# Trump presidency linked to sharp decline in European tourism to the US



The resurgence of Donald Trump as President of the United States has precipitated notable disruptions within the country’s tourism sector, a vital contributor to the national economy. Recent data reveals a marked decline in visitors from Europe, which has raised concerns among industry stakeholders about the broader implications for the industry and the U.S. economy at large.

A significant downturn in European tourist arrivals was recorded in March 2025, with numbers falling by 17% compared to the same month the previous year, according to The Guardian. This reduction represents a troubling trend for U.S. tourism, which contributes approximately 2.5% to the United States’ gross domestic product (GDP). The overall decline in international visitor arrivals was also substantial, with a 12% drop noted in March 2025, marking the steepest decline since the post-pandemic period of 2021.

The drop in European tourism is predominantly linked to perceptions of the Trump administration’s policies, which many European travellers find unfavourable. The political climate, shaped by tense geopolitical relations between Washington and Brussels, along with concerns about the treatment of foreign nationals in the U.S., has created a perception of the country as less hospitable. Accor’s director commented on the situation, stating, “there is a growing anxiety about entering an unpredictable territory,” encapsulating the concerns felt by many potential visitors.

Europeans have been particularly vocal regarding President Trump’s stringent immigration policies and his administration’s broader approach to foreign relations. Measures including increased deportations and detentions, alongside an overall unpredictability concerning the handling of international visitors, have led to reconsideration of travel plans to the U.S.

The repercussions of these shifts are palpable across the tourism industry. French hotel group Accor reported a 25% reduction in summer bookings from European travellers, and the French travel agency Voyageurs du Monde experienced a 20% decline in bookings since Trump’s return to office. This evolving trend also sees travellers diverting their interest to alternative destinations such as Canada, Egypt, and nations in Latin America.

Renowned U.S. attractions and cities are registering the impact of reduced tourist inflow. The Statue of Liberty, for example, saw a 6% decrease in ticket sales in April 2025, while New York City experienced a 20% decline in hotel bookings compared to the previous year, as reported by the New York Post. Both major cities and regional areas reliant on international tourism are feeling the economic strain.

The tourism downturn is further exacerbated by the broader economic consequences stemming from Trump’s trade policies. The ongoing trade war and associated tariffs have not only strained relationships but have also affected the affordability and attractiveness of the U.S. as a travel destination. Canadian visitors, in particular, have curtailed trips following remarks by Trump about the possibility of making Canada the “51st state” and his generally hostile stance towards the country.

Increasing tariffs have led to higher prices for goods and services within the U.S., intensifying the financial burden on visitors and contributing to the decline in arrivals. Beyond tourism, the trade war has negatively influenced other industries reliant on international customers, including retail and entertainment. Reflecting these dynamics, Tourism Economics, a research institution, has revised its projection for U.S. tourism arrivals in 2025, now anticipating a 9.4% decline, significantly greater than the original forecast of a 5% decrease.

The economic implications extend beyond visitor numbers. States such as Florida, Texas, California, and New York, which depend heavily on international tourism, are facing substantial revenue losses. Tourism Economics estimates that international travel spending in 2025 could be about $10 billion less than in 2024.

Domestic travel within the United States is also expected to contract. A survey conducted by travel marketing company MMGY revealed that 80% of Americans plan to alter their travel arrangements due to the economic pressures linked to the trade war and the prevailing political uncertainties.

In summary, the return of Donald Trump to the presidency has coincided with a pronounced reduction in tourism, particularly from Europe, coupled with altered travel behaviours domestically. The combined effect of these developments is contributing to an overall atmosphere of economic uncertainty impacting multiple sectors associated with travel and tourism.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://onemileatatime.com/news/foreign-visits-united-states-decline-sharply-data/> - Supports the claim that foreign visitor numbers to the U.S. saw an 11.6% year-over-year decline in March 2025, including a 17.8% drop in tourist visas, aligning with the reported 12% overall decline and 17% European visitor decrease.
2. <https://www.statista.com/chart/34191/number-of-travelers-from-western-europe-to-the-us/> - Corroborates the 17% decline in Western European travelers to the U.S. in March 2025 and links the trend to political perceptions of the Trump administration, supporting the article's analysis of policy-driven tourism reductions.
3. <https://www.statista.com/chart/34191/number-of-travelers-from-western-europe-to-the-us/> - Confirms the broader geopolitical tensions and traveler anxieties cited in the article, particularly highlighting declines exceeding 20% in countries like Germany, Spain, and Ireland during March 2025.
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5. <https://onemileatatime.com/news/foreign-visits-united-states-decline-sharply-data/> - Underscores the economic implications of reduced tourism, aligning with the article's focus on revenue losses for states like Florida and New York, though specific state-level data is not directly cited here.
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