NEWS RELEASE

Brand USA Travel Week U.K. & Europe 2024 Returns for a Record Breaking Year

October 21, 2024

London, United Kingdom (October 21, 2024) — Brand USA, destination marketing organization for the United States, today kicks off its hugely successful Brand USA Travel Week U.K. & Europe. Held at London's iconic County Hall, the event—along with Brand USA Media Forum and CEO Summit—brings together industry leaders to collaborate on innovative strategies to promote travel to the United States.

Launched in 2019, Travel Week was the first event of its kind to bring together U.K. & European buyers and exhibitors for a US-specific program. In 2023, records were broken, noting 794 attendees across the week; however, 2024 promises to be even bigger - with a 26% growth YOY for the number of exhibitors participating. Travel Week 2024 will welcome 183 U.K. and European buyers with over 179 U.S. exhibitor organizations through a series of pre-scheduled appointments, totaling a record-breaking 5,443 meetings.

"The U.K. and European markets are critical to driving travel to the U.S. In 2025, nearly 17 million travelers—a record from the region—are projected to visit the United States," said Fred Dixon, Brand USA president and CEO. "According to recent Brand USA research, the USA remains the top long-haul destination on European travelers' bucket lists for the next 12 months. And Travel Week provides a unique opportunity for U.S. destinations and attractions to share their story with tour operators and travel agents who will help book those trips."

Following the successful debut of Travel Week, subsequent Media Forum and CEO Summit tracks also launched and 2024 records a 50% increase of participants attending the CEO Summit, YOY.

2024 also marks the first time Fred Dixon, president and CEO of Brand USA joins the event in his new role, further to his appointment earlier this year.

As the only tourism event in the U.K. and Europe dedicated to facilitating travel to the United States, the meetings provide an opportunity to reach an influential media audience, with further networking available during the evening to strengthen business relationships and reconnect with industry colleagues. This year's evening program will be hosted at the V&A Museum and London's iconic Sky Garden, a private dinner at Two Temple Place, and entertainment of the best Broadway musicals in London's West End theaters.

Alongside Travel Week, Brand USA's highly sought-after Media Forum welcomes 90 U.K. and European media, facilitating over 1,300 pre-arranged one-to-one meetings to discuss what's new across the U.S. and forward planning into 2025. In its fourth year, the CEO Summit also brings a record-breaking number (72) of U.S. industry leaders and marketing minds to join forces to discuss industry insights, challenges, trends and forecasts through a series of appointments and keynote updates.

To complement the bespoke business meetings, a series of enrichment sessions will be taking place. Highlights of the program include a discussion on the importance of podcasts in today's society with Hrishikesh Hirway, Creator of Song Exploder; a panel on why the USA is great for accessible travel with Sophie Morgan, a British television presenter and disability advocate who has paraplegia; plus a discussion on the power of film tourism with Dunk Barnes, BBC's Amazing Hotels Life Beyond The Lobby, and much more.

Brand USA Travel Week U.K. & Europe will return to London in 2025 and continental Europe in 2026.

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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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