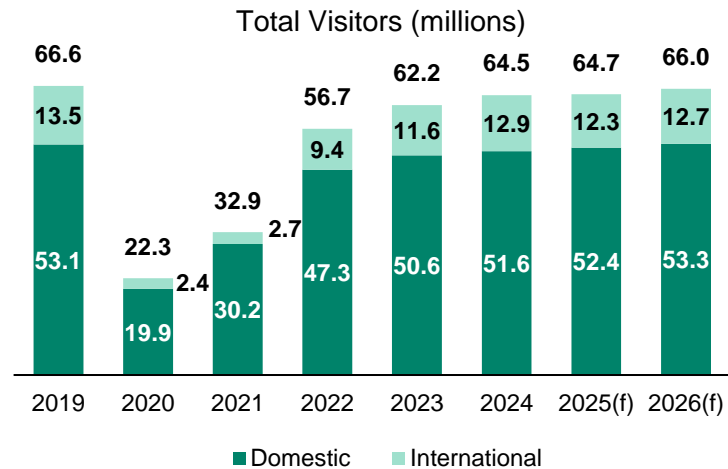


NYC Travel & Tourism Outlook

2019-2026 Visitation Trends

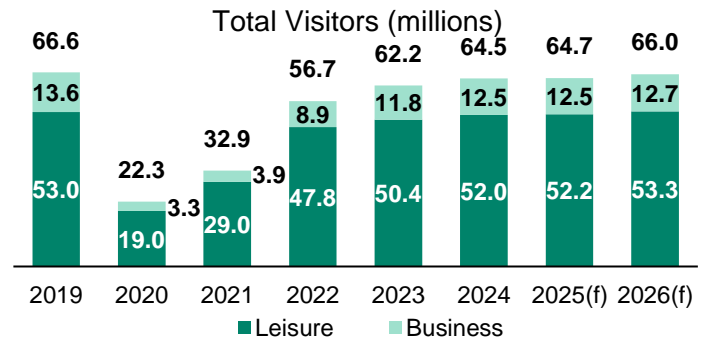
New York City welcomed 64.5 million visitors (51.6 million domestic, 12.9 million international) in 2024. Visitation is expected to marginally grow to 64.7 million visitors in 2025, a 0.3% year over year increase. In 2026, visitation is forecast to reach 66.0 million visitors.

- Domestic** travel reached 51.6 million visitors in 2024 and is forecast to reach 52.4 million in 2025 and 53.3 million in 2026. Domestic visitation is expected to surpass the 2019 benchmark level in 2027.
- International** visitation will decrease by -4.9% to 12.3 million in 2025. Tariffs and negative rhetoric have led to a weakening in international travel.



Visitor Segments: Business & Leisure

- Leisure** visitation reached 52.0 million in 2024. The 2025 forecast is for 52.2 million visitors. Leisure visitation is forecast to increase to 53.3 million in 2026 and surpass 2019 levels
- Business** travel grew to 12.5 million visitors in 2024 and is expected to maintain at 12.5 million in 2025. Business travel will not reach pre-pandemic levels until 2029 due to the economic uncertainty and the shifting travel behaviors.



International Visitor Outlook

- Western European** markets are expected to decline modestly as tariffs and negative sentiment towards US travel continue to affect plans.
- The **South American** travel picture is mixed with Brazil and Argentina expected to increase year over year. Colombia is facing a longer road to recovery due to economic challenges.
- Asia-Pacific (APAC)** India and Japan are expected to make modest gains year over year. APAC markets have returned at a slower pace and are expected to contract given the conditions around access and economic uncertainty.
- Canada** and **Mexico** are expected to have the steepest decline as trade tensions and negative sentiments towards US travel are being felt more acutely in these markets.

Country* (thousands)	2024	2025(f)	2025(f)
UK	1,063	1,026	1,064
Canada	983	800	836
France	788	729	766
Italy	706	714	723
Brazil	686	701	717
Germany	562	505	518
Mexico	550	518	534
Australia	509	513	541
Spain	482	458	467
China	566	544	576

(f): forecasts

*Country rank is sorted by 2024 visitation volume

Source: Tourism Economics, as of August 2025