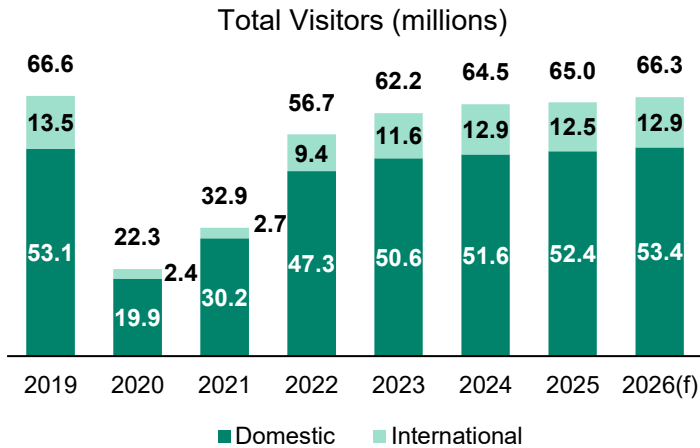


NYC Travel & Tourism Outlook

2019-2026 Visitation Trends

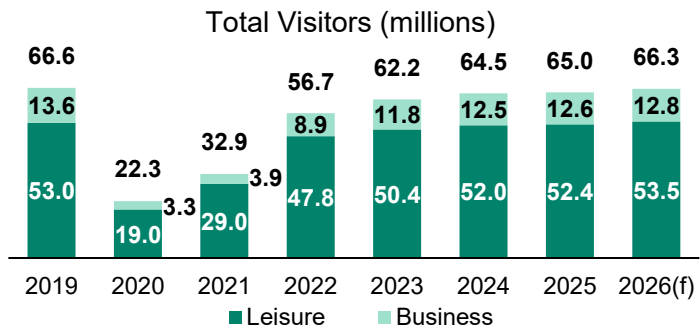
New York City welcomed 65.0 million visitors (52.4 million domestic, 12.5 million international) in 2025. Visitation is expected to grow to 66.3 million visitors in 2026, a 2.1% year over year increase.

- Domestic** travel reached 52.4 million visitors in 2025 and is forecast to reach 53.4 million in 2026. Domestic visitation drove visitor growth in 2025 and is expected to surpass the 2019 benchmark level in 2026.
- International** visitation was 12.5 million in 2025, down 3.1% from 2024. International visitation is projected to rebound in 2026, recovering back to 12.9 million visitors.



Visitor Segments: Business & Leisure

- Leisure** visitation reached 52.4 million in 2025. The 2026 forecast is for 53.5 million visitors and surpass 2019 levels.
- Business** travel grew slightly to 12.6 million visitors in 2025. The 2026 forecast is for business travel to grow to 12.8 million in 2026. Business travel will continue to grow at a modest pace and will not recover to pre-pandemic levels until 2030.



International Visitor Outlook

- Western European** markets mostly declined in 2025 but are expected to rebound in 2026. While most European markets declined, The UK and Italy saw visitor growth in 2025.
- The **South American** travel picture continues to be mixed with visitor growth Argentina, Colombia and Peru while Brazil and Chile declined.
- Asia-Pacific (APAC)** has faced several challenges to maintaining visitor growth to NYC in recent years. Visitation from China in 2025 was 538,000, down 4.9% year over year. China is expected to rebound in 2026 to 565,000, still well short of pre-pandemic visitation levels.
- Travel patterns from **Mexico** and **Canada** have diverged significantly. Canada had the largest decline in 2025 (-19.1%), while Mexico set a new visitation record of 559,000 in 2025, up 1.8% from 2024.

Country* (thousands)	2025	YOY % Change	2026(f)	YOY % Change
UK	1,077	1.3%	1,111	3.2%
Canada	796	-19.1%	840	5.6%
Italy	745	5.5%	765	2.7%
France	725	-8.0%	747	3.0%
Brazil	670	-2.4%	689	3.0%
Mexico	559	1.8%	572	2.3%
China	538	-4.9%	565	5.0%
Australia	513	-2.3%	541	4.4%
Germany	493	-12.3%	514	4.4%
Spain	474	-1.6%	493	4.1%

(f): forecasts

*Country rank is sorted by 2025 visitation volume

Source: Tourism Economics, as of February 2026