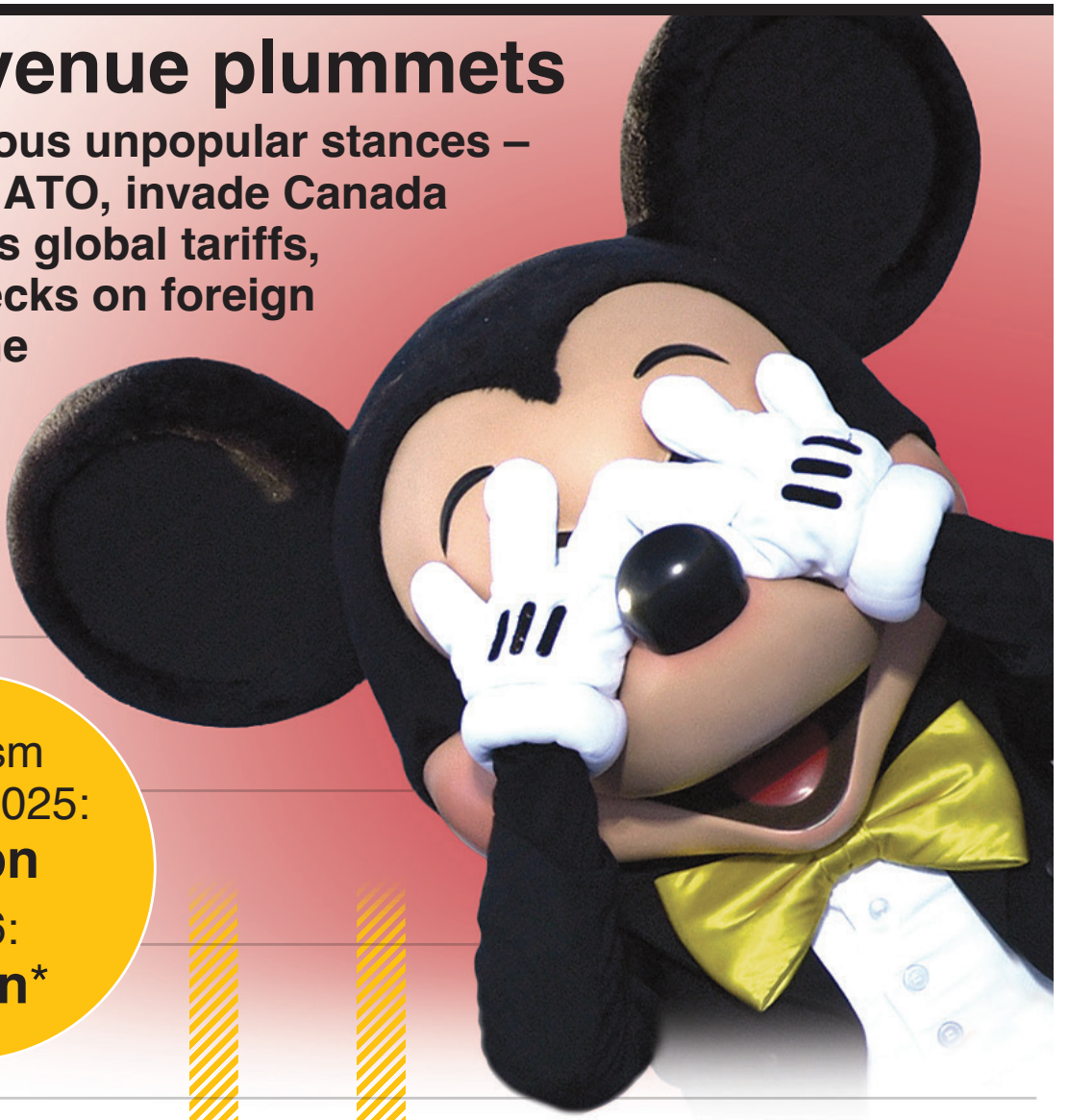
U.S. tourism revenue plummets

President Trump's numerous unpopular stances – including threats to quit NATO, invade Canada and annex Greenland, plus global tariffs, and invasive customs checks on foreign visitors – is hammering the U.S. tourism industry



U.S. INTERNATIONAL VISITOR SPENDING

Year-on-year change, %

Tourism losses 2025: **$17bn**
2026: **$21bn***

"Liberation Day" – Trump initiates global tariffs

Trump begins his second term in office

Threatens to annex Greenland

25
20
15
10
5
0
-5

J F M A M J J A S O N D J F M A M J J A S O N D J F M
2024 2025 2026

Source: Bloomberg *expected to be Picture: Getty Images © GRAPHIC NEWS