



The State of the International Traveler

Opportunity powered by *Insight*

Future Partners

Shaping strategies for travel brands and
tourism leaders that capture *hearts,*
minds and *market share*

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*Bringing the future of travel
within reach*

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The State of the International Traveler

- Tracking study conducted since 2014
- Online survey methodology
 - Screened for likely international travel in the next 3 years
- 800 fully completed surveys were collected from a random sample of likely international travelers in each market
- In total, 12,800 completed surveys were collected



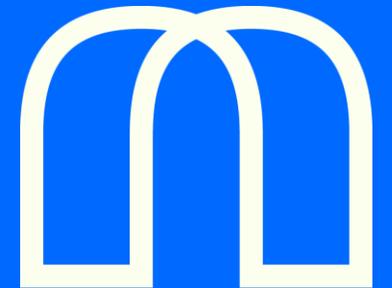
	SAMPLE SIZE
Argentina	800
Australia	800
Brazil	800
Canada	800
China	800
Colombia	800
France	800
Germany	800
India	800
Italy	800
Japan	800
Mexico	800
Netherlands	800
South Korea	800
Spain	800
United Kingdom	800
TOTAL	12,800

Key Takeaway

Amidst already challenging global travel sentiment circumstances, international interest in visiting the United States declined sharply this year, with sentiment cooling across nearly every major inbound market as policy shifts and perceptions of political and social instability weigh on travel intent.

However, the enduring appeal of the American travel experience — and the U.S.' continued position as a top-desired destination in many markets — makes clear that this is not a moment to retreat, but to invest strategically, communicate with intention and compete harder than ever for international visitors.

A Look Back: 2016 Global Travel



A Look Back: 2016

46.3% of Likely Global Travelers said they were **Very Likely or Certain to visit the U.S. in the Next 2 Years**

Most Desired International Destinations (By market in 2016)

	Percent Writing in the USA as a Most Desired Destination	USA's Rank
Brazil	64.2%	1
Mexico	58.2%	1
India	45.0%	1
Japan	43.8%	1
Canada	40.9%	1
China	35.3%	1
Argentina	34.1%	2
South Korea	33.4%	2
Italy	32.8%	1
United Kingdom	28.5%	2
Australia	27.8%	1
France	24.8%	3
Germany	14.4%	5
Netherlands	11.2%	7



Global tourism hits 1.52 billion arrivals in 2025, Africa leads growth

Travel Trends

22 Feb 2026 | [Chloe Fox](#)

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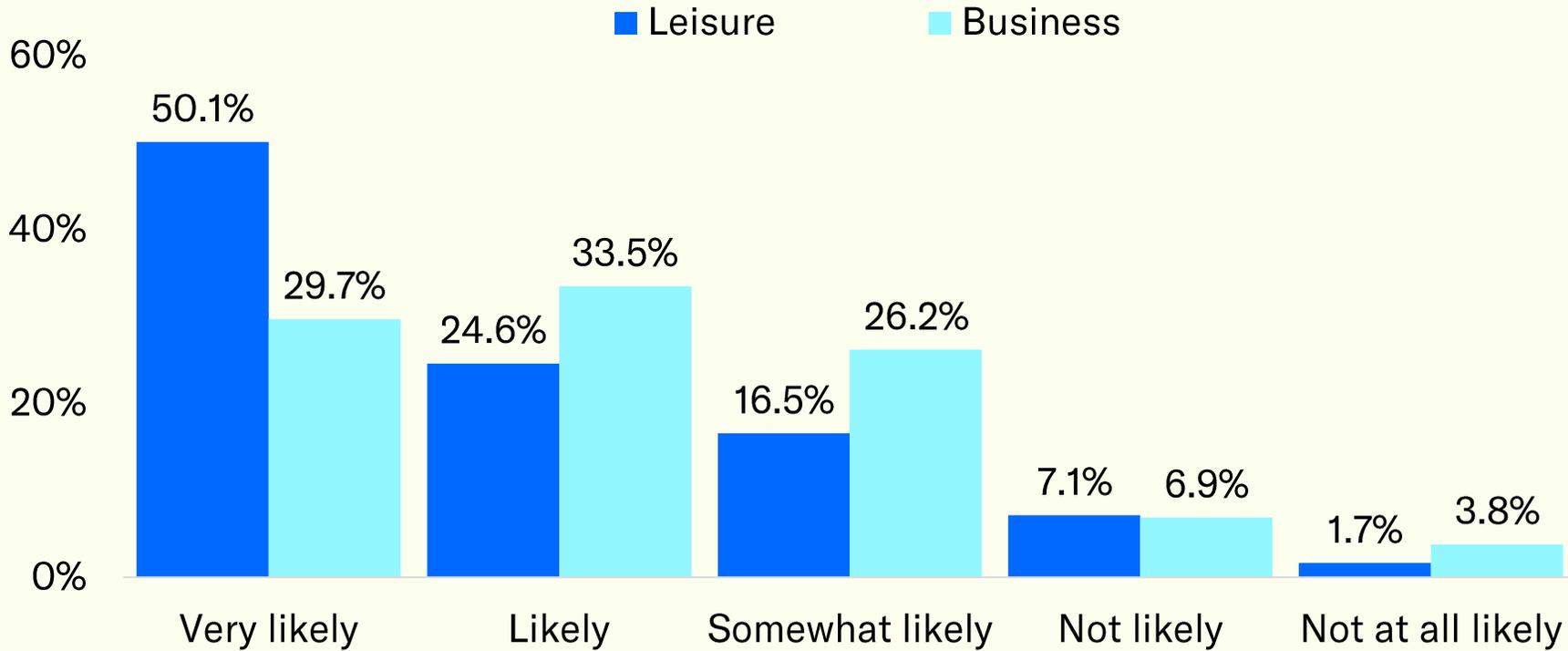
Record-breaking international arrivals in 2025 were fuelled by Africa's strong growth and a steady rebound in Asia Pacific, even amid economic and geopolitical uncertainties

Global Travel Sentiment in 2026



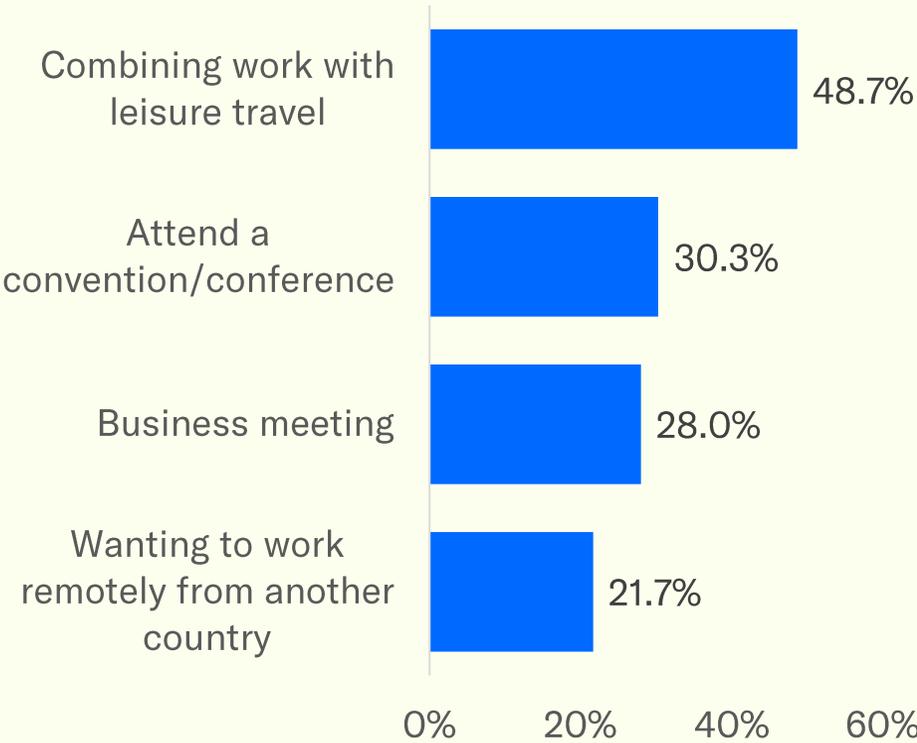
Global **leisure travel intent softens** across markets, while international **business travel** remains relatively **resilient**.

Likelihood to Travel Internationally in the Next 12 Months
(Total Aggregate)



Blending work and leisure remains a primary driver of international business travel.

Reasons for International Business Travel
(% of Total Aggregate)



Reasons for International Business Travel (By Market)

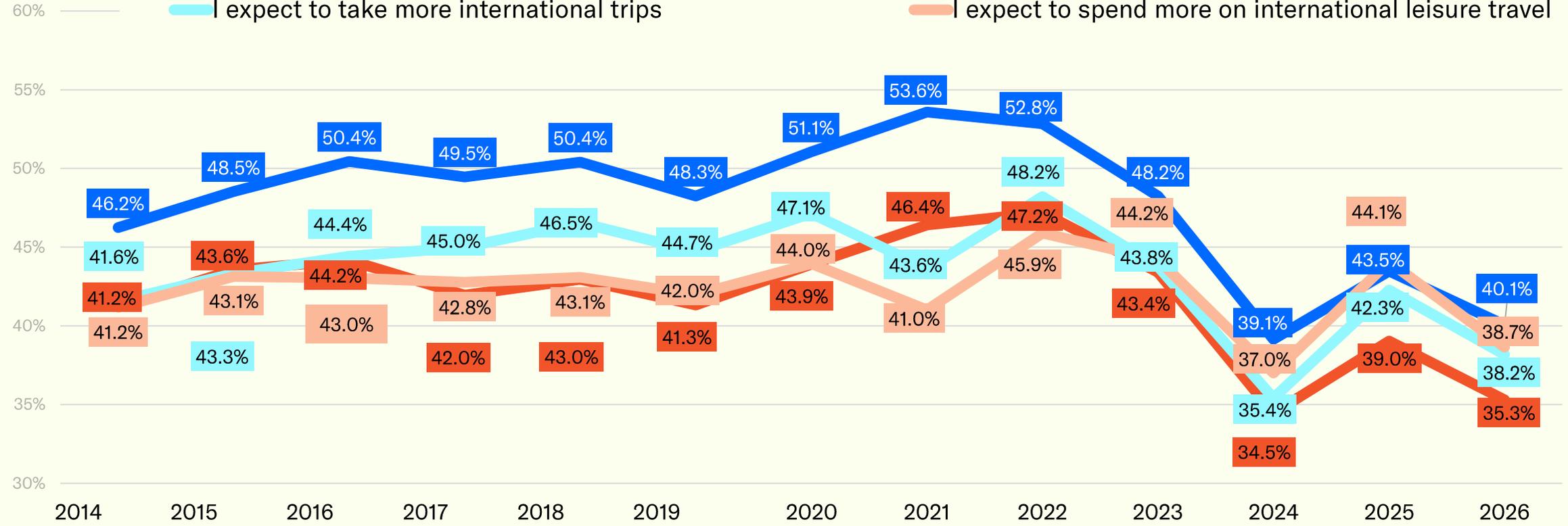
	Combining work with leisure travel	Attend a convention/conference	Business meeting	Wanting to work remotely from another country
Argentina	56.7%	23.8%	17.8%	28.8%
Australia	34.7%	29.6%	20.6%	18.8%
Brazil	55.3%	41.5%	25.7%	24.6%
Canada	50.4%	30.1%	30.1%	18.1%
China	61.0%	20.4%	25.3%	15.7%
Colombia	55.5%	26.5%	22.5%	27.5%
France	27.1%	23.5%	26.4%	16.4%
Germany	30.5%	30.5%	34.2%	24.7%
India	60.9%	45.4%	45.7%	32.0%
Italy	45.0%	22.9%	19.0%	19.4%
Japan	48.6%	37.4%	25.7%	21.4%
Mexico	48.9%	31.7%	23.5%	21.6%
Netherlands	29.1%	17.3%	26.6%	18.7%
South Korea	53.4%	23.1%	30.3%	9.6%
Spain	42.4%	27.6%	26.8%	22.0%
United Kingdom	47.7%	45.8%	41.1%	21.1%

= statistically significantly higher than aggregate other markets
 = statistically significantly lower than aggregate other markets

Global travelers' trip volume and spending expectations drop, reflecting upheaval that has disrupted the post-pandemic recovery.

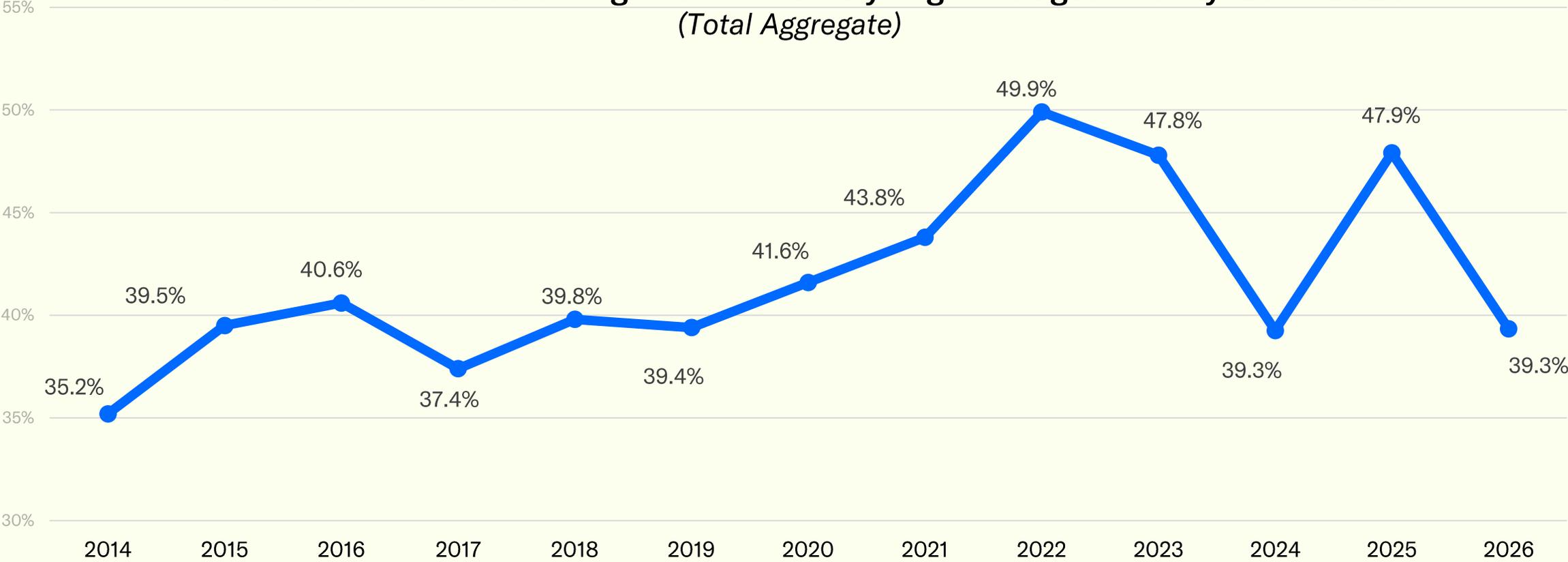
International and Domestic Travel Sentiment: 2014—2026
(Total Aggregate)

- I expect to take more domestic trips
- I expect to spend more on domestic leisure travel
- I expect to take more international trips
- I expect to spend more on international leisure travel



International travel as a personal budget priority has also declined.

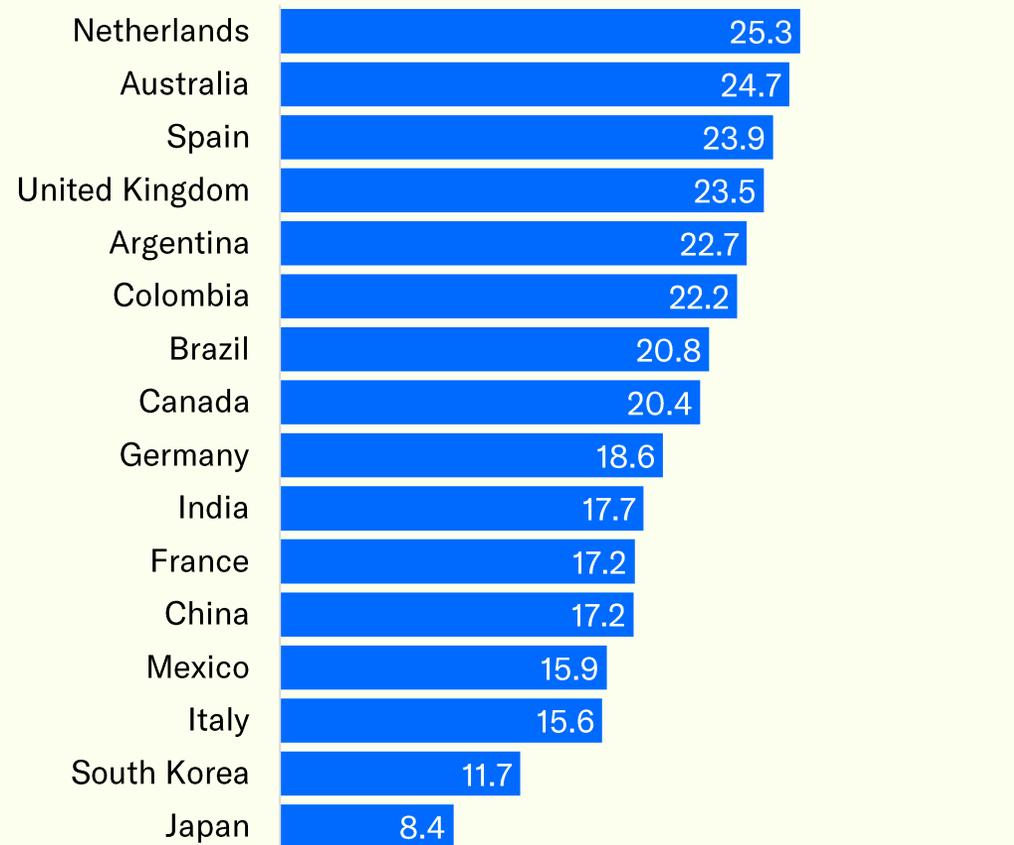
International Travel as a “High” or “Extremely High” Budget Priority: 2014-2026
(Total Aggregate)



Allocated **time** and **budget** for international travel has **constricted** for most markets but spending projections have grown for **China**.

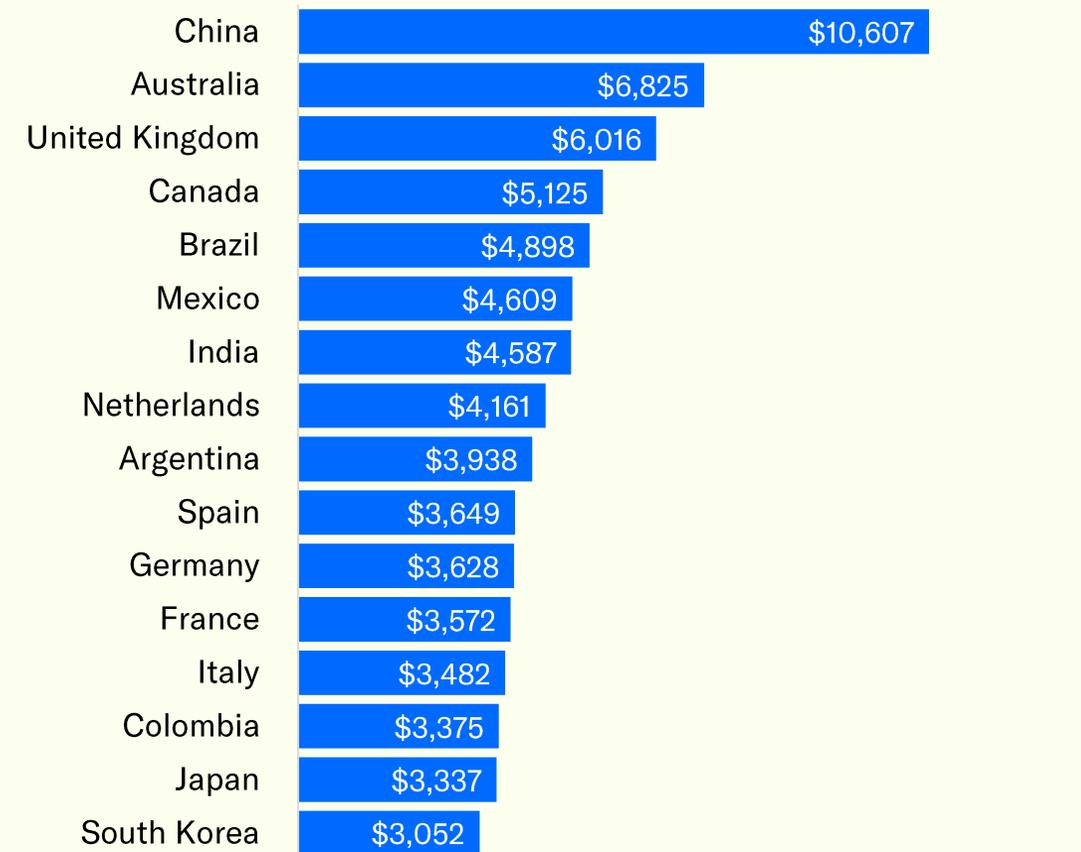
Days Available for International Travel

(Avg. expected # of days available for international travel in upcoming year)

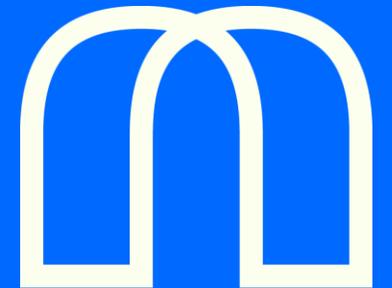


Annual International Travel Budget

(Avg. maximum spending on int'l travel in upcoming year)

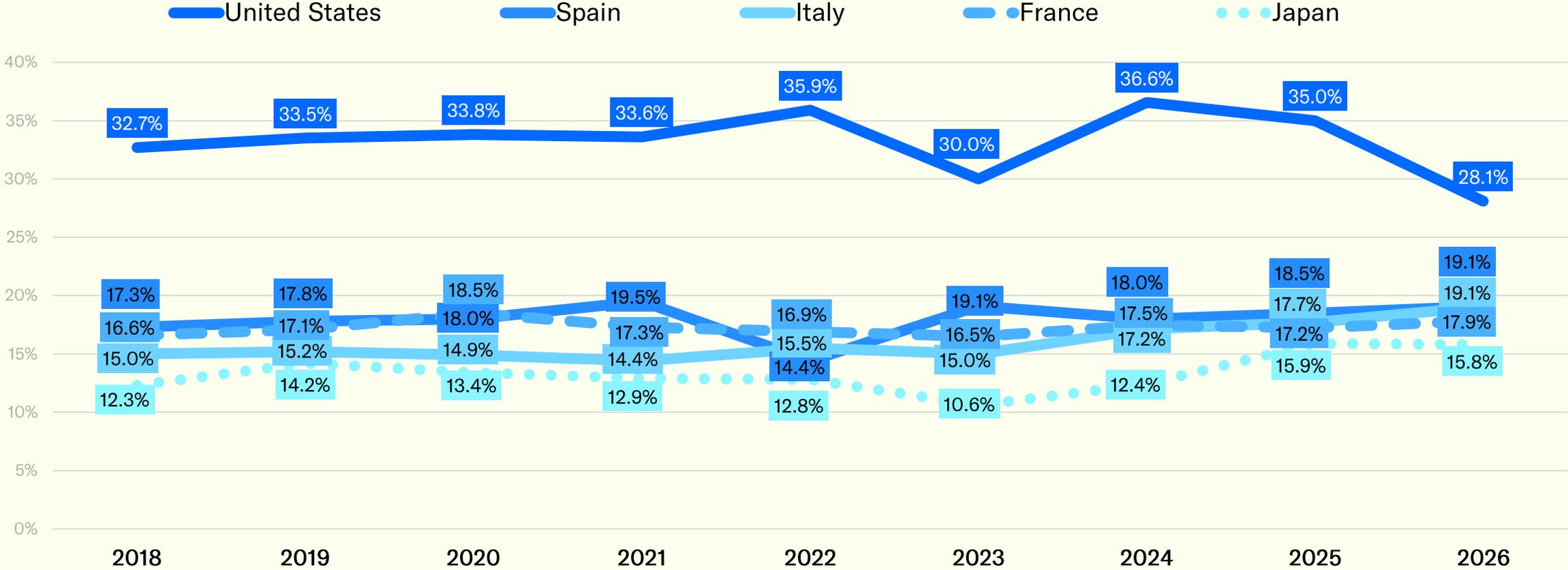


Shifting U.S. Perceptions



The U.S. remains the most top-of-mind global destination but amongst a record-low share of global travelers.

Historical Rankings (2018-2026)
(Unaided, Total Aggregate)



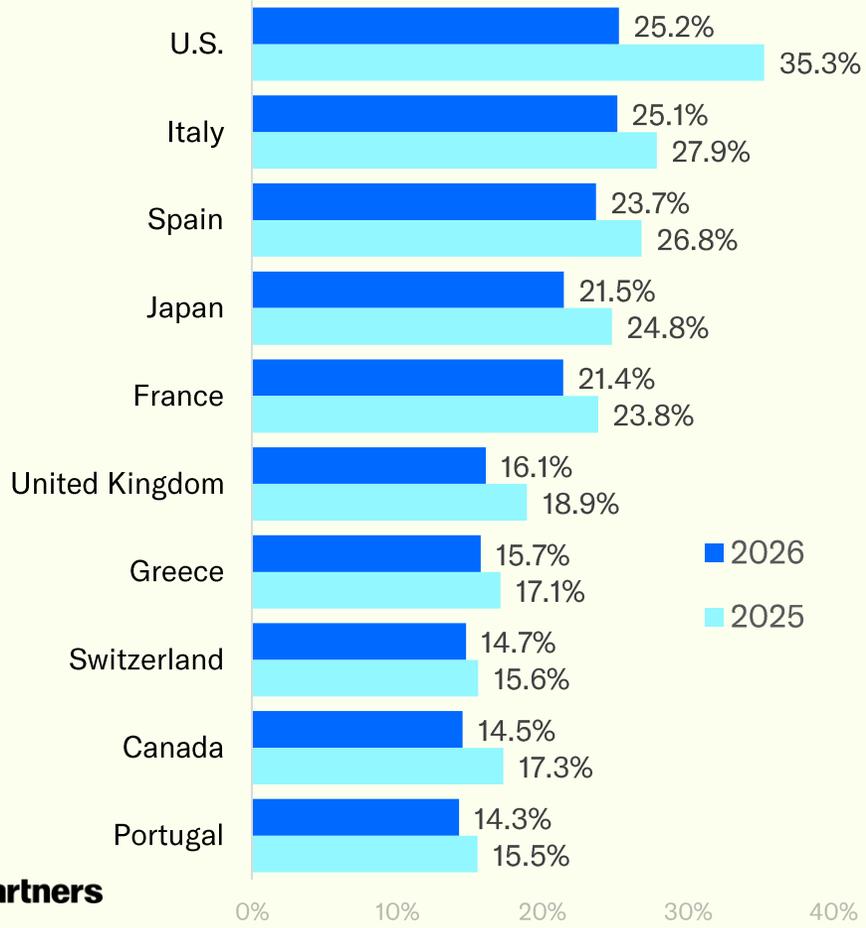
Despite record declines, the U.S. retains its top position in seven key markets.

Desired International Destination: U.S. Ranking 2024-2026 (Unaided, By Market)

	2024	2025	2026	PP Change 2026 vs 2025	U.S. Rank in 2026	U.S. Rank in 2025	YOY Rank Change
Mexico	58.1%	55.5%	48.6%	-6.9pp	1	1	0
Brazil	54.3%	51.2%	43.6%	-7.6pp	1	1	0
Japan	46.8%	46.4%	43.5%	-2.8pp	1	1	0
Colombia	43.7%	45.2%	40.7%	-4.6pp	1	1	0
Argentina	39.8%	38.5%	34.8%	-3.7pp	2	2	0
India	52.2%	42.7%	33.8%	-8.9pp	1	1	0
South Korea	36.7%	34.3%	32.9%	-1.4pp	2	2	0
Canada	43.3%	47.6%	32.1%	-15.5pp	1	1	0
China	43.6%	39.2%	27.1%	-12.1pp	1	1	0
United Kingdom	30.3%	27.3%	23.1%	-4.2pp	4 ↓	1	-3
Australia	25.8%	25.7%	20.2%	-5.5pp	3 ↓	2	-1
Italy	30.1%	29.4%	19.9%	-9.5pp	3 ↓	1	-2
Spain	25.6%	26.4%	16.5%	-9.9pp	4 ↓	2	-2
France	21.5%	21.5%	16.1%	-5.4pp	3	3	0
Germany	20.4%	14.5%	10.5%	-4.0pp	6 ↓	4	-2
Netherlands	12.4%	13.3%	6.1%	-7.3pp	11 ↓	6	-5

Amongst a closed list of competitors, the U.S. remains the top desired destination but has ceded significant ground.

Top 10 Desired International Destinations (Aided, Aggregate)



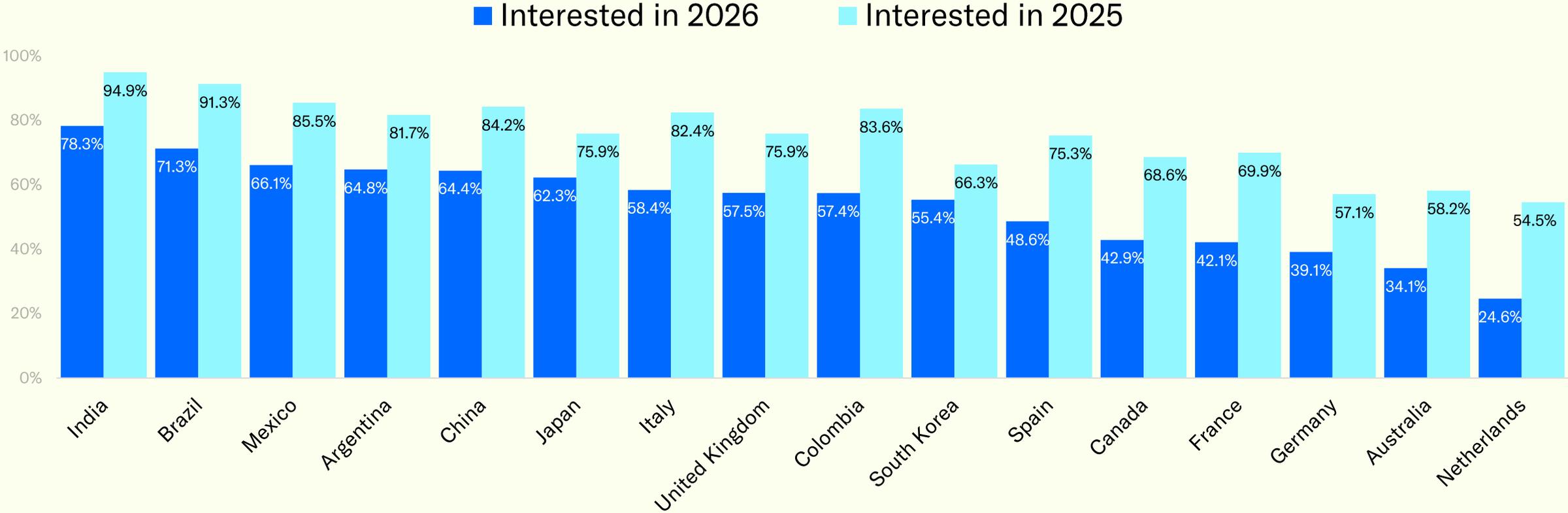
Desired International Destination: U.S. Ranking (Aided, By Market)

	% Selected U.S. in 2026	pp Change vs. 2025	U.S. 2026 Rank	U.S. 2025 Rank	YOY Rank Change
Brazil	39.3%	-10.7	1	1	0
Mexico	39.1%	-8.7	1	1	0
Colombia	36.6%	-9.8	2	2	0
Argentina	34.4%	-8.0	4 ↓	3	-1
India	29.3%	-12.6	2 ↓	1	-1
Japan	27.9%	-4.1	2 ↓	1	-1
China	26.9%	-13.8	1	1	0
United Kingdom	25.3%	-5.6	4 ↓	3	-1
Canada	23.8%	-22.6	2 ↓	1	-1
Spain	23.1%	-13.6	7 ↓	2	-5
France	22.1%	-6.4	6 ↓	3	-3
South Korea	22.1%	-6.9	2	2	0
Italy	22.0%	-11.6	6 ↓	2	-4
Australia	13.8%	-10.9	7 ↓	3	-4
Germany	10.5%	-6.6	13 ↓	9	-4
Netherlands	7.9%	-8.5	10 ↓	8	-2

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After a strong 2025 start, interest in visiting the U.S. fell sharply this year.

Interest in Visiting the U.S. in the Next 2 Years – 2025 vs. 2026
(Change By Market)



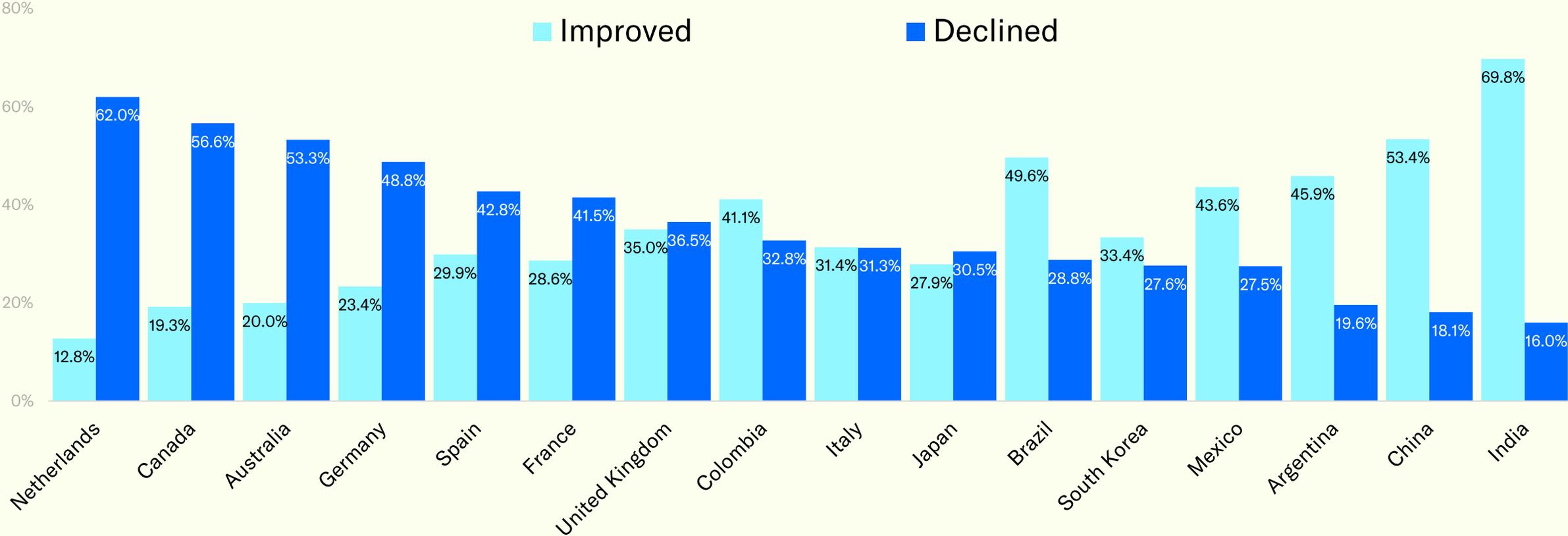
Global travelers' likelihood to visit the U.S. dropped to a record-low, while outright refusal to visit nearly tripled.

Likelihood to the Visit the U.S. in the Next 2 Years – 2018-2026
(Total Aggregate)



Perceptions of the U.S. weakened across nearly all markets.

Change in Perceptions of the U.S. Over the Past Year
(By Market)



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Travelers with Improved vs. Declined Perceptions of the U.S.

Improved



More likely to be Gen Z or Millennials



Average household income of \$94,706 vs. \$68,898 for travelers with declined U.S. perceptions



62.5% have children under 18 vs. 31.5%



75.5% are likely to travel overseas for business in the next year vs. 52.0%



Only 23.0% say safety information is important vs. 39.5%



41.6% desire a friendly/welcoming travel ad tone vs. 49.9%



25.6% seek sophisticated/elegant/refined ad tones vs. 13.9%



61.1% say trendiness is an important factor when they book international travel vs. 25.8%

Declined



48.1% have never been to the U.S. before vs. 25.8% of travelers with improved U.S. perceptions



More likely to say their interest in visiting the U.S. has been negatively impacted by all policy changes measured



Less likely to be interested in any upcoming major events being held in the U.S.



Less likely to be familiar with individual U.S. destinations



50.1% recall seeing negative media coverage about major U.S. cities vs. 32.8%



69.9% say this negative media coverage makes them less interested in visiting U.S. cities vs. 10.5%



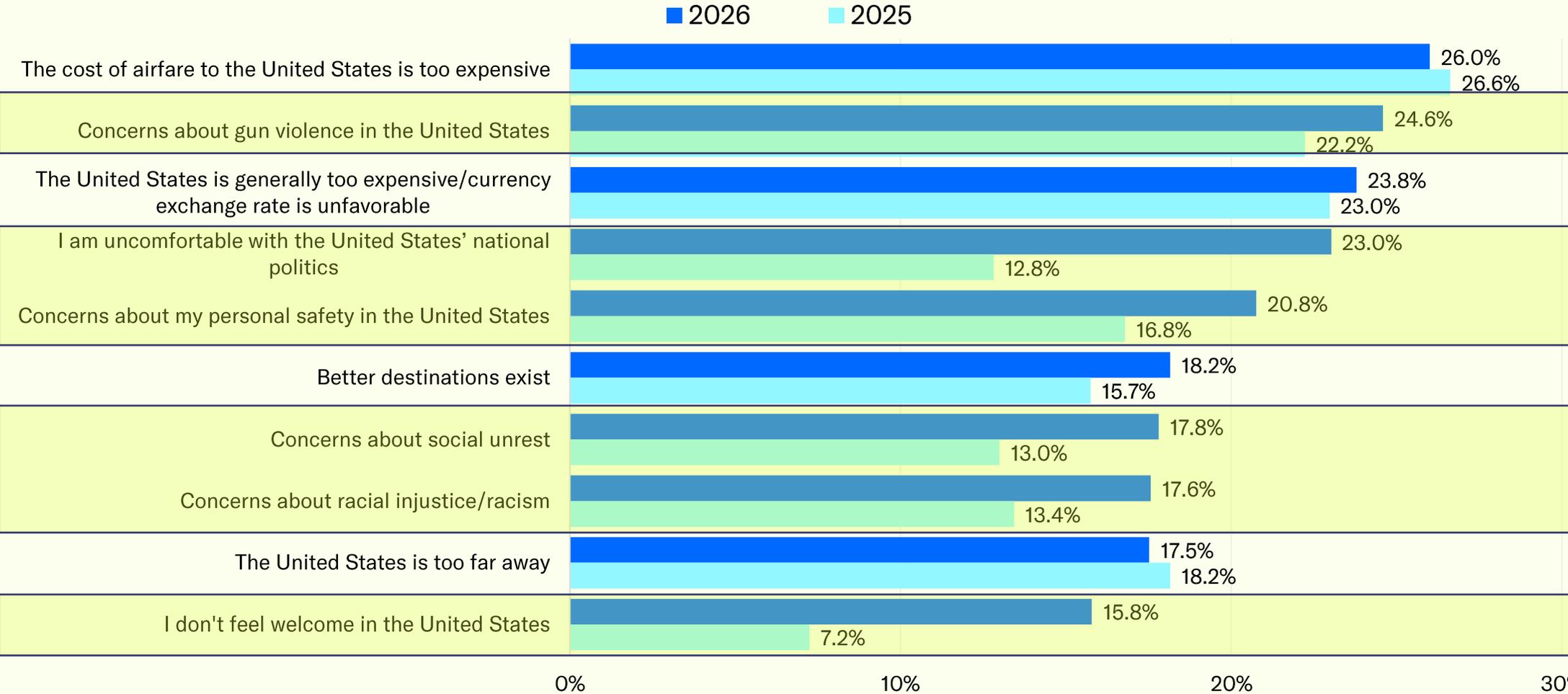
47.1% have elevated personal safety concerns about visiting the U.S. vs. 35.9%



52.6% travel for rest and relaxation vs. 37.2%

Political discomfort, social concerns, and unwelcoming perceptions surge as key barriers to visiting the U.S.

Top 10 Deterrents to Visiting the U.S. More Frequently (Total Aggregate)



In the News:

Traveler INSPIRATION DESTINATIONS PLACES TO STAY NEWS & ADVICE BEST PLACES TO GO SHOPPING GOLD LIST



Getty

NATIONAL PARKS

The Trump Administration Is Raising National Park Fees for Foreign Visitors

Starting January 1, the federal government will require foreign visitors to pay a \$100 fee for entry to popular national parks, including Yellowstone.

BY EMILY PENNINGTON
December 3, 2025

CNBC MARKETS BUSINESS INVESTING TECH POLITICS VIDEO INVESTING CLUB PRO LIVESTREAM

Travelers to the U.S. must pay a new \$250 'visa integrity fee' — what to know

PUBLISHED FRI, JUL 18 2025 12:27 AM EDT | UPDATED MON, JUL 21 2025 12:21 AM EDT

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KEY POINTS

- Visitors to the United States will need to pay a "visa integrity fee," according to a new law.
- The fee will be at least \$250, is on top of other visa fees, and may be reimbursable.
- However when the fee starts, and how to get a refund, remain unclear.



Why nearly two thirds of companies

The new fee aims to restore integrity to the U.S. immigration system, the government told CNBC.
Alan Schein Photography | The Image Bank | Getty Images

United States will need to pay a "visa integrity fee," according to the Trump administration's recently enacted [One Big Beautiful](#)

BBC

US could ask foreign tourists for five-year social media history before entry

10 December 2025

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James FitzGerald



0:35

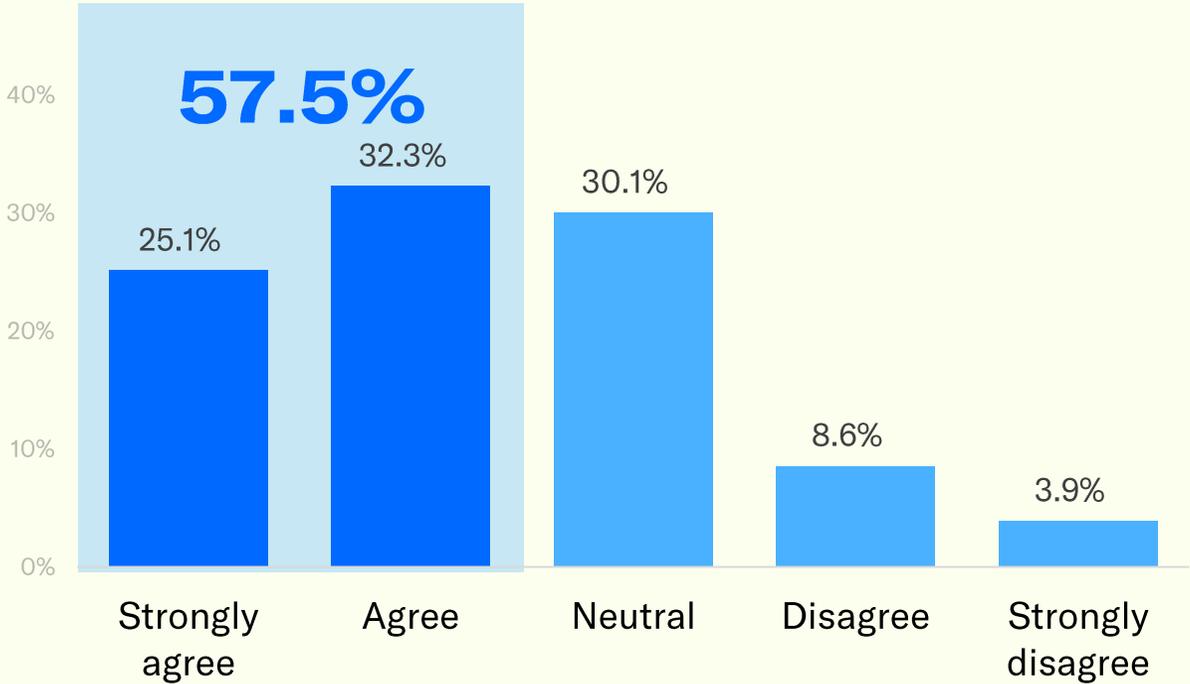
Watch: "We want safety" - Trump addresses social media checks for tourists to the US

Tourists from dozens of countries including the UK could be asked to provide a five-year social media history as a condition of entry to the United States, under a new proposal unveiled by American officials.

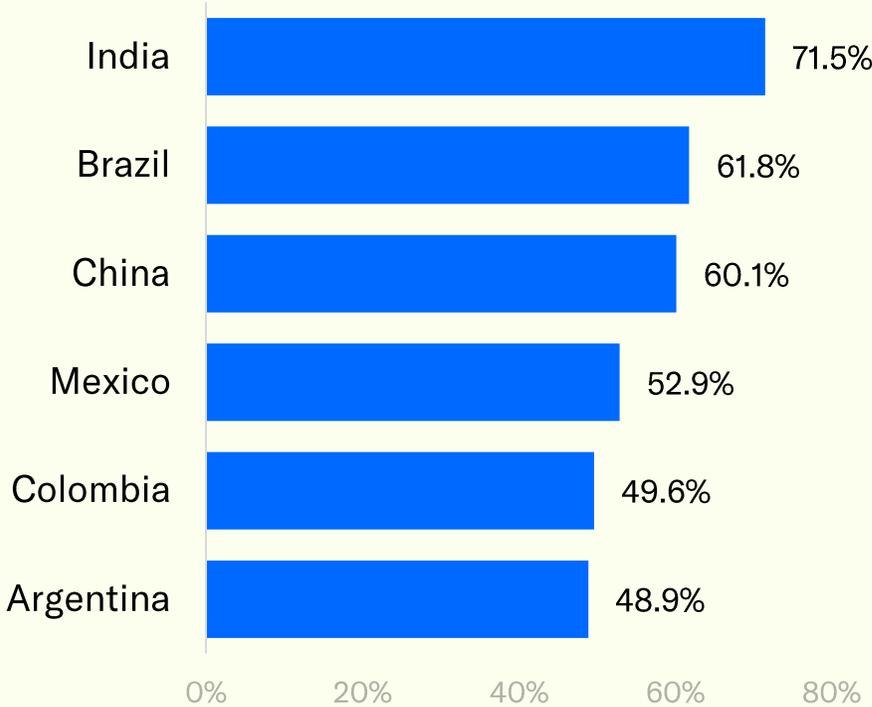
The new condition would affect people from dozens of countries who are eligible to visit the US for 90 days without a visa, as long as they have filled out an Electronic

Visa Integrity Fee further dampens U.S. travel intent in key growth markets.

“The new \$250 visa integrity fee is reducing my willingness to travel to the United States.”
(Aggregate Non-Visa Waiver Countries)

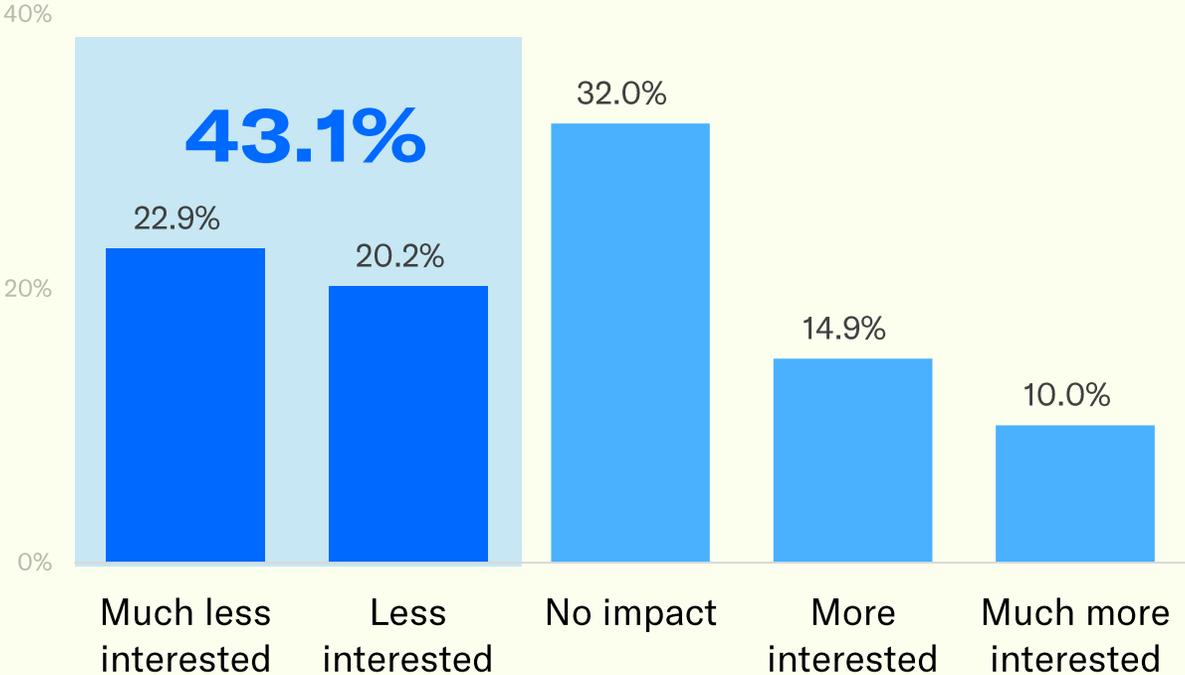


% Agree the New Visa Integrity Fee is Reducing Willingness to Visit the U.S.
(By Market)

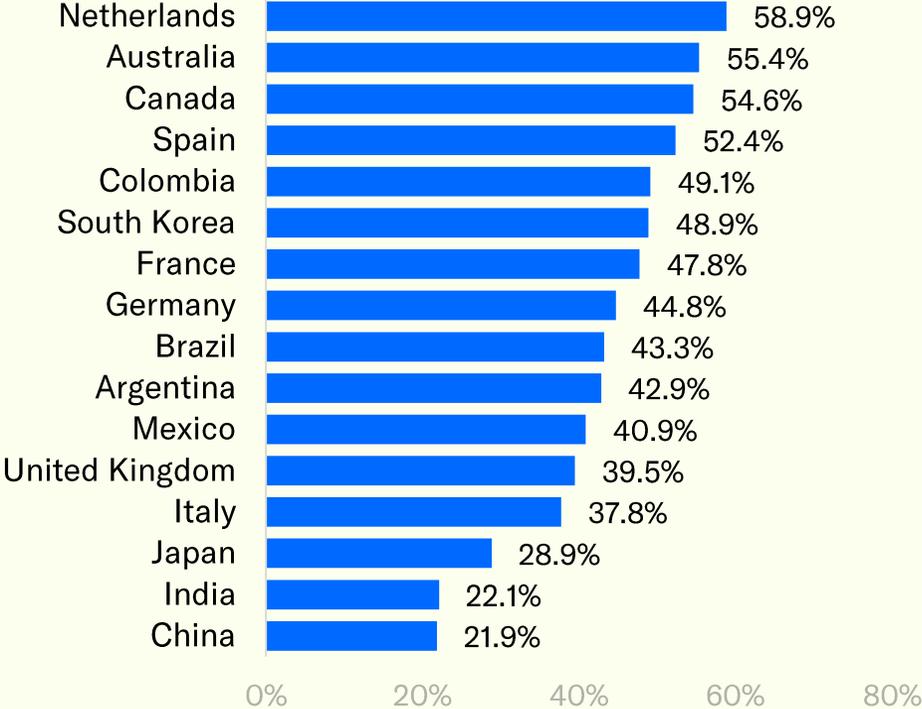


New National Park fees notably suppress interest in visiting the U.S.

Impact of National Park Fees on Interest in Visiting the U.S. (Total Aggregate)

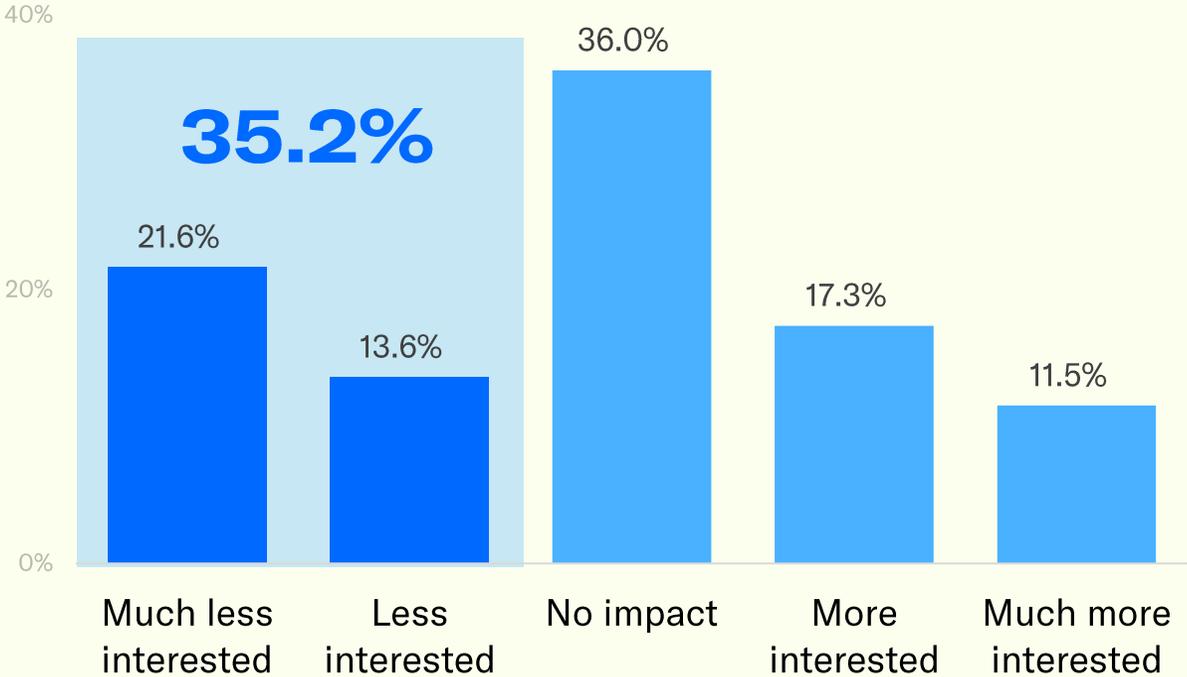


% Less Interested in Visiting U.S. due to National Park Fees for Foreign Visitors (By Market)

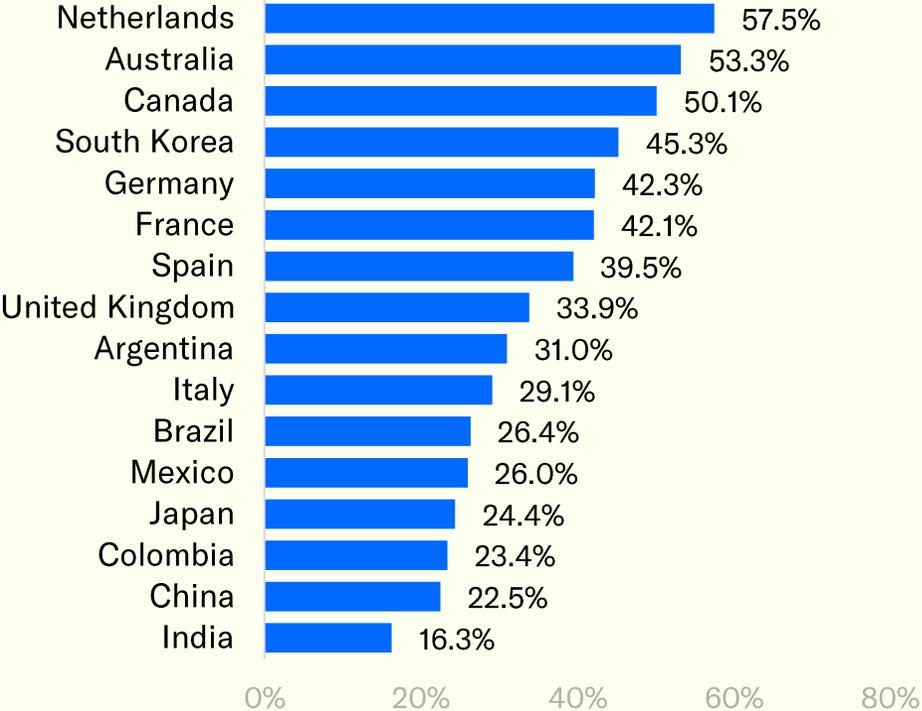


Proposed **social media screening policy** also dampens interest in U.S. travel, with strongest effects in Western markets.

Impact of Social Media Screening Requirement on Interest in Visiting the U.S. (Total Aggregate)

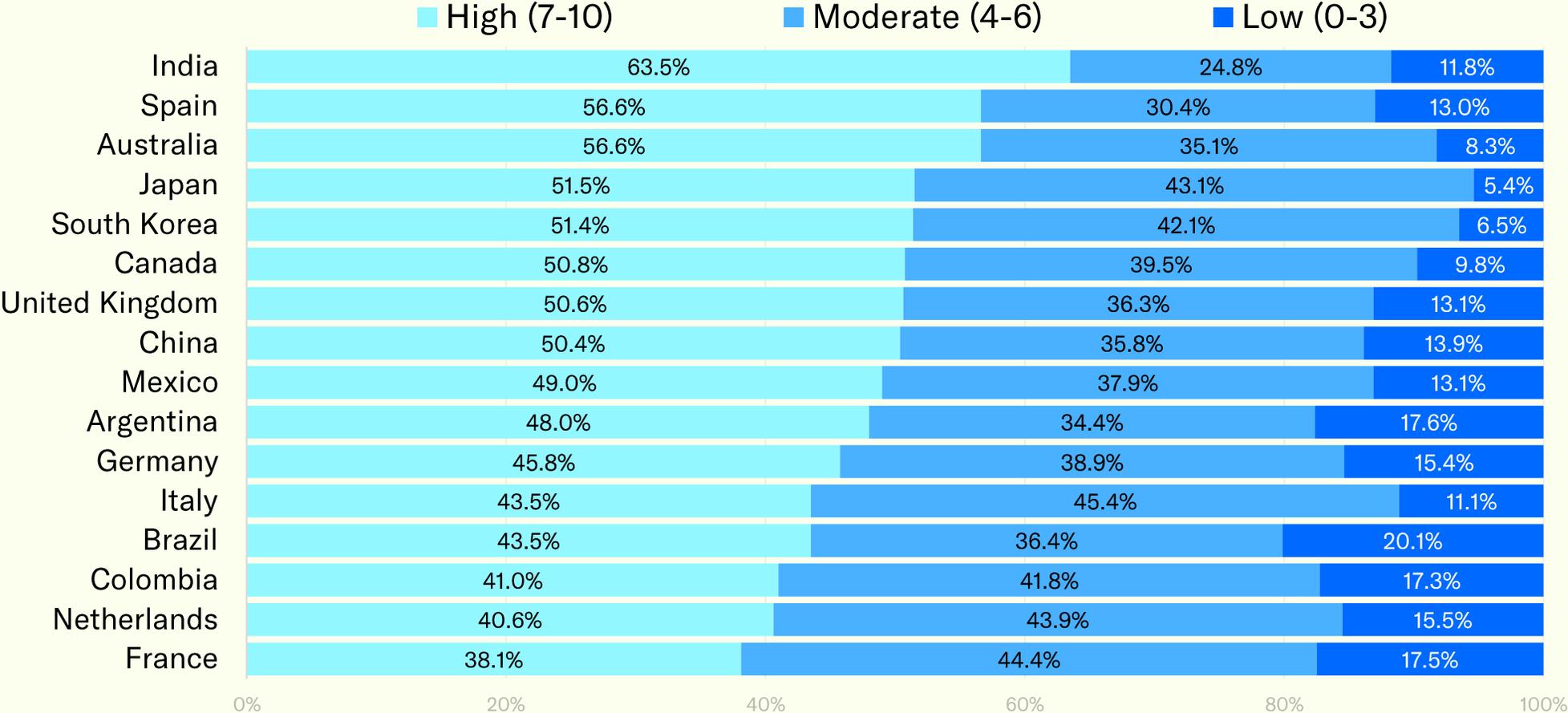


% Less Interested in Visiting U.S. due to Social Media Screening Requirement (By Market)



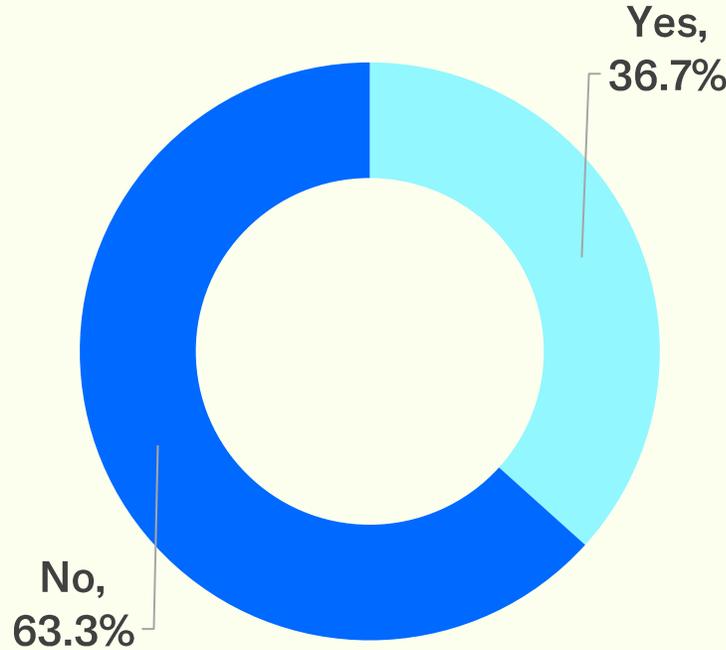
Safety concerns while traveling in the U.S. are on the rise.

Level of Personal Safety Concerns while Traveling in the U.S. By Market

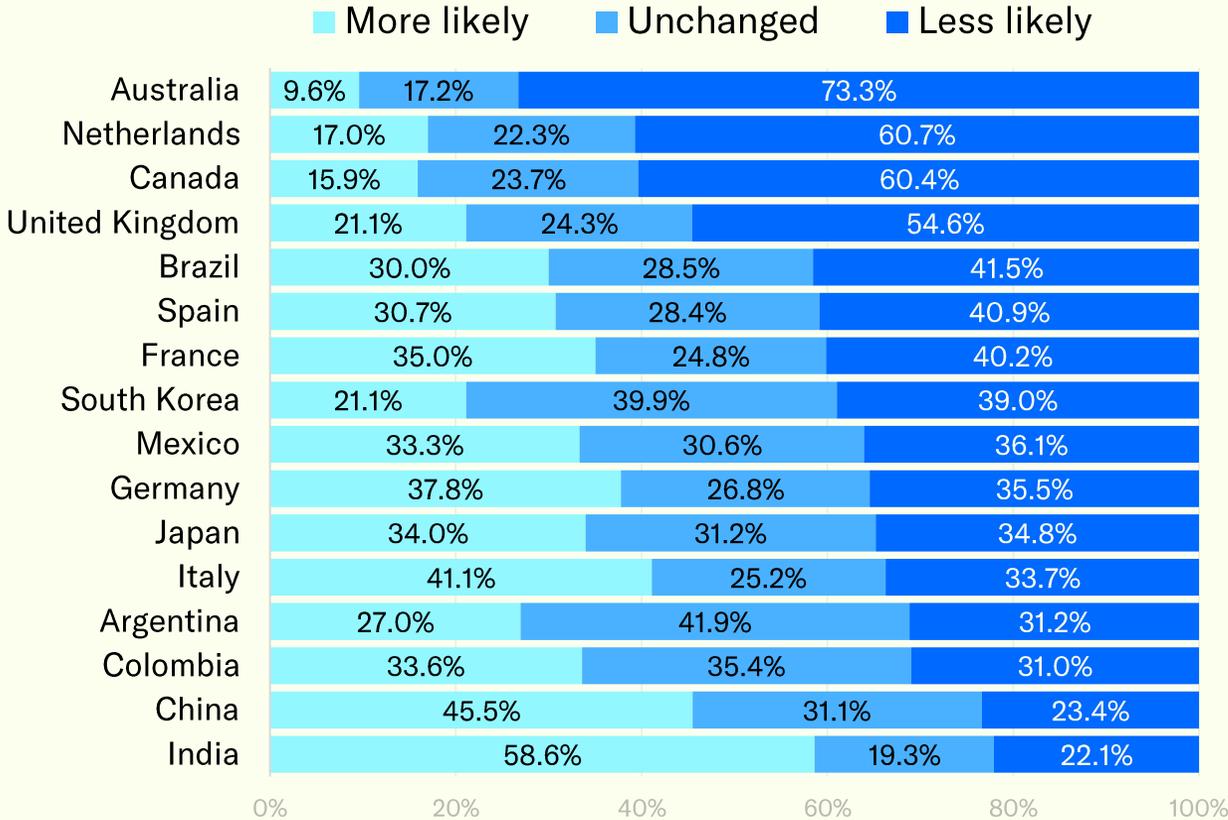


Recall of negative media coverage of U.S. cities was relatively flat year-over-year but continues to reduce interest in visiting.

Seen Negative Media Coverage of the U.S. (Total Aggregate)



Impact of Negative Media Coverage on Interest in Visiting Major U.S. Cities By Market



International travelers still envision meaningful length U.S. trips, but anticipated **trip duration is shrinking.**

The Ideal U.S. Trip – Number of Days for U.S. Destinations Visited

	Ideal # of Days in U.S.	# of Destinations	Days per Destination
Colombia	16.5	4.7	3.5
Argentina	15.7	4.6	3.4
India	15.4	7.7	2.0
Australia	14.9	4.9	3.0
Brazil	14.8	5.3	2.8
Netherlands	13.4	4.7	2.9
Germany	12.5	4.5	2.8
France	12.5	4.4	2.8
Italy	12.4	4.3	2.9
Spain	11.5	3.9	2.9
United Kingdom	11.2	3.9	2.9
China	10.2	3.0	3.4
Mexico	10.2	4.1	2.5
South Korea	9.4	4.0	2.4
Canada	8.4	2.8	3.0
Japan	7.0	3.8	1.9

Number of Days for **U.S. Trip** vs. Number of Days Available for **International Travel** in the Next Year

	Ideal # of Days in U.S.	Total # of Days Available for International Travel	# of Days Remaining
Spain	11.5	23.9	12.5
United Kingdom	11.2	23.5	12.3
Canada	8.4	20.4	12.0
Netherlands	13.4	25.3	11.8
Australia	14.9	24.7	9.8
China	10.2	17.2	7.0
Argentina	15.7	22.7	6.9
Germany	12.5	18.6	6.1
Brazil	14.8	20.8	6.1
Colombia	16.5	22.2	5.7
Mexico	10.2	15.9	5.7
France	12.5	17.2	4.7
Italy	12.4	15.6	3.3
India	15.4	17.7	2.2
South Korea	9.4	11.7	2.2
Japan	7.0	8.4	1.4

China leads all markets for highest overall budget for a U.S. trip as well as the strongest anticipated daily in-market spend.

Total Budget

(Average expected total spending on a 2-week U.S. trip)



Daily Spend

(Average spend per day, based on ideal length of stay)



Retail, theme parks, food experiences and atmosphere continue to drive U.S. appeal amongst interested travelers.

Top 10 Reasons Why Global Travelers Want to Visit the U.S. in the Next Year
(Total Aggregate)

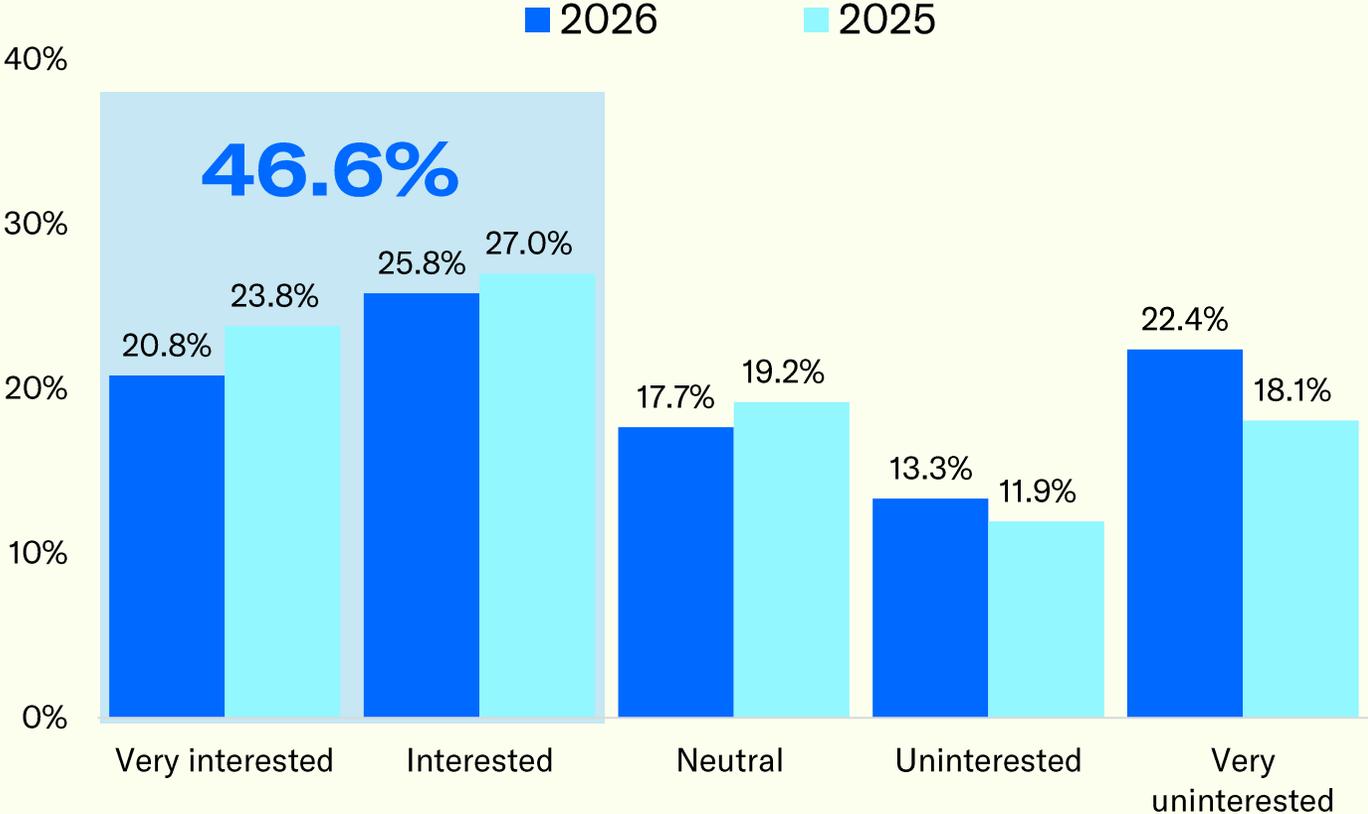


Rebuilding Intent with Upcoming Mega Events

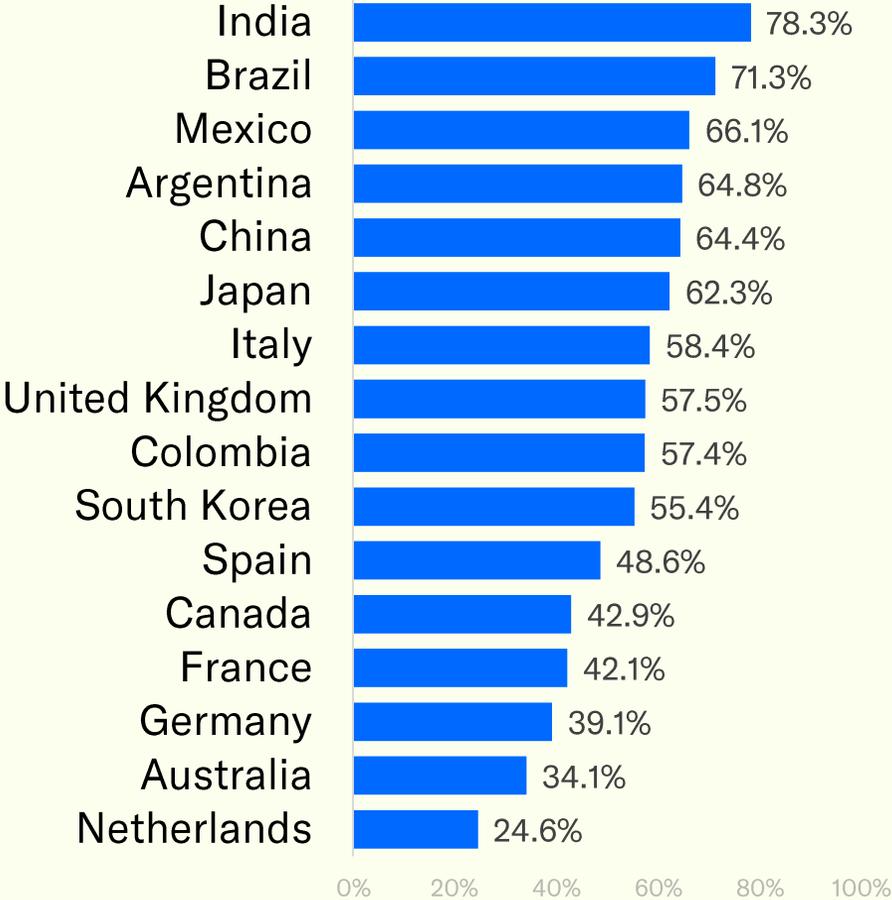


Interest in the FIFA World Cup in the U.S. is resilient despite broader declines in U.S. travel intent.

Interest in Traveling to the U.S. 2026 FIFA World Cup 2026 Levels vs. 2025 Levels (Total Aggregate)



% Interested in Traveling to the U.S. 2026 FIFA World Cup by Market (Top 2 Box Interest)

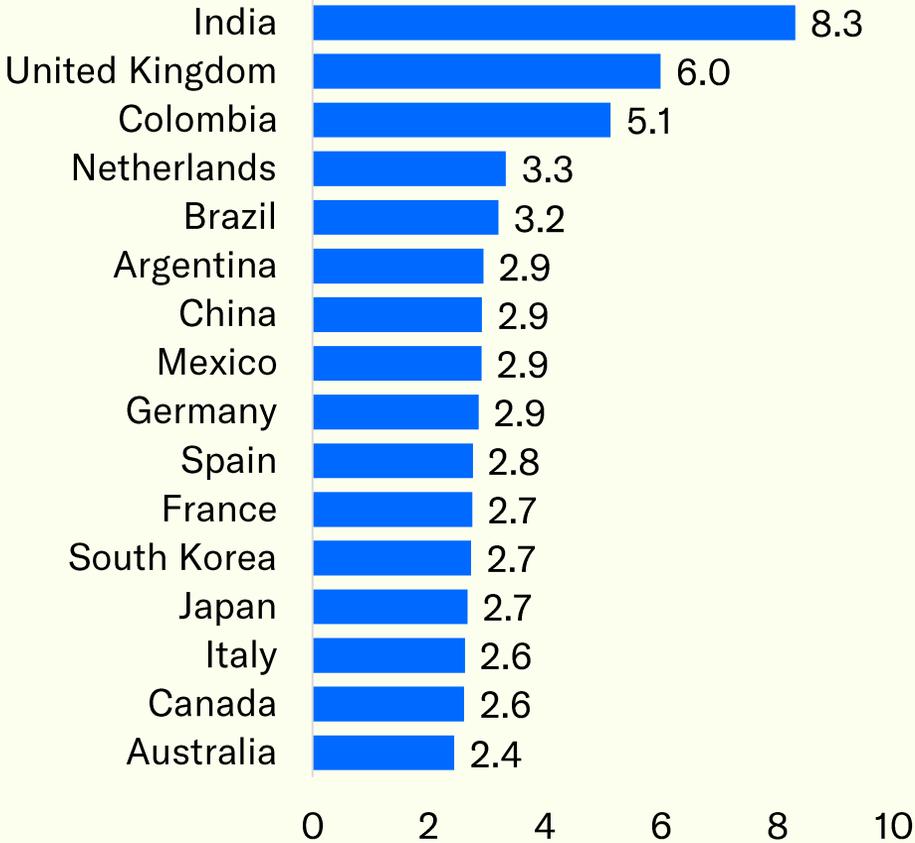


Latin American and European markets report the longest likely stays for a FIFA World Cup trip to the U.S.

2026 FIFA World Cup Hypothetical Trip:
Number of Days for U.S. Destinations Visited

	# of Days in U.S.	# of Destinations	Days per Destination
Mexico	19.8	13.4	1.5
Netherlands	18.1	5.0	3.6
Colombia	17.0	9.1	1.9
Argentina	15.2	5.8	2.6
India	13.2	9.7	1.4
Brazil	12.5	6.0	2.1
Australia	11.8	7.3	1.6
Italy	11.0	4.7	2.3
Spain	10.4	8.4	1.2
China	10.4	3.0	3.5
France	10.3	4.2	2.5
Germany	10.3	4.5	2.3
United Kingdom	10.1	4.5	2.2
Canada	8.2	3.6	2.3
South Korea	8.2	3.5	2.4
Japan	6.8	3.8	1.8

2026 FIFA World Cup Hypothetical Trip:
Likely Travel Party Size

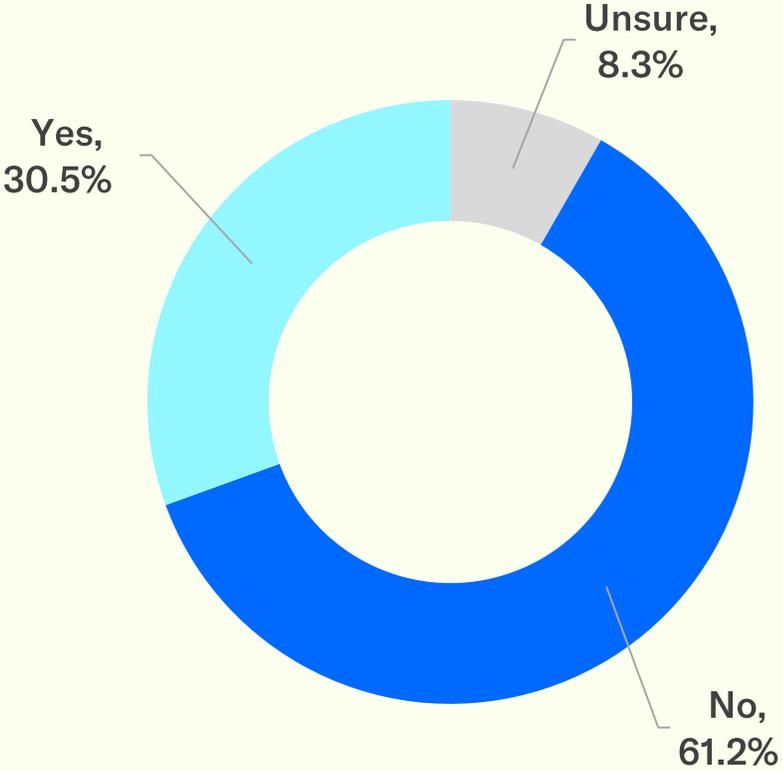


Audience Poll:

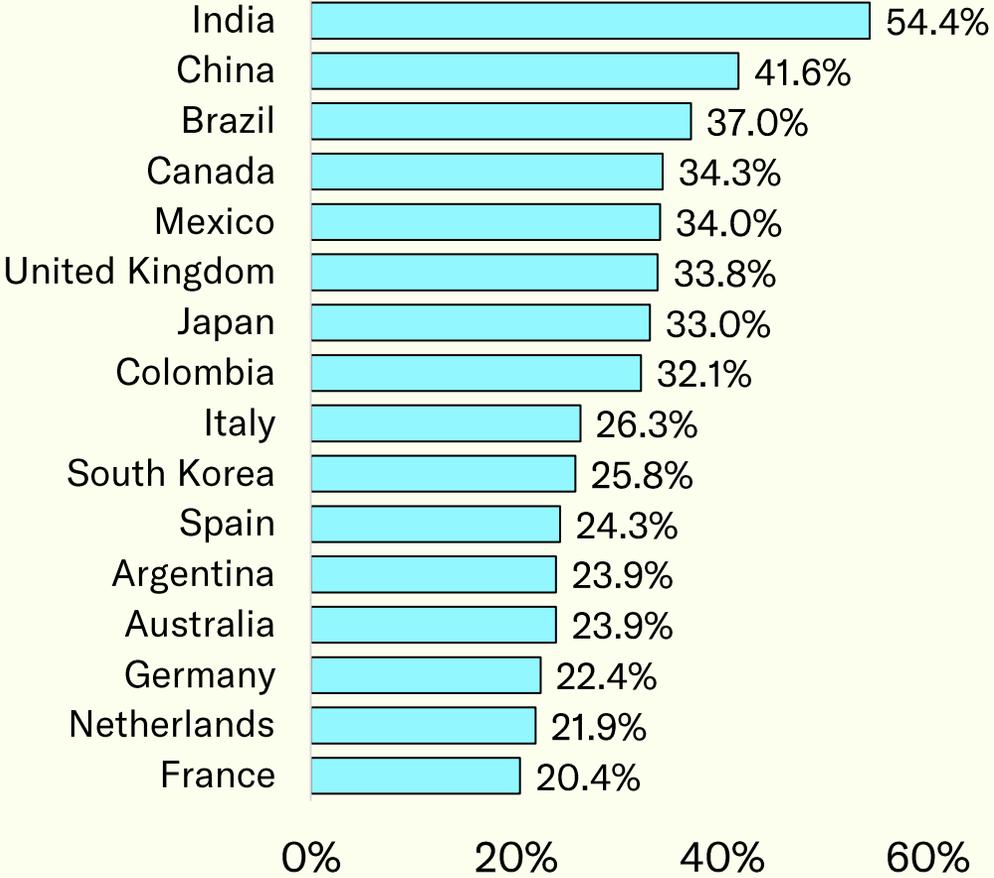
In what ways is your destination investing to attract visitors around the FIFA Football World Cup?

Low global awareness of America 250 signals an opportunity to build interest.

Awareness of America 250
(Total Aggregate)

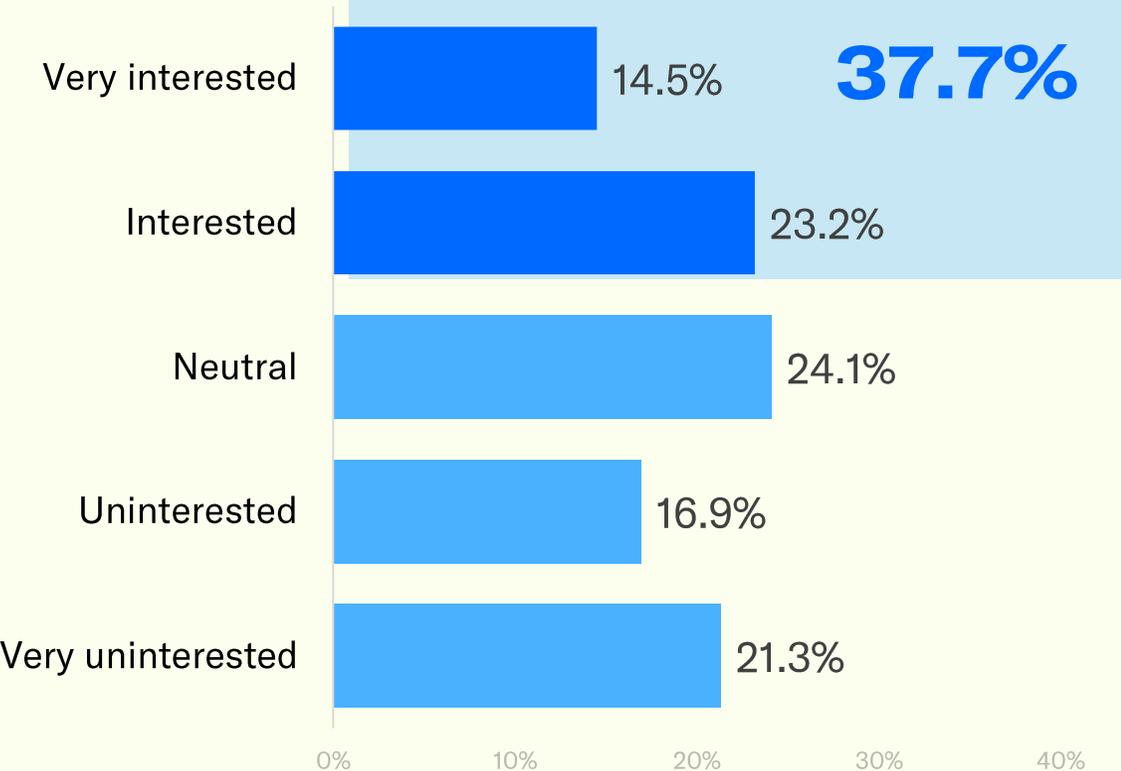


% Aware of America 250
(By Country)

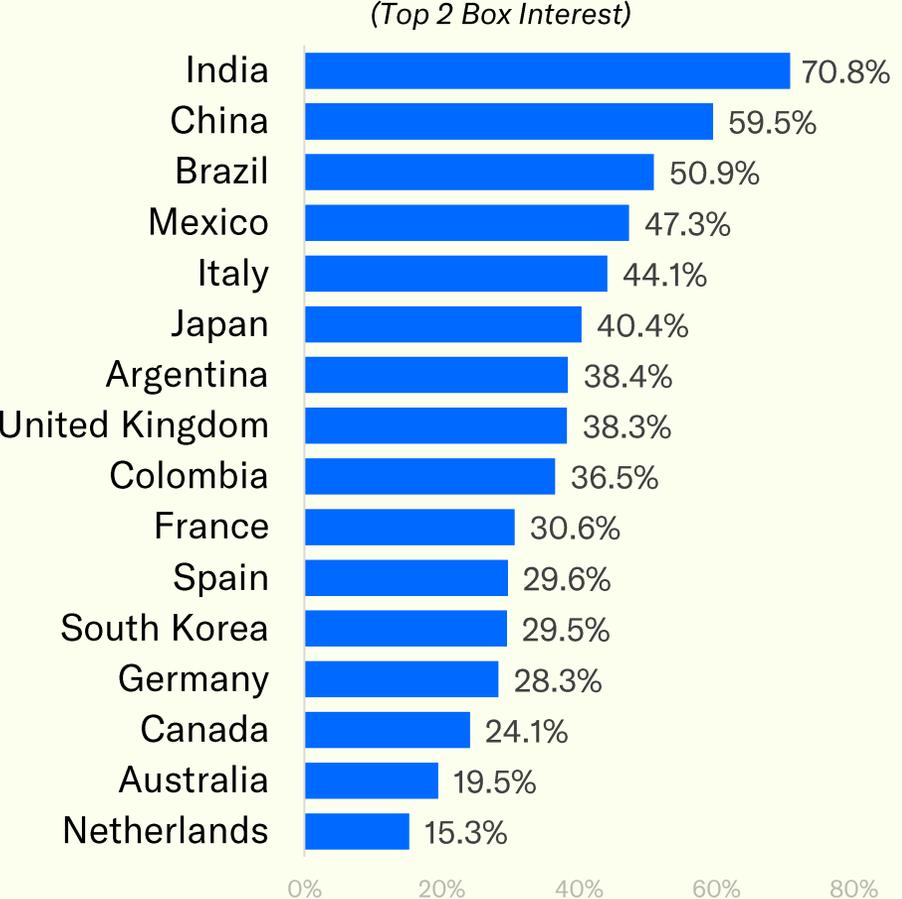


Interest in traveling to the U.S. for America 250 is mixed, with its draw highest in India and China, but more limited in European and Canadian markets.

Interest in Visiting the U.S. for America 250 Celebrations (Total Aggregate)

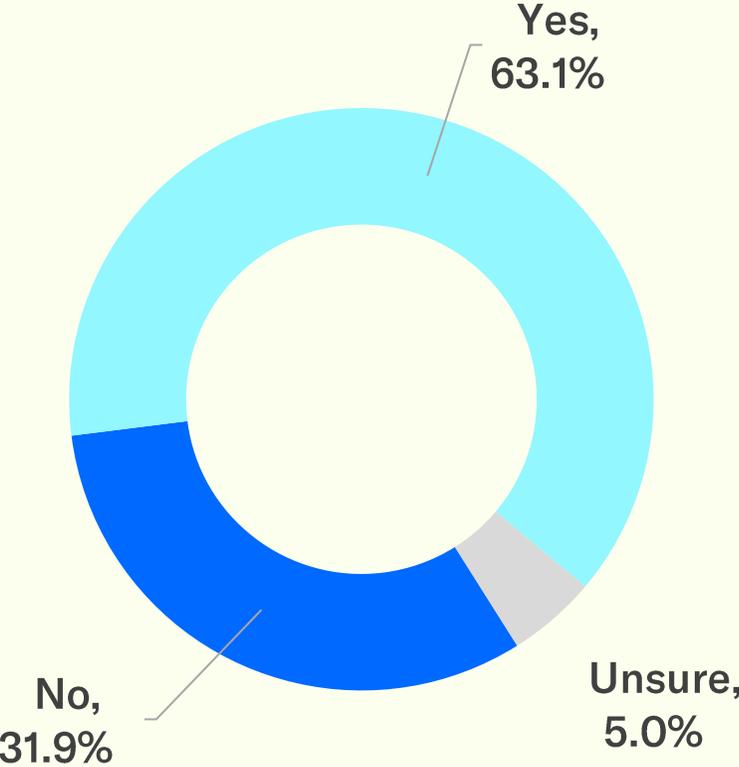


% Interested in Visiting the U.S. for America 250 Celebrations (By Country)

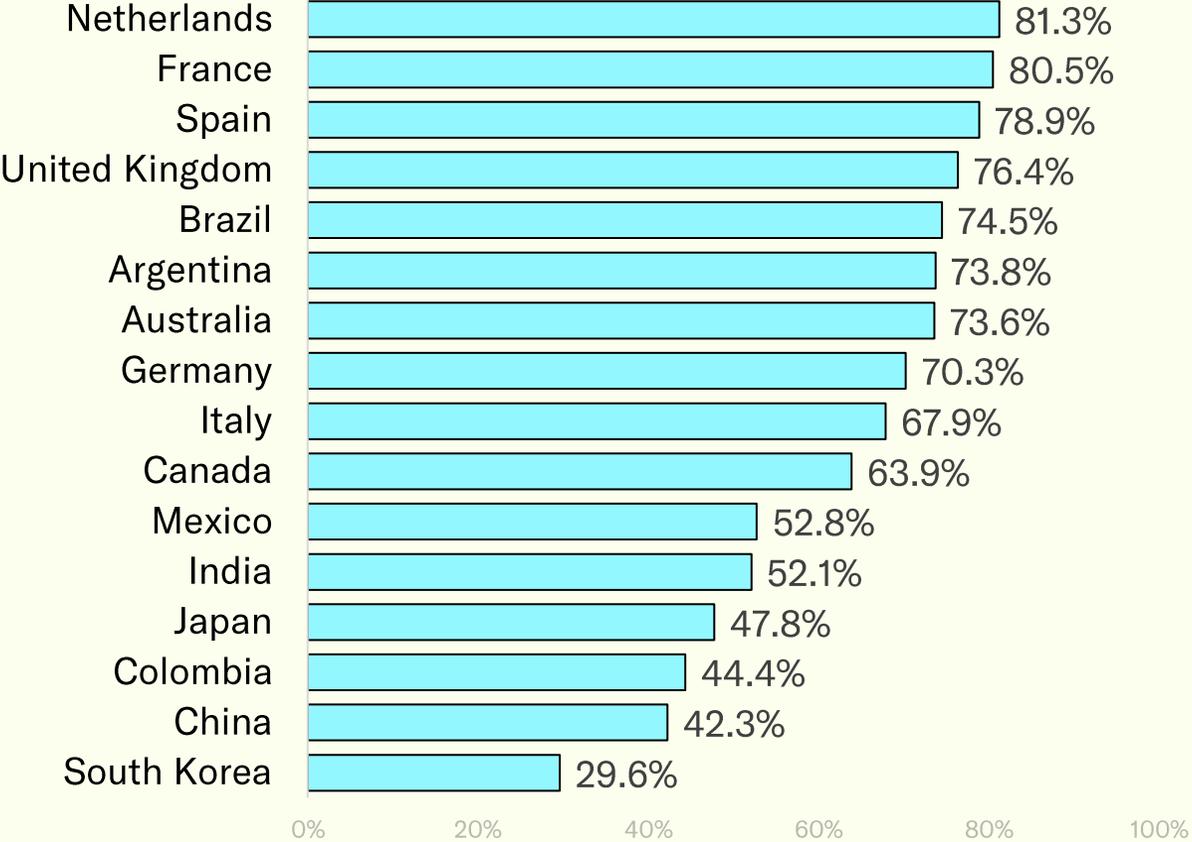


Route 66 enjoys strong global awareness, especially in Europe, but familiarity is lower in East Asian markets.

Awareness of Route 66
(Total Aggregate)

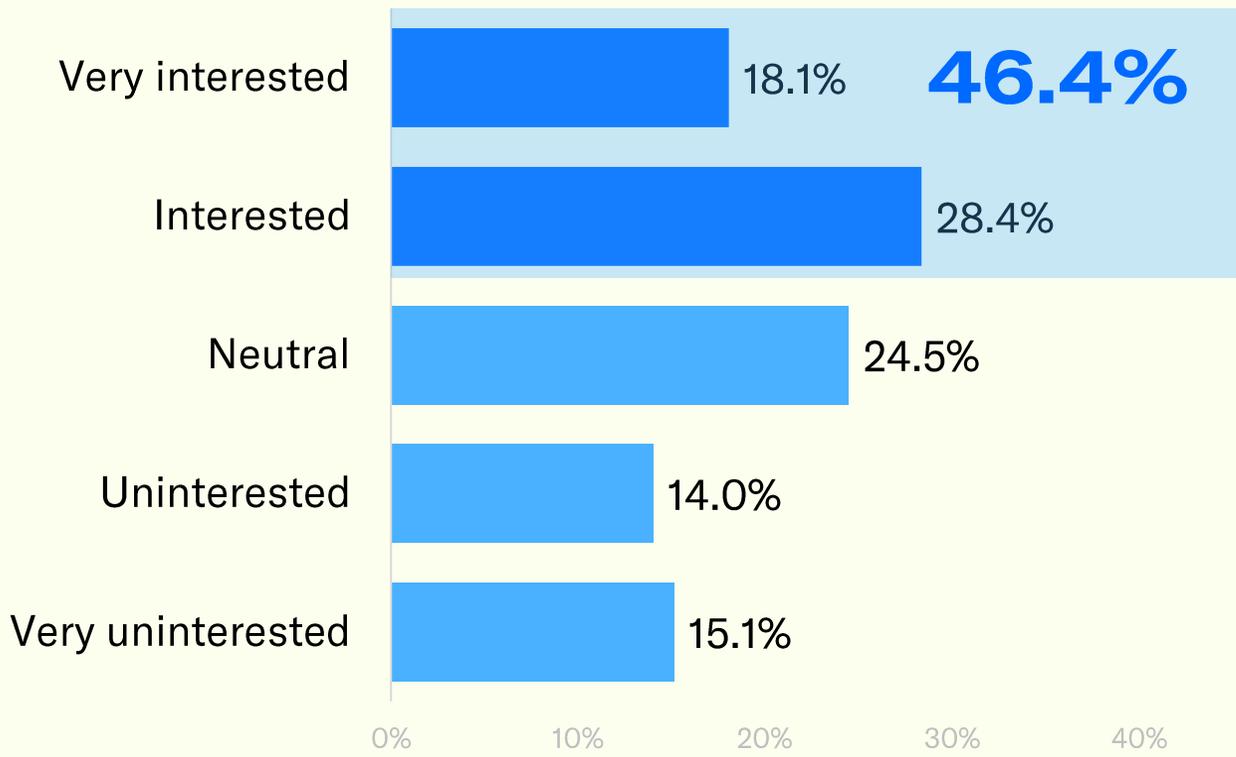


% Aware of Route 66
(By Market)

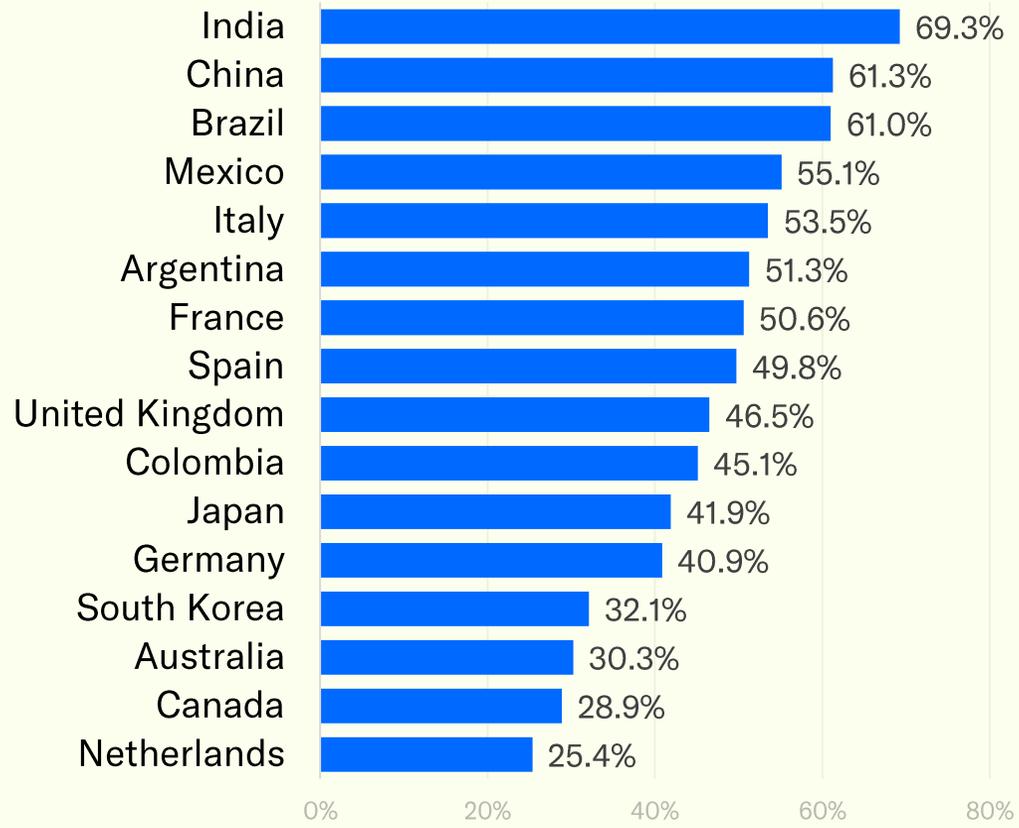


Travel for Route 66 anniversary holds **stronger interest in Asian and LATAM markets** but is weaker in Europe despite higher awareness.

Interest in Visiting the U.S. for Route 66 Anniversary Celebrations (Total Aggregate)

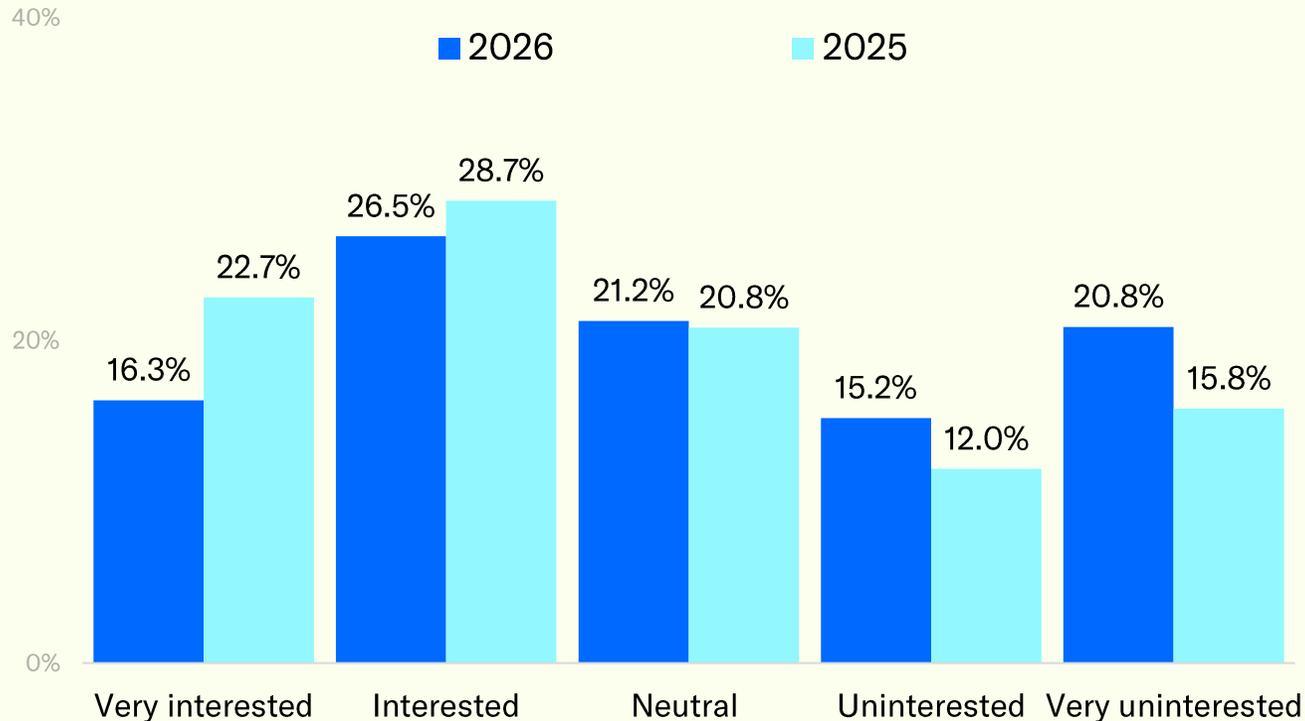


% Interested in Visiting the U.S. for Route 66 Anniversary Celebrations By Market (Top 2 Box Interest)

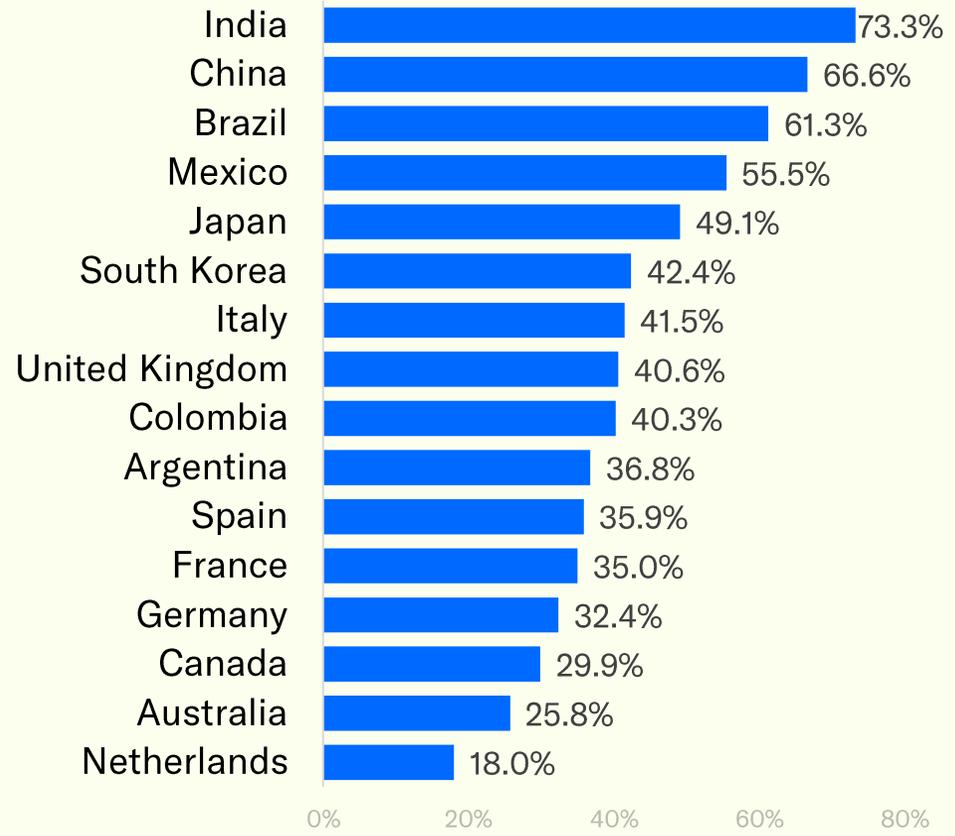


Unlike the FIFA World Cup, **interest in visiting for the 2028 Olympics lags this year, echoing broader declines in U.S. travel intent.**

Interest in Traveling to the U.S. 2028 Olympic Games
2026 Levels vs. 2025 Levels (Total Aggregate)

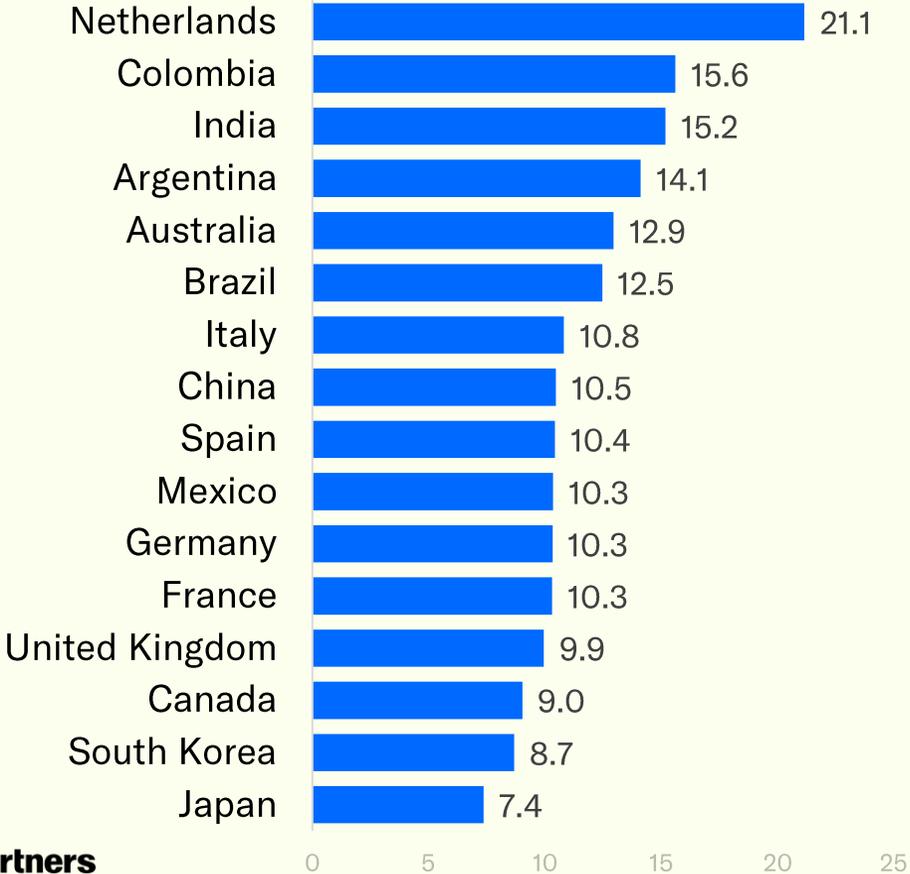


% Interested in Traveling to the U.S. for the 2028 Olympic Games By Market
(Top 2 Box Interest)

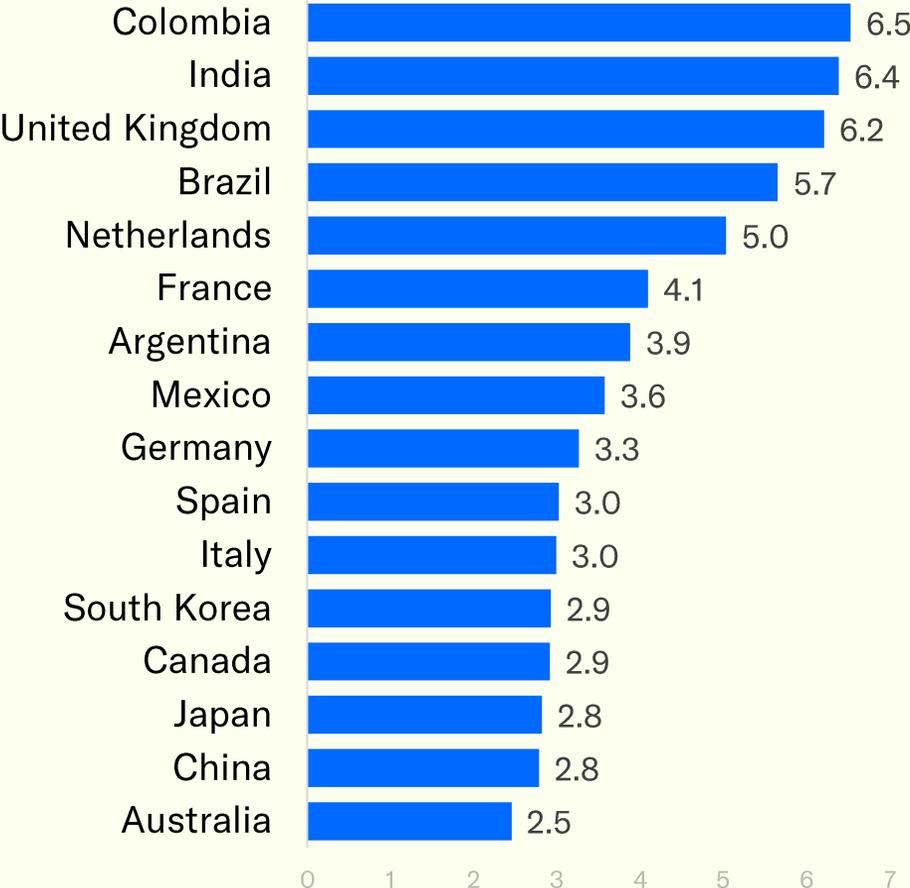


The Netherlands, Colombia, and India report the longest likely stays on a trip to the U.S. specifically for the Olympic Games.

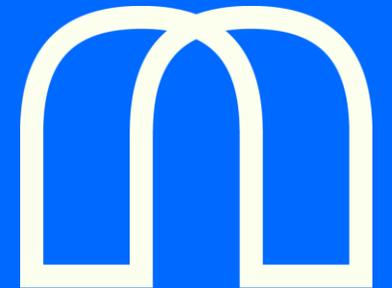
2028 Olympic Games Hypothetical Trip:
Length of Stay in Days



2028 Olympic Games Hypothetical Trip:
Likely Travel Party Size



Travel Trends & Marketing to International Travelers



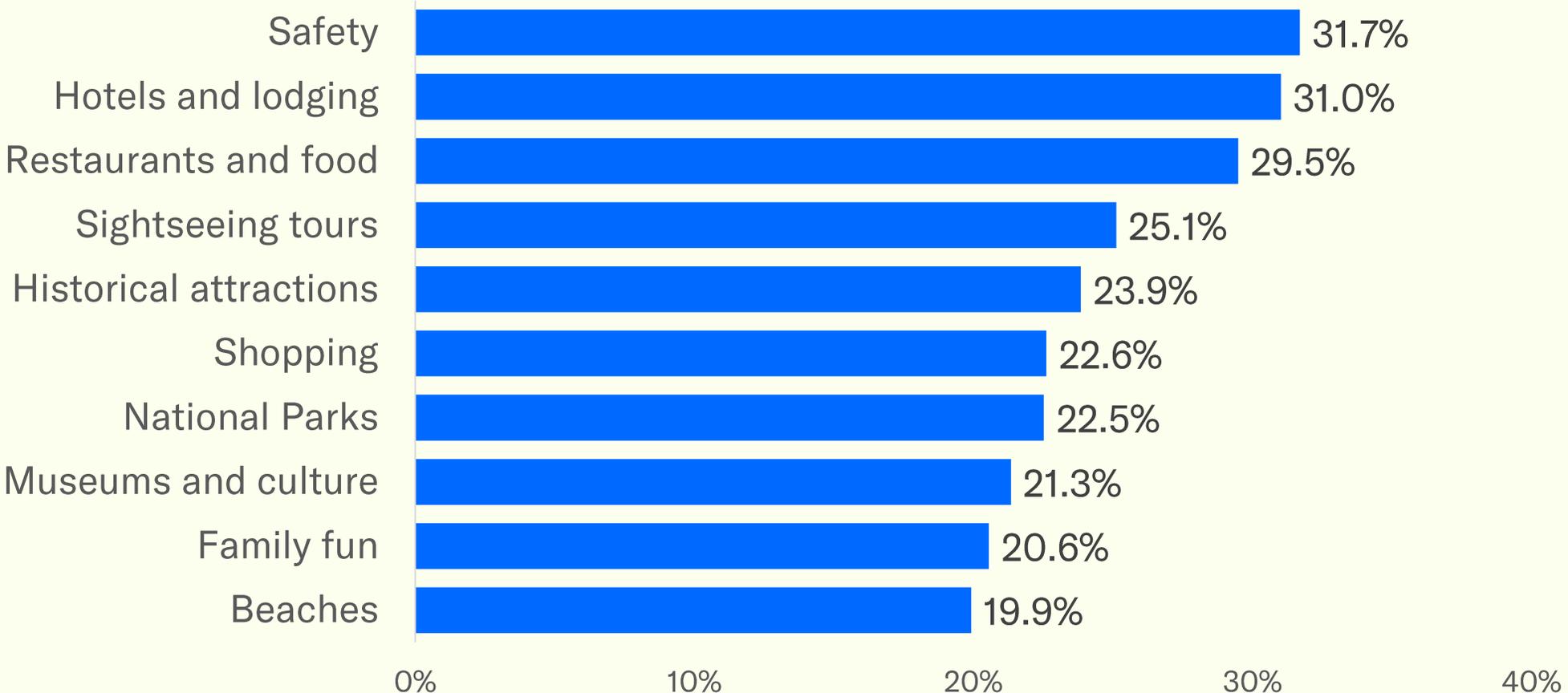
Retail, theme parks, food experiences and atmosphere continue to drive U.S. appeal amongst interested travelers.

Top 10 Reasons Why Global Travelers Want to Visit the U.S. in the Next Year
(Total Aggregate)



Safety overtakes lodging as the most important type of information international travelers seek for U.S. destination selection.

Top 10 Important Information Categories for U.S. Destination Decisions
(Total Aggregate)



Cities, National Parks, and beaches remain the most compelling types of U.S. destinations, though excitement has softened.

Destination Types Most Excited to Visit

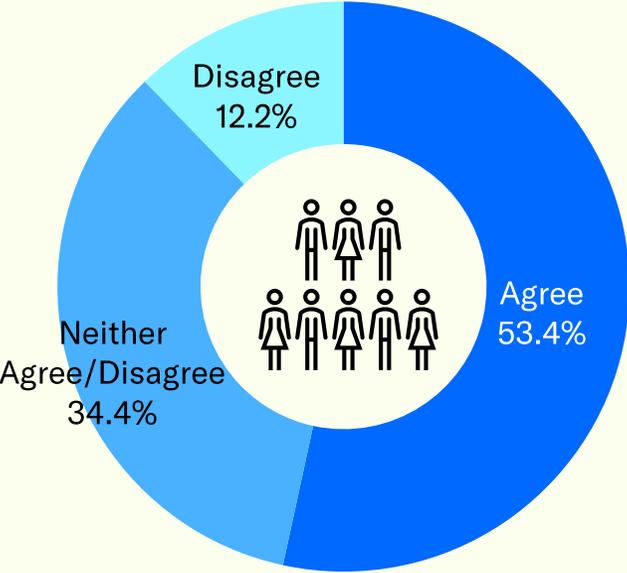
(Avg. excitement score out of a possible 10 for each destination type)

Legend: Rank 1 Rank 2 Rank 3

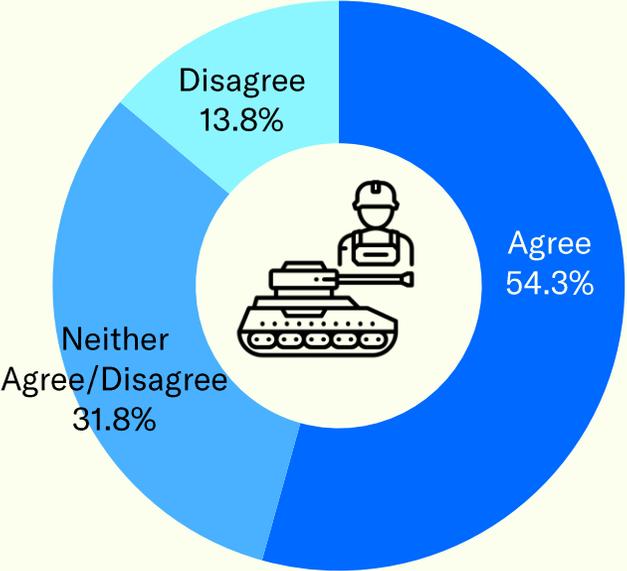
	Argentina	Australia	Brazil	Canada	China	Colombia	France	Germany	India	Italy	Japan	Mexico	Netherlands	South Korea	Spain	United Kingdom
Cities	7.3	5.9	7.9	6.1	7.4	7.1	6.7	6.6	8.0	7.3	7.2	7.7	5.3	7.2	7.0	6.6
U.S. National Parks	7.1	6.2	7.7	5.8	7.5	7.4	6.8	6.9	8.1	7.2	6.9	7.6	6.0	6.8	6.9	6.7
Beach destinations/resorts	7.4	5.9	7.8	6.3	7.6	7.6	6.4	6.5	8.2	6.7	6.7	7.4	5.0	7.1	6.1	6.5
Theme or amusement parks	7.3	5.5	8.0	5.7	7.5	7.6	5.9	5.6	8.0	6.5	6.9	8.0	4.7	7.0	6.2	6.1
Small towns, villages or rural destinations	6.1	5.7	6.7	5.5	6.9	6.5	6.1	5.8	7.5	6.5	5.7	6.9	5.3	5.9	6.1	6.0
Mountain destinations (including ski resorts)	6.4	5.5	7.0	5.6	7.0	6.8	5.9	5.3	7.9	6.1	5.5	7.3	4.7	5.1	5.6	6.0
Desert destinations/resorts	5.7	5.1	6.6	5.5	7.0	6.2	5.7	5.4	7.5	6.1	5.4	6.6	4.6	5.5	5.5	5.9

Over-tourism and global conflict are increasingly shaping destination choice, though concerns for tourism backlash at home remain muted.

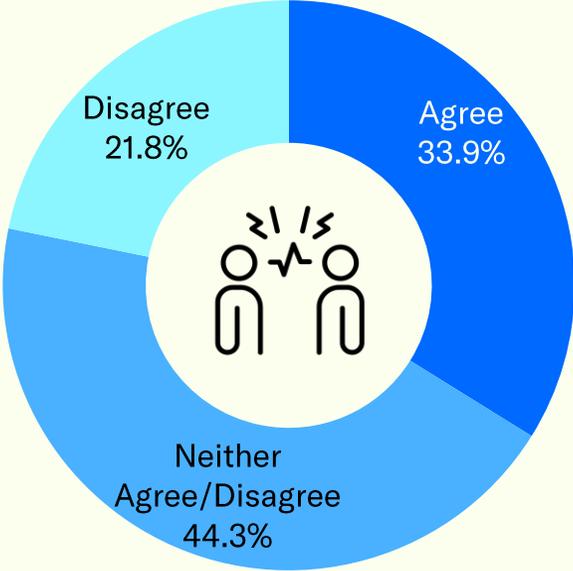
If a U.S. destination has a problem with **over-tourism**, I am **less likely to visit it**



Global wars/strife will impact the destinations I visit in 2026

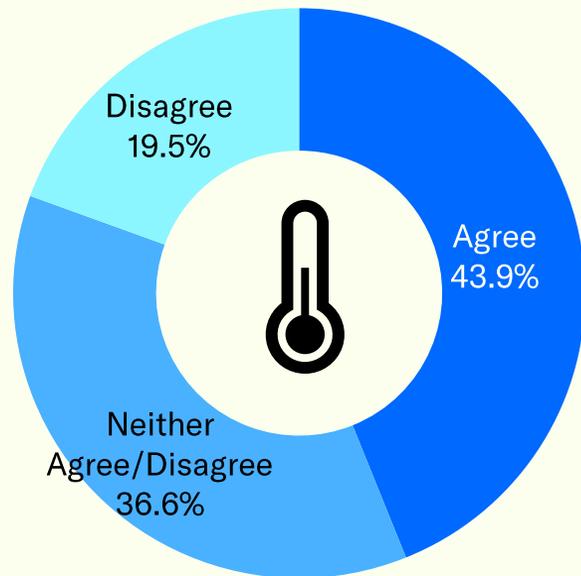


I anticipate that **backlash against tourism** will increase in my community in the next year

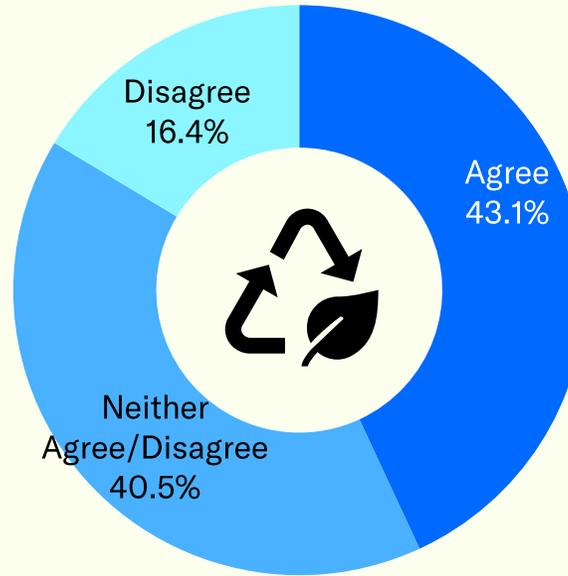


Climate change and environmental concerns continue to shape global travel behavior.

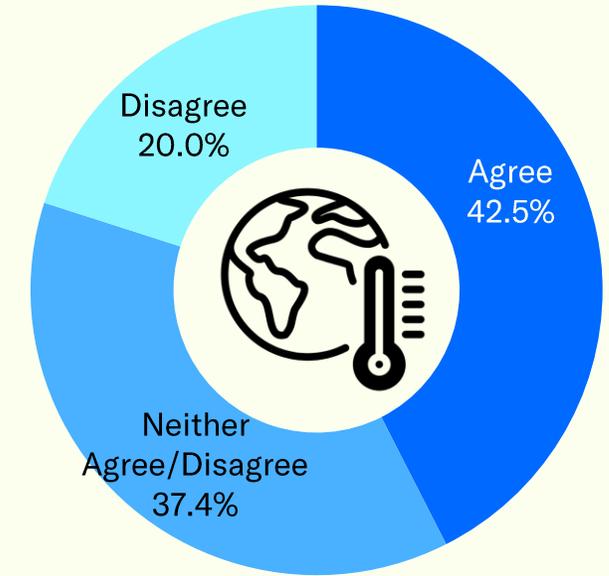
With higher temperatures each year, travelers will try to seek out cooler places



I'll be more proactive in reducing the impact of my travel on the environment

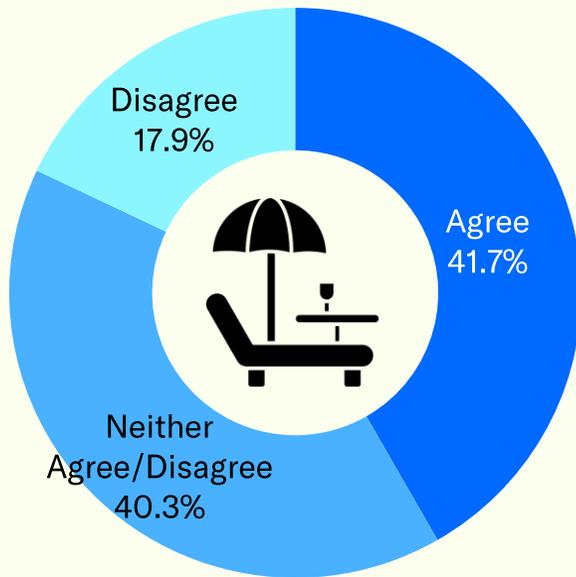


Climate change will have a significant impact on my leisure travel in the next five (5) years

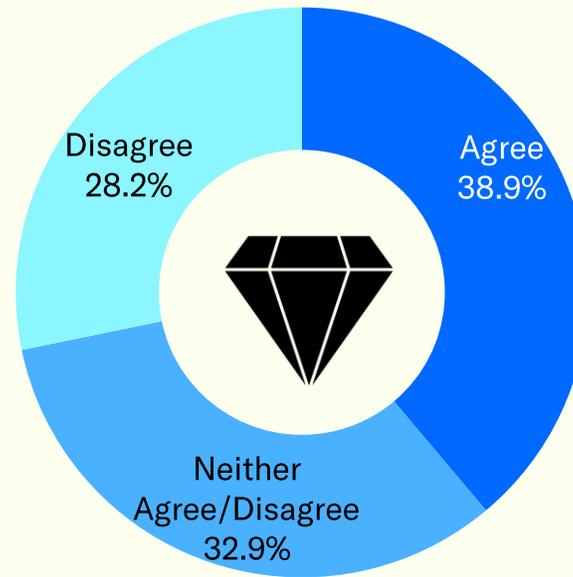


An important proportion of international travelers seek slow-cations and luxury travel.

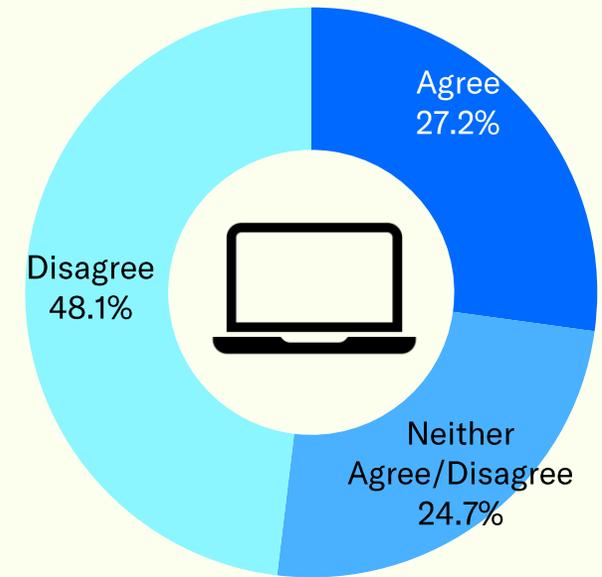
I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination)



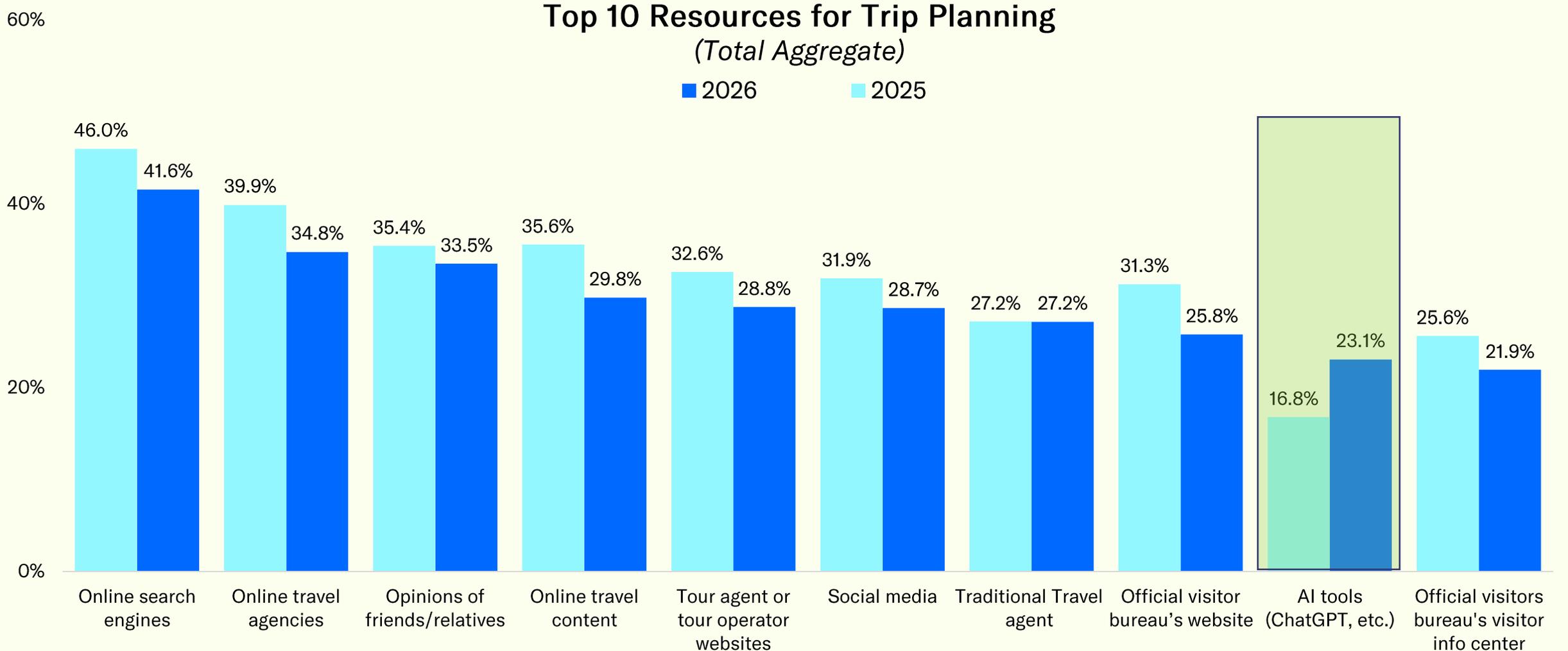
Luxury travel experiences are an important part of my leisure trips



I often bring work with me to do when I am on holiday



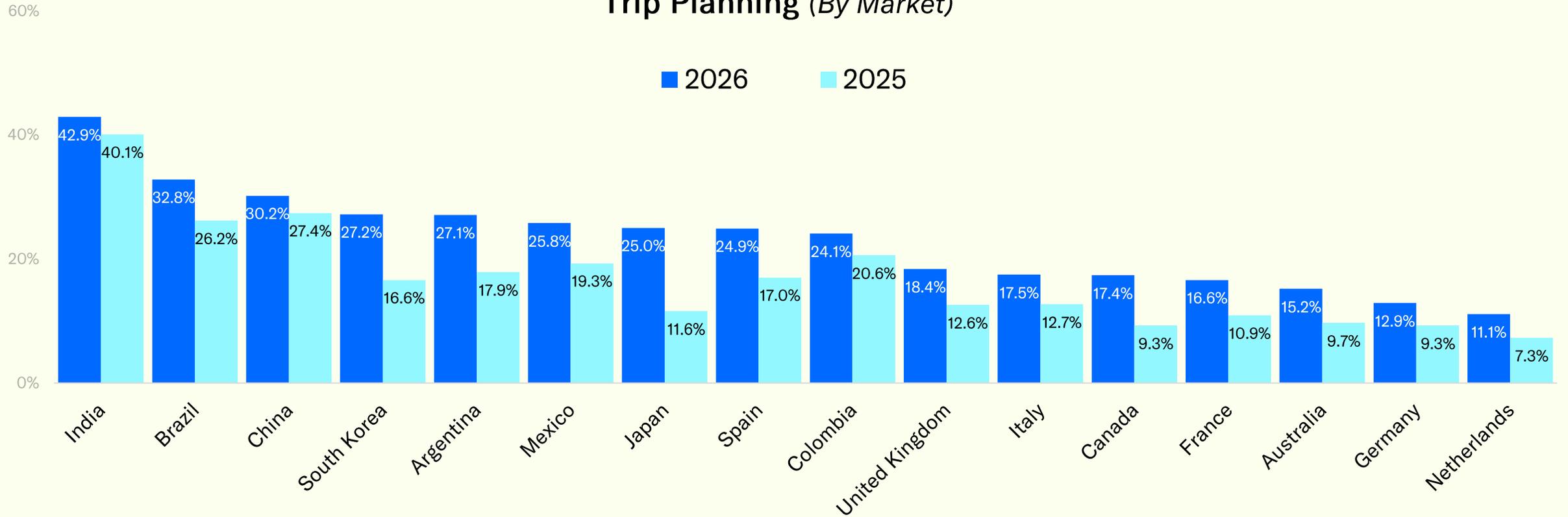
AI tools emerge as the only growing travel planning resource across all markets.



Future Partners

AI tools emerge as the only growing travel planning resource across all markets.

Change in Usage of AI Tools for Trip Planning (By Market)

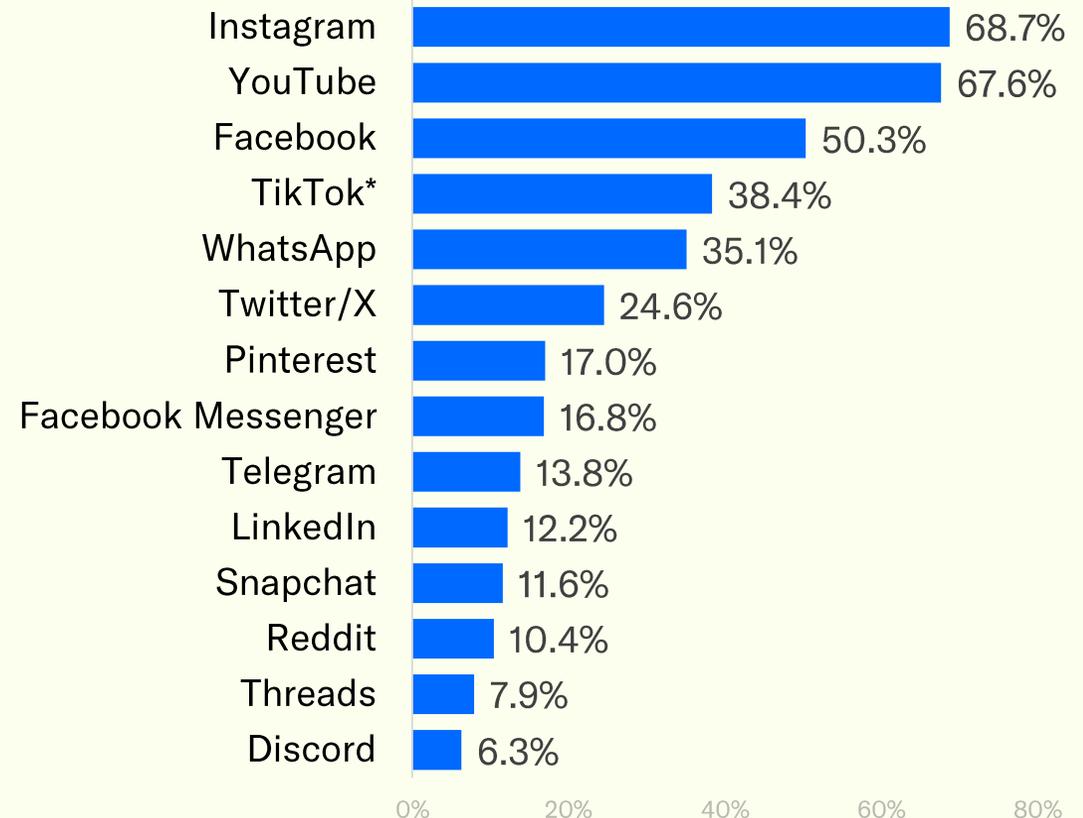


In contrast, international trip-planning **usage of social media** has shown **signs of eroding** for most markets.

Change in Usage of Social Media for Trip Planning (By Market)

	2026 Social Media Use	2025 Social Media Use	pp Change vs. 2025
India	47.4%	56.8%	-9.5pp
China	37.8%	44.8%	-7.0pp
Brazil	36.7%	43.0%	-6.4pp
South Korea	36.7%	39.0%	-2.4pp
Mexico	34.3%	45.5%	-11.1pp
Colombia	33.3%	35.3%	-2.0pp
Japan	32.5%	30.5%	+2.0pp
Argentina	29.8%	37.2%	-7.5pp
Canada	26.6%	21.3%	+5.2pp
United Kingdom	25.2%	22.3%	+2.9pp
Spain	22.4%	24.6%	-2.2pp
Australia	21.4%	26.7%	-5.2pp
Italy	21.4%	25.8%	-4.4pp
Germany	20.1%	20.6%	-0.5pp
France	18.8%	19.0%	-0.2pp
Netherlands	14.4%	17.6%	-3.2pp

Social Media Channels Used for International Leisure Trip Planning (% of Total Aggregate, Excludes China**)

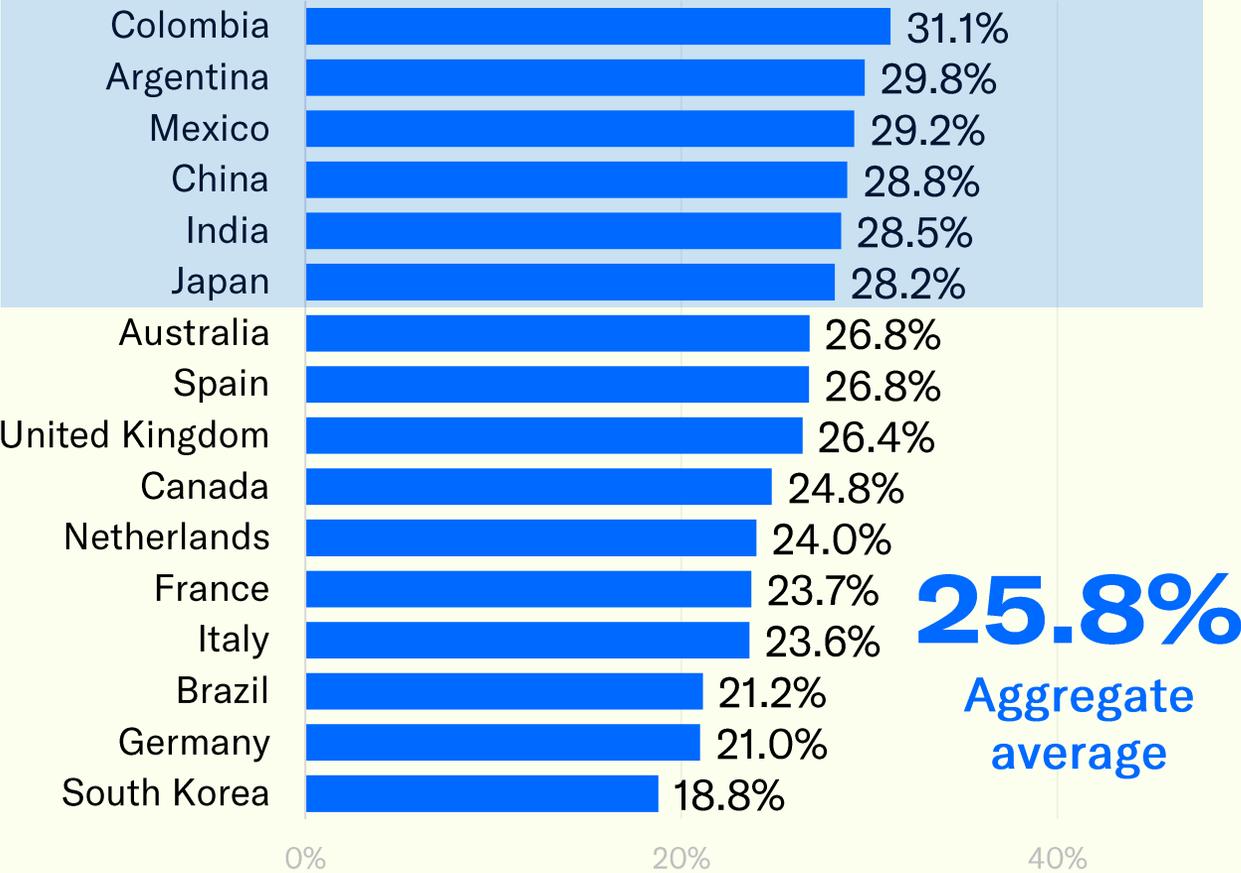


*At the time of fielding, TikTok was banned in India

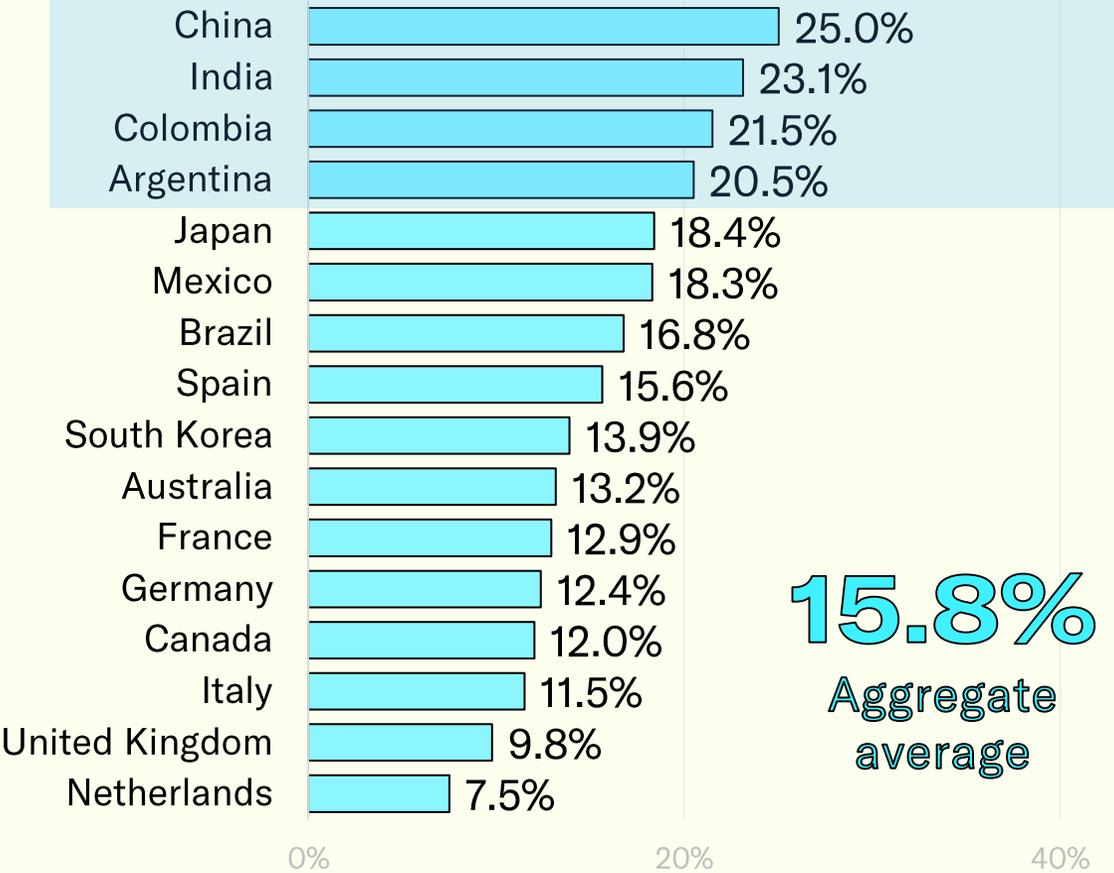
**Chinese respondents were shown a different set of social channels due to differences in available platforms

Official DMO content remains a trusted trip planning resource for international travel, with strongest usage in Latin America and select Asian markets.

DMO Websites

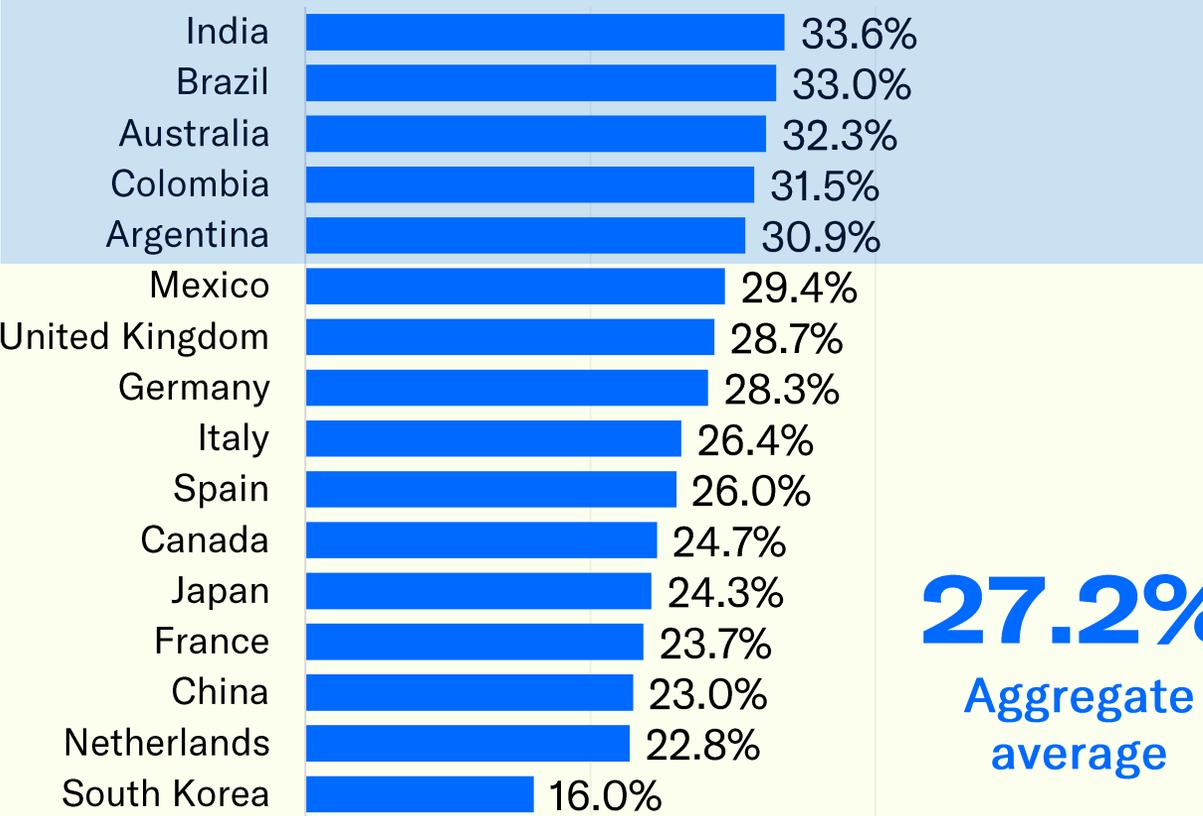


DMO Social Media Content



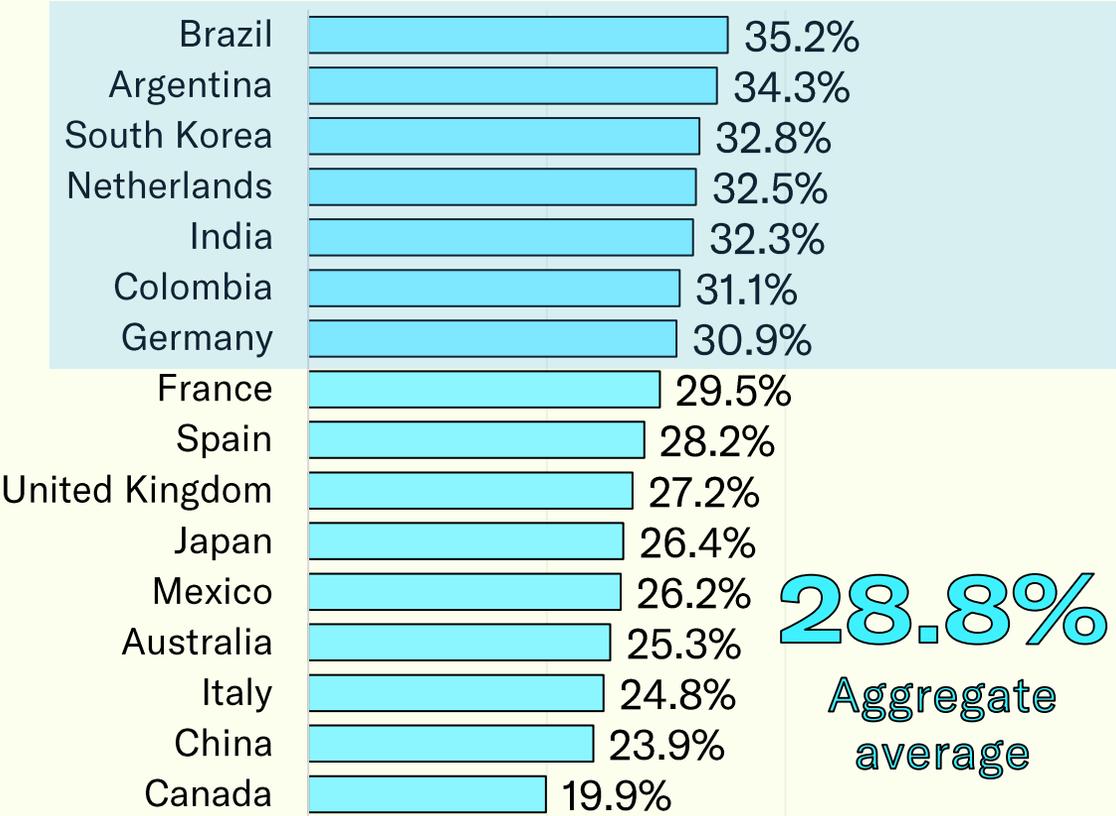
Tour operator websites lose ground, but travel agency usage is stable, indicating **traditional booking channels still play an important role** in international trip planning.

Traditional Travel Agencies



27.2%
Aggregate
average

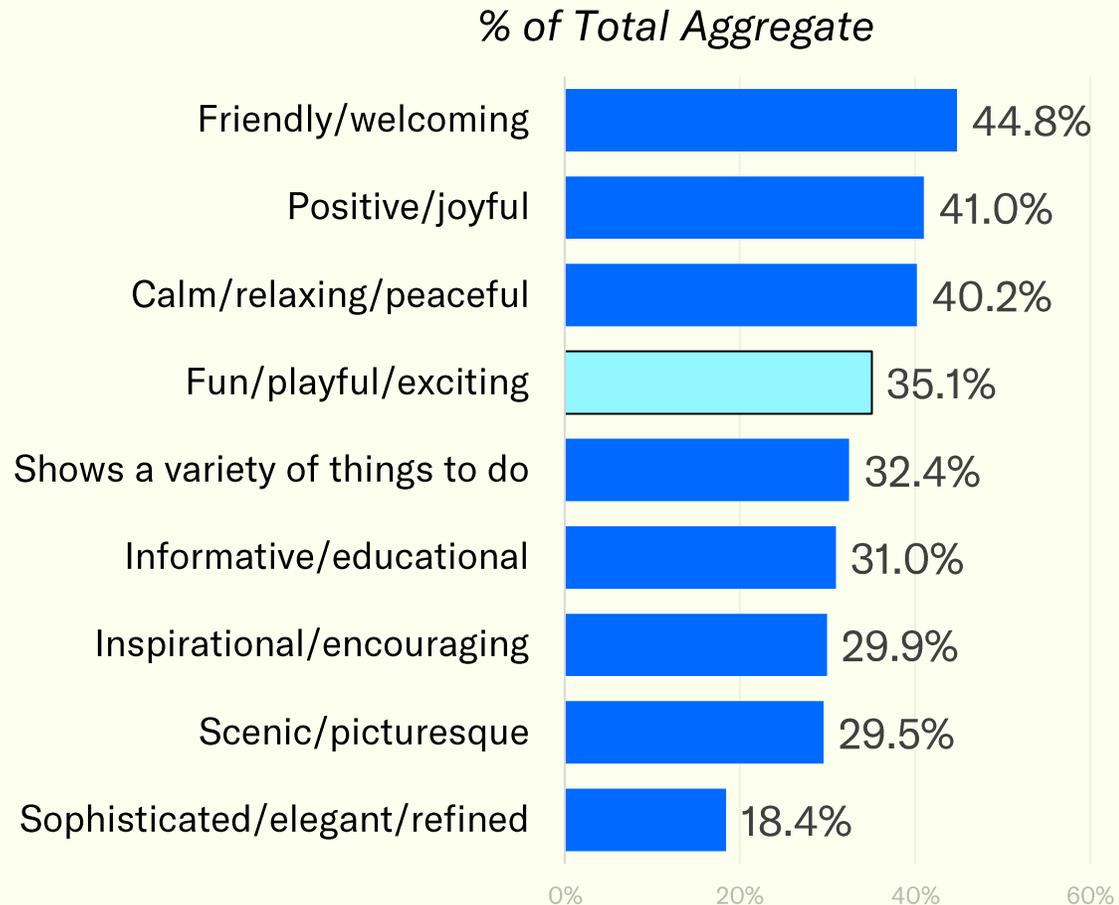
Tour Operator Websites



28.8%
Aggregate
average

Friendly, positive, and relaxing messaging are still the most desired ad messaging tones, though preferences continue to vary by market.

Desire a Fun/Playful/Exciting Tone



49.3%



48.8%



47.6%



43.9%



17.9%



16.9%

In Summary

Amidst already challenging global travel sentiment circumstances, international interest in visiting the United States declined sharply this year, with sentiment cooling across nearly every major inbound market as policy shifts and perceptions of political and social instability weigh on travel intent.

However, the enduring appeal of the American travel experience — and the U.S.' continued position as a top-desired destination in many markets — makes clear that this is not a moment to retreat, but to invest strategically, communicate with intention, and compete harder than ever for international visitors.

Key Takeaways

- *Safety messaging now paramount*
- *Emotional reassurance needed*
- *Strong product still acknowledged*
- *Destinations must actively compete*

The State of the International Traveler: Insights to Grow Your Share of International Inbound Visitation

16 Global Feeder Markets Studied
3 Continents
Millions of Potential Travelers

Americas:

Canada, Mexico, Argentina, Brazil, Colombia

Europe:

France, Germany, Italy, Netherlands, Spain,
United Kingdom

Asia-Pacific:

Australia, China, India, Japan, South Korea

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