NEWS RELEASE

Brand USA Organizes its 11th India Sales and Media Mission in Hyderabad

January 23, 2025

Hyderabad, January 23, 2025 – Brand USA organized its 11th India Sales and Media Mission from January 20 and 22, 2025, at The Taj Krishna in Hyderabad. This year's mission was led by Mr. Fred Dixon, president and CEO of Brand USA, who was accompanied by Chris Heywood, senior vice president, public relations and chief communications officer, Brand USA, Angie Briggs, senior vice president, industry partnerships and engagement and chief development officer, Brand USA, and Jackie Ennis, vice president, global trade development, Brand USA, as well as six other CEOs representing U.S. destinations and a luxury receptive agency. Simon Brooks, president of Bonotel, John Percy, president & CEO of Destination Niagara USA, Doug Bourgeois, assistant secretary of tourism, Louisiana Office of Tourism, Martha Sheridan, president & CEO of Meet Boston, Todd Davidson, chief executive officer, Travel Oregon, and Liz Bittner, president & CEO, Travel South USA were present in the CEO mission. A delegation of 48 U.S. tourism companies and 67 U.S. exhibitors participated in the mission, engaging with 123 senior Indian decision-makers from the the travel trade and media. Other events around this mission included speaker sessions with experts who addressed the international attendees on topics relevant to the Indian travel market.

In 2024, the USA saw 2.19 million arrivals from India, a 24.3 percent increase from 2023, ranking #2 for overseas arrivals (excluding Canada and Mexico) and #4 for total international arrivals to the USA in 2024.

Fred Dixon, president and CEO of Brand USA, commented, "We are extremely pleased to see strong arrival numbers from India to the USA, validating our past efforts and reaffirming our commitment for the future. As one of our top overseas markets, we are extremely bullish on Indian visitor arrivals and are committed to building stronger partnerships. The Brand USA India Sales and Media Mission and the meetings that the delegates had, are very crucial in building and expanding opportunities for U.S. travel companies and destinations, paving the way for stronger connections, increased travel, and collaborations."

The USA is also gearing up for an exciting year with a series of new updates and attractions accelerating and encouraging travel for Indians. Family-friendly experiences such as Universal Orlando's Epic Universe Park, Disneyland's upcoming 70th birthday, Virginia Beach's Atlantic Park, and more are set to offer interactive, fun experiences for all ages.

Sporting events are a major attraction for Indian travelers. FIFA Club World Cup will bring 32 soccer teams from around the world to play 63 matches in the USA from June 15 to July 13, 2025. The club tournament takes place a year before the 2026 World Cup, which will be held in the USA, Mexico, and Canada. In 2026, the country will mark two major anniversaries: the centennial of Route 66, which is the iconic highway connecting Chicago to Los Angeles, and America 250, commemorating 250 years since the nation was founded with the signing of the Declaration of Independence on July 4, 1776.

Flight connectivity between the two countries is also expected to increase. Air India currently operates nonstop passenger flights to five key U.S. cities: Chicago, Newark, New York, San Francisco, and Washington D.C. (Dulles). The airline also introduced its new wide-body flagship, the Airbus A350, on the Delhi-New York and Delhi-Newark routes, showcasing its deluxe offering on ultra-long-haul routes. Additionally, many European and Southeast Asian carriers have expanded one-stop operations to the USA via their respective hubs in Europe and Asia.

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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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