

JUNE 2026 | QUICK MESSAGING GUIDE

International Inbound

Removing CBP officers from Newark or other international airports would cause immediate, severe and self-inflicted economic harm (\$8 billion in visitor spending and nearly 50,000 jobs lost annually from Newark alone).

- Recent proposals to remove CBP officers from major gateway airports highlight the risks of reducing staffing at ports of entry, which would increase delays, disrupt operations and weaken U.S. travel competitiveness.
- Americans would feel the impact first—CBP officers at Newark process 5 million U.S. citizens returning home every year. Without CBP presence, Americans could get stranded abroad, flights will be diverted or cancelled and disruptions will occur nationwide.

Firsthand travel experiences significantly improve the perceptions of America abroad.

- A [new survey](#) of recent international visitors to the U.S. shows 91% were satisfied with their trip, 83% felt welcome and 61% left with a more favorable opinion toward America.

Perception is costing us—world travelers are choosing other destinations.

- The U.S. is the only major country losing international visitor spend in 2025 (with visitors also down 5.5%). **Canadian travel collapsed 21%** last year.
- We have gone from a \$50 billion travel trade surplus to a **\$72 billion deficit** in just over a decade, with Americans spending more abroad than international visitors do in the U.S.
- Every **1% drop in international spending costs \$1.8 billion** in export revenue and thousands of American jobs.

We cannot compete globally for visitors while signaling we don't want them. Welcome needs to be a strategy.

- **Stop the social media screening mandate.** CBP's proposed 5-year social media review of ESTA applicants could deter one-third of international travelers and eliminate \$15.7 billion in visitor spending. Security and welcome are not in conflict—but this policy threatens both.
- **Stop the \$250 'Travel Deterrence Fee'.** The proposed Visa Integrity Fee prices America out of global competition and signals we do not want visitors. Cost is a top cited concern for travelers considering the U.S.—this fee would cost 1 million visits and \$3 billion in spending this year alone.
- **Restore Brand USA funding** through the bipartisan VISIT USA Act, which would transfer \$160 million in surplus Travel Promotion Funds to Brand USA to increase visitation to the U.S. With 68 million visitors choosing the U.S. in 2025—and the World Cup, America 250 and Olympics ahead—this funding is essential to compete globally and restore our lost share of international travelers.

International visitation is [forecast](#) to increase 3.4% to 70.6 million in 2026, and spending from international travelers is projected to rise 1.6% to \$178 billion.

To realize our potential, we need to send a welcome message to international visitors:

America wants you here. Don't let misconceptions stop you from experiencing all we have to offer. We remain eager and open to visitors from around the world.

TSA Funding

- **We need a permanent solution.** Aviation workers are not political leverage. More than 1,100 TSA officers walked away, and without a permanent fix ahead of the September funding cliff, workers will go without pay yet again.
- **Short-term funding allows Congress' next political fight to disrupt the system again.** Congress can pass legislation such as the Aviation Funding Solvency Act, Keep America Flying Act and Aviation Funding Stability Act of 2025, ensuring TSA and air traffic controllers don't go without pay and the system remains uninterrupted. We've already paid the price. Doing it again is a choice—an indefensible one.

World Cup Travel

- **11 host cities, 78 matches—the [World Cup](#) is our stage. Travel is what will make it work.**
- Nearly 40% of World Cup travelers intend to turn their trip into a broader vacation beyond the match—80% are open to destinations beyond the largest gateway cities.
- One-third plan to stay over two weeks.
- Visitors are expected to spend more than \$5,000 per person—nearly 70% more than they would on a typical U.S. trip.
- International visitors are a cornerstone of what will make this tournament historic and guide our playbook for the 2028 Olympics and other future events.

Modernization to Meet Demand

U.S. travel spending will hit a record \$1.37 trillion in 2026 and climb to \$1.42 trillion in 2027. Domestic travel increased 1.5% in 2025, with Americans taking 2.4 billion domestic trips. With this level of demand and impact, we cannot afford outdated technology slowing travel. Travelers still spend time pulling out laptops and emptying liquids because Congress diverts the 9/11 Security Fee away from modernization, delaying upgrades by decades. With action, Congress can deliver it in four years. **Congress needs to act.**

- **Reinvest the 9/11 Security Fee and modernize checkpoints by 2029:** \$1.5B collected annually for airport security modernization is being diverted elsewhere. Put those funds back into travel—keep laptops in bags (73% support), allow larger liquids (86% support) and create a system suited for record demand. 89% of Americans agree funds should be reinvested.
- **Implement biometric technology that [81% of Americans support](#) for TSA screening (83% for CBP):** Biometrics speed processing, reduce human error and improve security outcomes. Travelers are ready to see these upgrades now.