BRAND USA

NEWS RELEASE

Fact Sheet: U.S. Visa & Entry Policy Guidance

March 02, 2026

U.S. Visa & Entry Policy Guidance

Key Update

- No material changes to U.S. visa or entry requirements have been implemented at this time.
- Proposed updates referenced in recent news coverage remain under review and are not in effect.
- Travelers should ensure all required documentation is current, including proof of return travel and accommodation details where applicable.

Visa Integrity Fee

- A proposed Visa Integrity Fee would add a $250 surcharge to existing visa application fees.
- The fee has not yet been implemented.
- No implementation timeline has been announced.

ESTA (Electronic System for Travel Authorization)

- The U.S. Department of Homeland Security has proposed updates to ESTA requirements, including potential social media disclosure measures.
- The public comment period has closed, but this is only the first step in a lengthy rulemaking process.
- No changes to ESTA requirements have been implemented
- Travelers and industry stakeholders will receive advance notice prior to any implementation.

Global Entry Program

- Global Entry, U.S. Customs and Border Protection's premier Trusted Traveler Program, resumed operations on March 11, 2026.
- Global Entry allows expedited clearance for pre-approved, low-risk travelers upon arrival in the United States. It's a convenient program for frequent international or business travelers
- The application fee is $120, and membership lasts for five years. All applicants must undergo a background check.
- Global Entry enrollment interviews can be completed without the need to schedule an appointment at an Enrollment Center. **Enrollment on Departure (EoD) and Enrollment on Arrival (EoA**) are two convenient options.

Mobile Passport Control (MPC) App

- Eligible travelers can use the Mobile Passport Control (MPC) app to help expedite entry into the United States.

- MPC is a free app available at most major U.S. airports and cruise ports that allows eligible travelers — including U.S. citizens, U.S. permanent residents, Canadian B1/B2 visitors, and returning Visa Waiver Program travelers with approved ESTA — to submit entry information in advance, including for groups of up to 12.
- For more information about Mobile Passport Control, please visit the official U.S. Customs and Border Protection website here.

Up-to-date visa and entry information for international travelers is available at: AmericaTheBeautiful.com/visa-entry

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

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