during 2024–2025—particularly those related to immigration, international relations, and trade—contributed to the decline of international tourism to the United States?

Methodology

This study adopts a descriptive-analytical methodology by analyzing the content of a range of official and international reports and statistics issued during 2024 and 2025. It focuses on interpreting the relationship between public policies adopted by the new U.S. administration and the decline in international tourism indicators.

- The analysis relies on data from reputable institutions, including:
- The World Travel & Tourism Council (WTTC)
- The U.S. Department of Commerce
- The U.S. Travel Association
- Press and analytical reports from credible economic sources
- Significance of the Study

The importance of this study stems from the current context facing the international tourism sector in the United States, coinciding with the return of Donald Trump to power in early 2025. The recent period has witnessed a significant decline in the number of international tourists, as reported by institutions such as WTTC and the U.S. Department of Commerce. This decline signals potentially serious economic repercussions for vital sectors linked to tourism.

2. The State of Tourism in the United States (2024–2025)

The United States is the third largest country in the world, characterized by one of the most diverse landscapes and climates globally. Its mainland spans the breadth of North America, sharing land borders with Canada to the north and Mexico to the south, along with coastlines along the Atlantic and Pacific Oceans and the Gulf of Mexico. The contiguous United States consists of 48 states, in addition to Alaska, located in the northwest (connected to the mainland via British Columbia, Canada), and Hawaii, situated approximately 2,200 miles southwest in the Pacific Ocean. The U.S. also maintains 14 overseas territories in the Pacific and the Caribbean—five of which are permanently inhabited, with Puerto Rico being the largest (O'Neill, 2024)

The country's climate is extremely diverse, ranging from tropical conditions in southern Florida and Hawaii to polar and alpine climates in Alaska and the Rocky Mountains. Average temperatures vary from over 21°C in the southern regions to much cooler in the north, with seasonal variations reaching 50°C in the summer and dropping to 10°C in the northern plains during winter. Precipitation also varies widely—exceeding 127 cm annually in southern coastal areas like the Gulf of Mexico, and falling below 30 cm in the inland west and southwest. Rainy seasons differ by region, with some peaking in spring, others in summer or winter, influenced by monsoonal winds or coastal storms (United States - Climatology, 2021)

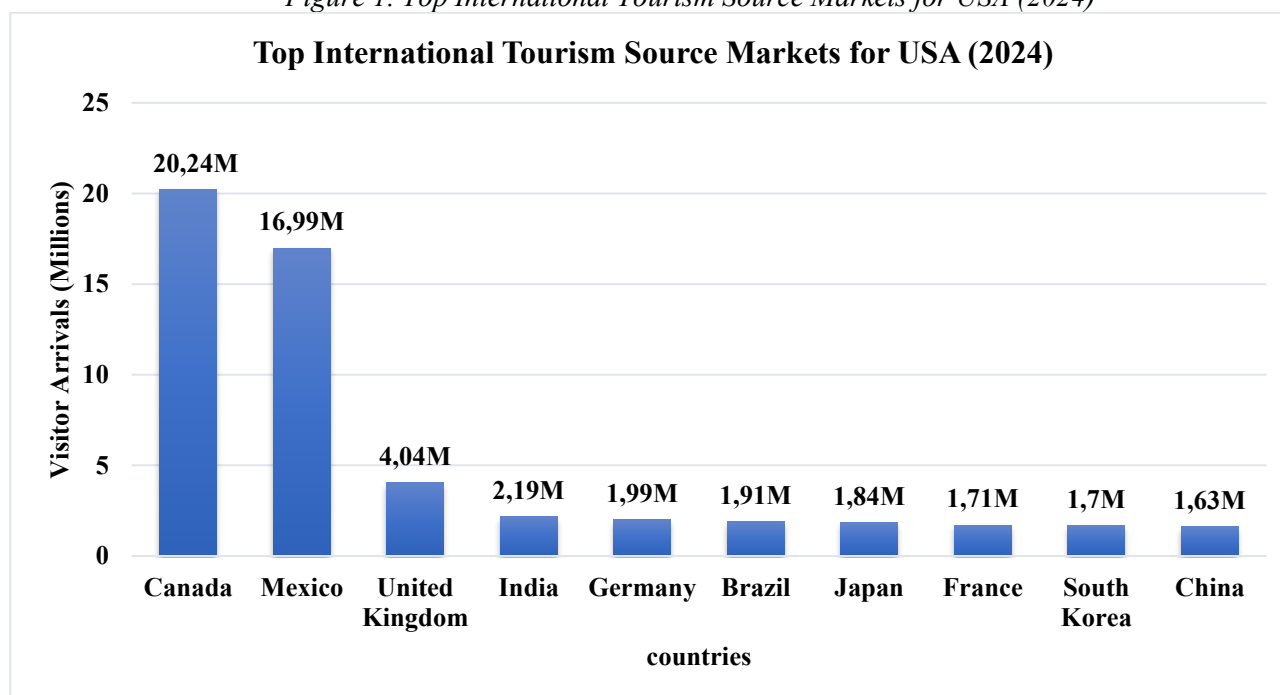
In 2024, the U.S. travel and tourism sector recorded strong economic performance, generating \$1.3 trillion in direct tourism spending and contributing 2.5% to the national GDP (Us travel association) The industry produced a total economic output of \$2.9 trillion and supported over 15 million jobs, including 8 million direct positions. Notably, over 1 million jobs remained unfilled in early 2025, highlighting the sector's crucial role in the American labor market. Regarding government revenue, the sector contributed approximately \$89 billion in local and state taxes.

In terms of spending types, business travel generated \$876 billion (85% recovery), inbound international travel reached \$312 billion (83% recovery), domestic leisure travel totaled \$181 billion (101% recovery), and transient individual travel accounted for \$186 billion (87% recovery). Meetings and events contributed \$126 billion (82% recovery). These figures underscore the pivotal role of the travel industry in driving economic recovery in the post-pandemic period (Economic Impact of the U.S. Travel Industry, 2024)

2.1. Most Visited Countries to the United States in 2024:

The following figure shows the countries with the highest number of visitors to the United States during the year 2024.

Figure 1. Top International Tourism Source Markets for USA (2024)



Source : (United States Tourism Statistics, 2025)

In 2024, both Canada and Mexico maintained their leading positions as the top sources of international visitors to the United States. Canada accounted for 20.24 million visitors, while Mexico followed with 16.99 million. Excluding these two neighboring countries, the United Kingdom topped the list of other international sources with 4.04 million visitors, followed by India (2.19 million), Germany (1.99 million), Brazil (1.91 million), Japan (1.84 million), and France (1.71 million).

3. Main Factors Behind the Decline in Tourism to the United States (2024–2025):

During 2024 and 2025, the United States witnessed a significant decline in international tourist arrivals, raising questions about the root causes of this downturn. This phenomenon can be attributed to a combination of political, economic, and diplomatic factors that have undermined the country's appeal as a travel destination. These factors are summarized below:

3.1. Travel Ban:

On June 6, 2025, U.S. President Donald Trump announced a new wide-reaching travel ban targeting nationals from 19 countries, effective as of June 9, 2025. The decision is based on Executive Order No. 14161 issued on January 20, 2025. The order includes a full entry ban for nationals of 12 countries: Afghanistan, Myanmar (Burma), Chad, the Democratic Republic of the Congo, Equatorial Guinea, Eritrea, Haiti, Iran, Libya, Somalia, Sudan, and Yemen. This is due to “deficiencies in screening and security verification protocols” and their classification as “extremely high-risk” ([Trump says travel ban applies to countries that 'don't have things under control, 2025](#))

According to the U.S. Department of Homeland Security, high visa overstay rates were recorded in some of these countries—for example, Afghanistan showed a 9.70% overstay rate for B1/B2 (visitor) visas and 29.30% for F/M/J (student and exchange) visas.

The remaining seven countries will face partial restrictions on specific visa categories (such as B-1, B-2, F, M, J): Burundi, Cuba, Laos, Sierra Leone, Togo, Turkmenistan, and Venezuela, due to patterns of visa overstays, low document reliability, or weak cooperation on deportation matters. This ban is considered one of the most comprehensive restrictions in the history of modern U.S. immigration policy ([Derby, 2025](#))

The decision shocked the Yemeni community in Dearborn, Michigan. The ban was described as a negative reward for a community that supported Trump in the 2024 elections, in which he won Dearborn for the first time since 2000, gaining 3,000 additional votes, while Harris lost 15,000 Democratic votes. The decision excluded green card holders and family reunification cases, but it effectively disrupted travel and raised fears of retaliation and detention. Activists described it as “selective discrimination” and a form of “collective punishment.” The policy led to the cancellation of religious trips such as pilgrimages and travel due to fear of being detained. (VOLMERT, 2025)

3.2. Long Wait Times for Visa Appointments:

Wait times exceed 400 days in key markets such as Colombia, Mexico, and India. U.S. visa appointments are facing major delays, particularly in India, where the wait time for tourism and business visas (B1/B2) can reach up to 13 months at some consulates, such as in Chennai. Meanwhile, student visa (F-1) appointments have wait times ranging between 1.5 to 2 months, depending on the city.

These delays reflect a crisis in the U.S. consular system’s capacity to process applications—caused by high demand, staff shortages, and administrative bottlenecks. This situation could significantly hinder international travel to the United States throughout 2025 (Singh S. G., 2025) This is illustrated in the following table:

Table 1. Long Wait Times for Visa Appointments china

City	Average Wait Time (Months)	Next Available Appointment (Months)
Chennai	11.5	13.5
Hyderabad	7.5	7.5
Kolkata	8	8
Mumbai	7.5	9.5
New Delhi	9	9

Source : (Singh S. G., 2025)

3.3. Increased Scrutiny and Fear of Detention:

Traveling to the United States has become increasingly risky—even for holders of valid visas and legal residence permits—due to heightened inspection procedures at airports and border crossings. These measures are part of a broader campaign aimed at restricting both legal and illegal immigration.

As the holiday season approaches, warnings have intensified from universities and foreign governments, citing incidents where individuals with valid green cards or visas were detained. Legal experts now recommend travelers carefully review their legal status before departure and become familiar with their individual rights, particularly concerning the inspection of electronic devices and the right to legal counsel or a translator. As Yale Loehr advised: “If you are pulled into secondary inspection, text a friend saying, ‘Call my immigration attorney.’ (Kim, 2025)

Examples of heightened scrutiny include the following cases (Gooding, 2025) :

A French scientist was denied entry in Houston in March 2025 after messages critical of Trump were found in his private conversations, despite being invited to a scientific conference.

Dr. Rasha Al-Alawieh, an H-1B visa holder, was detained at Boston Airport after returning from a family visit to Lebanon, when authorities discovered images related to the leader of Hezbollah on her phone.

Immigration attorneys have warned that storing photos or data “potentially interpreted as political or ideological” could result in denial of entry or delays when entering the United States.

U.S. Customs and Border Protection (CBP) has defended these practices, citing national security, and claims they have helped uncover terrorist activity and cybercrime, though civil rights groups like ACLU have criticized the measures.

CBP retains the authority to store data accessed during inspections for up to 15 years and insists that privacy safeguards are in place.

3.4. Visa Processing Challenges:

Extended visa processing times and changes to related regulations have made travel to the United States more complex and uncertain for international visitors. Currently, only nationals from 43 countries are allowed to enter the U.S. without a visa—compared to 102 countries eligible for visa-free entry to the United Kingdom ([Restore International Inbound Travel](#)).

In February 2025, the Trump administration announced that certain undocumented immigrants would be required to register with the Department of Homeland Security (DHS). On March 7, the administration published a new rule outlining how this registration process would be implemented, with enforcement set to begin on April 11.

The announcement raised widespread concerns, especially as similar registration programs in the past had been used to target vulnerable groups ([Know Your Rights: Trump's Registration Requirement for Immigrants](#)).

The new rules require all foreign nationals over the age of 18 to carry proof of registration documents at all times. Those who have not been previously registered or fingerprinted—particularly individuals who remain in the United States for more than 30 days—must register within that period, or face criminal and civil penalties, including fines and legal prosecution ([Singh, 2025](#)).

The law also obliges registered foreign children to re-register upon reaching age 14, while parents or guardians must register children under that age if they overstay temporary status ([FRAZAO, 2025](#)).

These new policies aim to strengthen oversight of foreign nationals residing in the U.S., but they have sparked domestic and international criticism, particularly for their impact on visitors, tourists, and even legal residents ([Dhawan, 2025](#)).

3.5. Trade Tensions:

The escalation of trade tensions—especially with Canada and Mexico—has led to a decline in cross-border travel. Reports indicate that the political and economic disputes under the Trump administration have negatively influenced travel decisions from these key markets.

On February 27, 2025, Tourism Economics, a division of Oxford Economics, warned that the intensifying global trade war could have a more severe impact on the U.S. tourism sector than previously estimated. Projections indicate that the imposition of broad tariffs by the U.S. on its key trade partners—such as Canada, Mexico, and China—would trigger retaliatory measures, disrupt the economy, and suppress travel flows.

In addition, the deteriorating public sentiment in Europe due to trade policies and geopolitical tensions is also threatening to reduce visitor numbers. The crisis manifests through three main channels: declining travel confidence, domestic and global economic pressure, and exchange rate volatility—with a stronger U.S. dollar increasing the cost of travel to the United States. ([Escalating Trade War Threatens US Travel Sector](#))

3.6. Key manifestations of these trade tensions include:

Decline in U.S.–Canada Trade in March: While overall Canadian exports fell by 0.2%, mainly due to price drops, exports to the U.S. declined by 6.6%, and imports from the U.S. dropped by 2.9%. This occurred amid growing public discontent in Canada toward its traditional ally and largest trading partner, the United States, according to data released by Statistics Canada.

Canada's trade deficit narrowed from CAD 1 billion (USD 1.4 billion) in February to CAD 367 million (USD 506 million) in March. Its trade surplus with the U.S. also fell to CAD 6.1 billion (USD 8.4 billion).

However, the decline was almost entirely offset by a 24.8% increase in exports to non-U.S. markets, including a rise in gold exports to the United Kingdom, crude oil shipments to the Netherlands, and a diverse range of goods to Germany. (Canada trade shifts away from US amid trade tensions, 2025)

On June 1, 2025, President Donald Trump escalated the trade dispute with Europe by threatening a 50% tariff on European goods, after previously imposing a 20% tariff on April 2, later reduced to 10% with a 90-day window to reach a settlement.

In response, German Finance Minister Lars Klingbeil called for serious negotiations rather than “provocations,” warning that such tariffs would harm both the U.S. and European economies. His remarks came after meeting with U.S. Treasury Secretary Scott Besant at the G7 Finance Ministers Summit in Canada.

Trump’s threats also caused significant disruption in European stock markets, reflecting the severity of the tensions. (Boom, 2025)

The following table presents the tariff rates imposed on major tourist-sending markets to the United States:

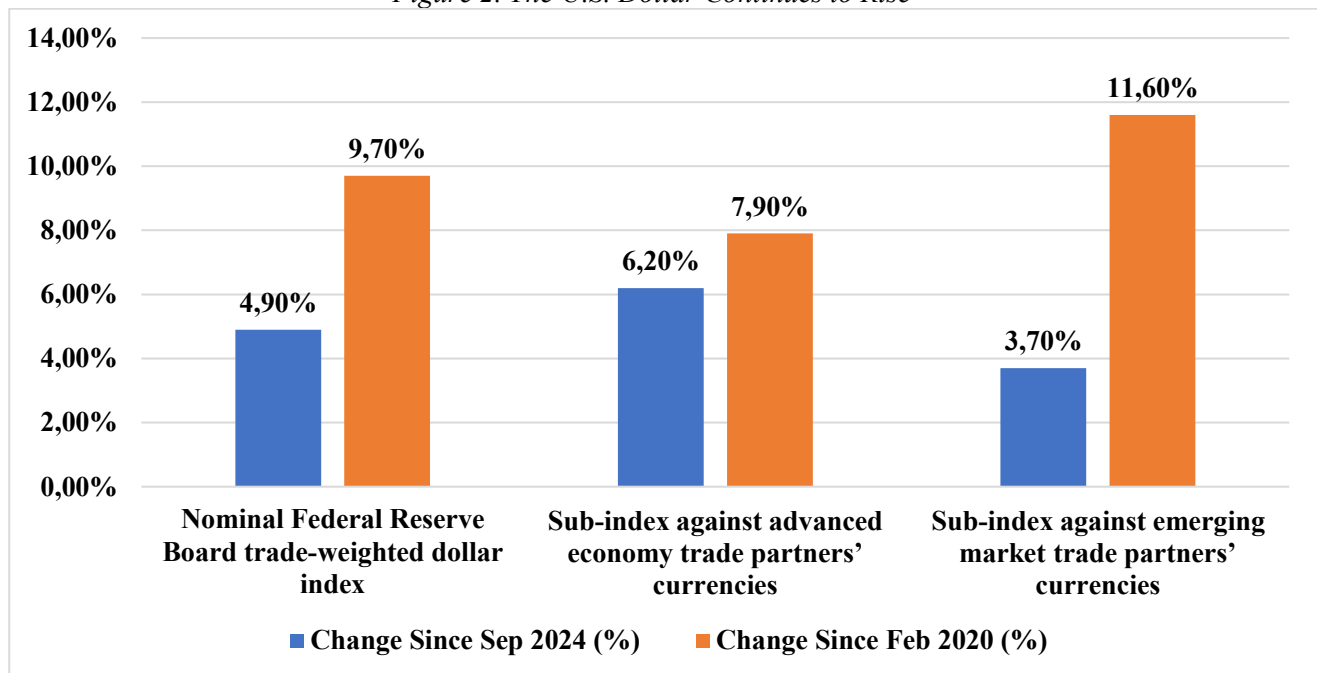
Table 2. Tariff Rates Imposed on Key Tourist-Sending Markets to the United States	
Country	Tariff Rate (%)
Canada	25%
Mexico	25%
United Kingdom	10%
India	26%
Germany	25%
Japan	24%
china	125%

Source: Prepared by the researcher based on (urso, 2025, p. 3)

The table reflects the United States’ imposition of varying tariff rates on several of its most important tourist-sending countries, including Canada, Mexico, the United Kingdom, India, and others. These countries are among the top trade and tourism partners of the U.S., making such tariffs significantly impactful on international travel flows.

Economic Factors: Exchange Rate Fluctuations as a Key Economic Influence on Tourism
The rising value of the U.S. dollar has made travel to the United States more expensive for international visitors, contributing to the observed decline in tourist arrivals.

Figure 2. The U.S. Dollar Continues to Rise



Source (Barua & Rohini Sanyal, 2025)

Since September 2024, the U.S. dollar has experienced a notable appreciation, rising by an average of 6.7% against the euro, 5.5% against the British pound, and 8.6% against the South Korean won. In emerging markets, the dollar recorded its strongest performance against the Indonesian rupiah (6.7%), the South African rand (4.9%), and the Mexican peso (4.5%).

This trend is also reflected in the Federal Reserve Board Dollar Index (FRBDI), which increased by 4.9% during the same period. Sub-index data shows that the dollar's gains—on a trade-weighted basis—were larger against advanced economy currencies (6.2%) compared to those of emerging markets (3.7%).

Nonetheless, emerging market currencies have generally seen longer-term depreciation against the dollar—for example, since the onset of the COVID-19 pandemic.

3.7. Trump's Statements:

President Donald Trump has sought to protect American national interests through firm domestic and foreign policies focused on security, economic independence, and reducing foreign reliance. While these policies were intended to serve internal priorities, they have, in many cases, led various groups—both within the United States and abroad—to feel unwelcome or excluded, sparking widespread debate about their impact on the U.S.'s global image and international standing. Some of the most controversial statements include:

President Trump's "America First" priorities emphasize economic and security interests over international considerations. These are reflected in protectionist trade policies, stricter immigration controls, and a reduction in global commitments. (President Trump's America First Priorities, 2025)

His statement regarding the monitoring of any information related to or referencing LGBTQ+ Americans, which was seen by critics as an attempt to limit access to federal resources and reduce visibility of LGBTQ+ individuals in public discourse.

"This measure proves that the Trump administration's goal is to make it as difficult as possible for LGBTQ+ Americans to access federal resources or even see themselves represented." (Kane, 2025).

On a separate note, the White House stated on a Friday that President Trump still hopes to make Canada the 51st state of the United States—a threat he has repeatedly made, though it appears he has toned down the rhetoric in recent weeks. (Boynton, 2025).

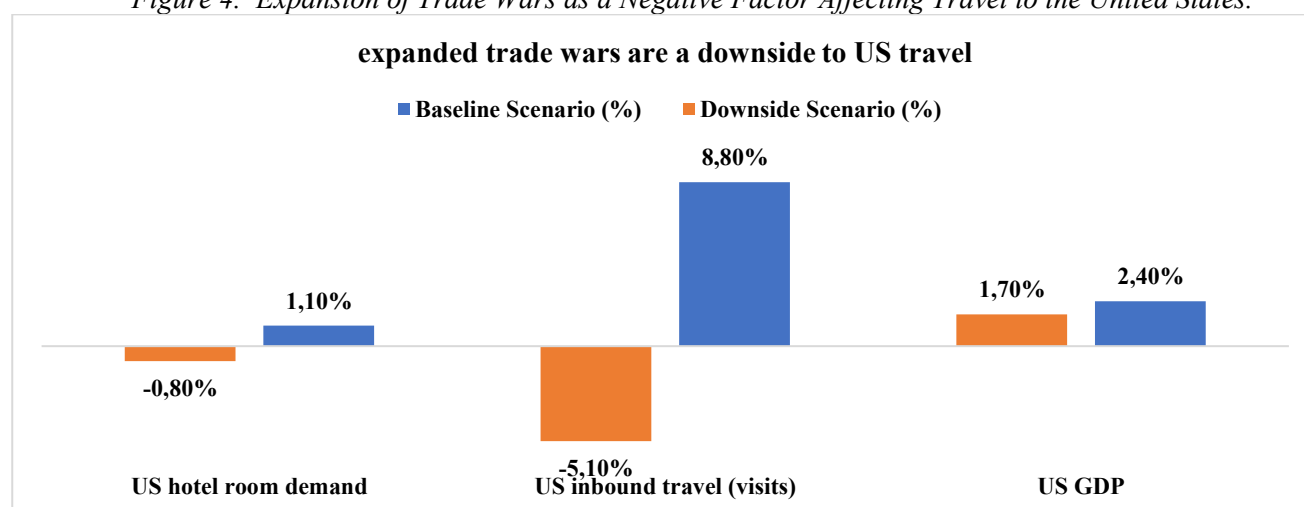
4. Impacts of U.S. Policies on International Tourism

Public policies are among the key factors influencing global tourism flows, as they directly affect a country's international image and its attractiveness to visitors. In this context, the United States experienced significant political and economic shifts during 2024–2025, which had a clear impact on international tourism inflows.

4.1. The Expansion of Trade Wars as a Negative Factor Affecting Travel to the United States:

As shown in the following figure, the expansion of trade wars is one of the most significant negative factors that impacted the flow of international tourists to the United States during 2025.

Figure 4. Expansion of Trade Wars as a Negative Factor Affecting Travel to the United States.



Source: (Escalating Trade War Threatens US Travel Sector)

The chart illustrates the difference in the performance of the U.S. tourism sector under two economic scenarios for 2025: the baseline scenario (in blue) versus the negative scenario resulting from the expansion of trade wars (in red).

According to the baseline scenario, GDP is expected to grow by 2.4%, accompanied by an 8.8% increase in international visitors and a 1.1% rise in hotel room demand. In contrast, under the negative scenario caused by escalating trade tensions, GDP drops to 1.7%, international visits decline by -5.1%, and hotel room demand falls by -0.8%.

This contrast clearly demonstrates how trade tensions can weaken the performance of the tourism sector and threaten the loss of promising opportunities that could otherwise support the national economy.

4.2. Global Tourism Performance Decline in 2024

The following table presents the ranking of the world's top 10 tourism-performing countries based on the Bloom Consulting Country Brand Ranking 2024 | 2025 – Tourism Edition. It highlights the changes in country positions compared to the previous year:

Table 3. the ranking of the world's top 10 tourism-performing countries based on the Bloom Consulting Country Brand Ranking 2024 | 2025

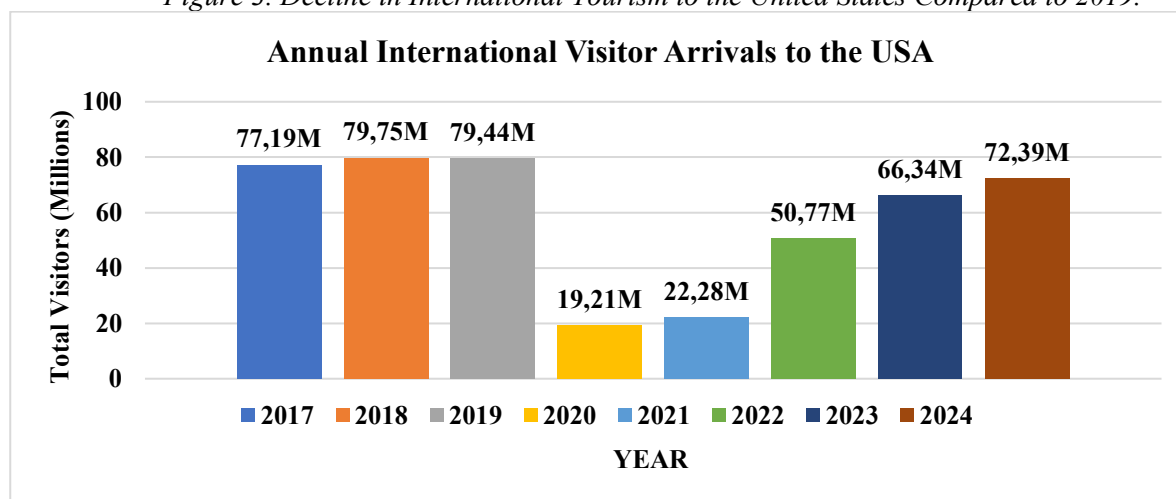
Rank	Country	Change in Rank
1	Italy	↑ 1
2	Spain	↓ 1
3	Japan	↑ 3
4	United States	↓ 1
5	Germany	↓ 1
6	Turkey	↑ 5
7	France	↑ 2
8	United Kingdom	↓ 3
9	Thailand	↑ 1
10	Australia	↓ 3

Source: Prepared by the researcher based on (Country Brand Ranking - Bloom Consulting, 2024, p. 10)

In the 2024 ranking of the world's strongest tourism brands, Turkey advanced by five positions and Japan by three, reflecting an improvement in their international tourism image. France also rose by two positions, and Thailand by one. In contrast, the United States dropped by one position—a decline viewed in light of several factors, including strict border policies and certain trade tensions that prevailed during 2024 and 2025, which may have influenced travel decisions from key source markets. The United Kingdom and Australia also fell by three positions each, likely due to rising travel costs or limited post-pandemic recovery strategies. Meanwhile, Italy moved up to first place, overtaking Spain, which dropped to second.

Decline in International Tourist Arrivals to the United States Compared to 2019
The figure illustrates a clear decline in the number of international tourists arriving in the United States in 2024, as pre-pandemic levels—peaking in 2019—have yet to be fully restored. This decrease reflects the ongoing impact of various political and economic factors that continue to limit the full recovery of the tourism sector.

Figure 3. Decline in International Tourism to the United States Compared to 2019.



Source : (United States Tourism Statistics, 2025)

The United States has witnessed a gradual recovery in the number of international visitors following the sharp decline caused by the COVID-19 pandemic, with arrivals increasing from 19.2 million in 2020 to 72.39 million in 2024. Despite this improvement, the number remains 8.9% below the peak recorded in 2019 (79.4 million). This trend reflects a notable rebound in the tourism sector, although pre-pandemic levels have not yet been reached, due to the continued challenges posed by strict border policies and escalating trade tensions.

4.3. Decline in Inbound Tourism by Region (March 2025):

Inbound tourism to the United States in March 2025 experienced varying degrees of decline depending on the geographic region, with some source markets being more affected than others due to the implemented border and economic policies. The following table illustrates the percentage decrease in the number of visitors from different world regions during this month, as shown in the chart below:

Table 4. Decline in Inbound Tourism by Region (March 2025)

Region	Percentage Decrease – March 2025
Mexico	↓ 23%
Caribbean	↓ 26%
Central America	↓ 24%
South America	↓ 11%
Africa	↓ 10%
Oceania	↓ 8%
Asia	↓ 1%

Source : (Inbound Travel to US in Steep Decline, 2025)

The largest decline in the number of international visitors to the United States in March 2025 is recorded in the Caribbean and Central America—regions historically close to the U.S. both politically and geographically. This may reflect tensions or disruptions in bilateral relations, or the direct impact of recent border and trade policies. In contrast, the slight decrease in visitors from Asia may indicate a relatively stable state of U.S.-Asia relations during the same period, or suggest that U.S. policies have had uneven effects across different regions of the world.

Canada remains the top source of international visitors to the United States, recording 20.4 million visits in 2024, which resulted in \$20.5 billion in spending and supported 140,000 American jobs. Estimates suggest that a 10% decrease in Canadian travel could lead to a loss of about 2 million visits, \$2.1 billion in spending, and 14,000 jobs. Canadian Prime Minister Justin Trudeau urged citizens to spend their money domestically instead of traveling to the United States, stating: “Now is the time to choose Canada... That may mean changing your summer vacation plans to stay here in Canada and explore the many national and provincial parks, historical sites, and tourist destinations our great country has to offer. [\(Potential Results of Decline in Canadian Travel to United States, 2025\)](#).”

Additionally, the U.S. Senate Committee on Commerce, Science, and Transportation, led by Republican Senator Ted Cruz, proposed slashing the budget of Brand USA — the organization responsible for promoting U.S. tourism — from \$100 million to just \$20 million. The U.S. Travel Association (USTA) expressed “deep concern” over the proposal, warning that these cuts “would negatively affect every sector of the U.S. tourism industry.” [\(Kelleher, 2025\)](#).

This direction was welcomed by the Canadian public, who viewed reducing trips to the U.S. as a positive response to the current political and economic tensions — a trend reflected in the following chart.

Table 5. Monthly Decline in the Number of Canadian Tourists to the United States in 2025

Month	By Car (%)	By Air (%)
February 2025	-23	-2
March 2025	-32	-14
April 2025	-35	-20
May 2025	-38	-24

Source (Kelleher, 2025)

The data indicates a notable year-on-year decline in the number of Canadian tourists traveling to the United States during the period from February to May 2025, whether by land or air. Travel by car saw a steady decrease from -23% in February to -38% in May, while air travel started with a slight drop of -2% in February but widened to -24% by May. This continued decline reflects a shift in Canadian travel patterns, driven by a combination of factors including economic developments, exchange rate fluctuations, and political or regulatory considerations that have influenced travel decisions.

In Germany, the decline has been particularly sharp. As of March 2025, the number of German visitors to the United States dropped by more than 28% compared to the same month in the previous year—one of the steepest declines among European countries. German media coverage has reflected growing discomfort with U.S. domestic policies, gun-related violence, and political instability.

German tourists, once known for their generous spending and long stays, are now favoring destinations in Southern Europe or Southeast Asia over the United States, citing safety concerns and general unease. (US Tourism Faces Global Fallout as Warnings from Canada, UK, China and Japan Collide With Sharp Declines from Germany, France and Mexico, Escalating Protests, and a Looming Over Twelve Billion USD Loss: [New Report, 2025](#)).

5. Discussion of Results

The analysis results revealed that the policies implemented in the United States during the 2024–2025 period, characterized by a relatively inward-looking approach and a focus on national interests, had a direct impact on international tourism to the country. Amid escalating trade tensions with key traditional partners such as Canada and Mexico, and the imposition of broad tariffs, the tourism sector witnessed a noticeable decline in visitor numbers—especially from Canada, where data showed a year-on-year decrease exceeding 30% in some months.

Certain political rhetoric further exacerbated this decline, including repeated statements attributed to the U.S. president claiming that “Canada is the 51st state,” which triggered official discontent in Canada. In response, the Canadian Prime Minister at the time publicly encouraged citizens to avoid traveling to the U.S., asserting that the new American policies failed to reflect the spirit of bilateral cooperation. Moreover, the adoption of the “America First” principle by the U.S. administration raised widespread concerns among many international partners due to its protectionist undertone, potentially weakening cross-border economic and cultural relations, including tourism.

According to estimates, these shifts resulted in considerable tourism revenue losses, with international tourism spending showing a direct decline of approximately \$12.5 billion in 2025 compared to \$181 billion in 2024. Therefore, these findings underscore the importance of crafting balanced foreign and tourism policies that safeguard national interests without undermining cooperation and economic openness—especially in highly sensitive sectors such as tourism.

6. Conclusion

This study highlights how the border and economic policies adopted by the Trump administration during the 2024–2025 period—despite their stated intentions to protect national security, combat terrorism, preserve cultural identity, and regulate immigration—produced unintended consequences, particularly in the realm of international tourism.

Tightened visa and border control measures coincided with changes in gender identity policies, controversial political statements, escalating trade tensions with several international partners, and new tariffs that strained economic relations. This climate contributed to the erosion of the United States’ image as a welcoming and safe tourist destination, prompting several European countries and Canada to issue official travel advisories, which negatively impacted tourist flows.

This case illustrates the dilemma of exercising sovereign policymaking in an era of globalization. It demonstrates the need to reconcile national protection requirements with the demands of international openness. In this context, the study recommends adopting an integrated strategy based on a delicate balance between security and economic dimensions, alongside revisiting political rhetoric and administrative procedures, to restore market and traveler confidence and reinforce the United States’ image as a country that respects diversity and welcomes visitors from all backgrounds.

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