NEWS RELEASE

Brand USA Celebrates Its First European Roadshow: The Great USA Road Trip

March 25, 2025

MADRID (March 24, 2025) — Brand USA, the destination marketing organization for the United States has launched its first roadshow in Europe: The Great USA Road Trip Europe. This initiative, framed within the celebration of the legendary Route 66's centennial in 2026, will travel across multiple European cities to bring the experience of road trips in the U.S. closer to key tourism industry partners in Europe. This exciting journey is made possible with the support of United Airlines, the lead global airline sponsor.

The first stop of this exciting journey took place in Madrid at Espacio Jorge Juan, where more than 150 journalists and industry professionals, including tour operators and travel agencies, gathered to learn more about U.S. travel opportunities. The Roadshow will then continue through Italy, Switzerland, Germany, the Netherlands, France, Ireland, and the United Kingdom between March 24 and April 3, 2025.

“This Roadshow not only celebrates the spirit of the great American road trip but also strengthens connections between our destinations and European travelers seeking unique experiences in the United States,” said Chris Heywood, Senior Vice President, Public Relations and Chief Communications Officer at Brand USA. “I invite visitors from Europe to discover the beauty of the USA, as we reinforce its positioning as a diverse and accessible destination, highlighting the authenticity of its experiences—from iconic road trips to dynamic cities and stunning natural landscapes.”

“United Airlines is excited to partner with Brand USA in launching The Great USA Road Trip Europe campaign, showcasing some of the most famous routes and scenic roadways across the U.S.,” said Thorsten Lettnin, Director Sales, Continental Europe, Middle East, Africa, Israel and India at United Airlines. “United offers customers more nonstop flights from Europe to the United States than any other airline. Once in the U.S., customers can connect to more than 200 destinations on United’s network through its hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C., providing travellers with the opportunity to see and experience more of America.”

The initiative is supported by major industry partners, including United Airlines, Choose Chicago, Cruise America, Discover Flagstaff, Fredericksburg Texas CVB, Grapevine Texas, Illinois Office of Tourism, Miami CVB, New Mexico Tourism Department, Santa Monica Travel & Tourism, Travel Texas, Tulsa Regional Tourism, Visit Albuquerque, Visit California, Visit Oklahoma City, Visit Pasadena, Visit Salt Lake, and Visit Springfield, MO. This collaboration offers attendees first-hand insight into the countless road trip possibilities in the U.S., from the historic Route 66 to the breathtaking scenic drives through national parks and vibrant cities.

“The ‘Great USA Road Trip’ Roadshow is a unique opportunity to connect with our European partners and highlight the diversity of road trips across the U.S.,” said Malcolm Smith, Senior Vice President, Global Markets & Chief Trade and Product Development Officer at Brand USA. “We are delighted to kick off this journey in Madrid, a key market for us, and to strengthen ties between the European travel industry and U.S. destinations.”

Spain: A Key Market for U.S. Tourism

Spain currently ranks 12th in the global ranking of travelers to the United States, with a total of 897,336 arrivals in 2024, representing an 8.66% increase compared to 2023 and approaching pre-pandemic levels from 2019. According to Brand USA, this number is expected to grow further in 2025, with the goal of reaching close to one million Spanish visitors traveling to the U.S. With more than 257 weekly flights, Madrid and Barcelona are the main departure points, offering direct routes to key cities such as New York, Miami, Los Angeles,

Chicago, Dallas, San Francisco, Washington D.C., Charlotte, Boston, San Juan, and Atlanta, making it easier to access a wide variety of travel experiences in the U.S

Route 66: A Century of History and Adventure

Route 66, also known as the “Mother Road”, will celebrate its 100th anniversary in 2026, reaffirming its status as the most iconic highway in the United States. Spanning nearly 4,000 kilometers, it connects Chicago to Santa Monica, passing through eight states and offering travelers an immersive experience in the country's history and culture. From vintage neon-lit motels to classic roadside diners and legendary gas stations, Route 66 embodies the true essence of the American road trip experience.

The Great USA Road Trip Roadshow aims to inspire European travelers to rediscover Route 66 and other scenic drives across the United States, showcasing landscapes that range from the vast plains of Texas to the deserts of New Mexico and the stunning coastlines of California. In addition, 2025 and 2026 will be filled with special events and celebrations, highlighting the rich history and timeless appeal of the iconic highway. However, not everything will revolve around road trips.

Exciting New Attractions in the U.S. for 2025

To further enhance travelers’ experiences, 2025 will bring major new attractions to key destinations. Universal Orlando will debut Epic Universe on May 22, doubling the size of the resort with five immersive new worlds, including Super Nintendo World, Dark Universe, and a new Wizarding World of Harry Potter expansion. Meanwhile, Disneyland will celebrate its 70th anniversary with exciting additions, including a 90s-themed night event, the return of the Paint the Night parade, and the unveiling of a new Walt Disney animatronic figure.

In Washington, D.C., WorldPride 2025 will take place from May 17 to June 8, marking the 50th anniversary of pride celebrations in the U.S. capital. This major event will bring thousands of visitors together for parades, street festivals, and cultural programming. Travelers passing through Ronald Reagan Washington National Airport will also have the opportunity to enjoy the new Capital One Landing lounge, designed by renowned chef José Andrés.

The United States will also take center stage in the world of sports with major international events. The FIFA Club World Cup 2025 will bring together 32 football teams from across the globe to compete in 63 matches from June 15 to July 13, making it one of the largest sporting events in the country before the 2026 FIFA World Cup. In 2026, the FIFA World Cup will feature 48 teams for the first time in history, with the USA hosting 11 cities across the country, alongside Canada and Mexico. Additionally, the 2026 World Baseball Classic will showcase some of the world’s best baseball teams, attracting sports fans from around the world and reinforcing the U.S. as a premier destination for global sporting events.

Alongside these sporting milestones, the United States will commemorate several significant anniversaries in 2025, celebrating key moments in the nation's history. The Mount Rushmore National Memorial in Keystone, South Dakota, will mark its 100th anniversary, honoring one of the most recognized national monuments. At the same time, the country is preparing for America 250, a nationwide commemoration of the 250th anniversary of the signing of the Declaration of Independence on July 4, 1776. While the main celebration will take place in 2026, several destinations are already marking the early chapters of the American Revolution with special events and commemorations.

In Boston, Massachusetts, the region will honor the first major battles of the war that took place in 1775, including the Battle of Lexington and Concord (April 19, 1775), famously known for “the shot heard ‘round the world.” The Minute Man National Historic Park will host reenactments and historical events, while the Boston National Historical Park will commemorate the Battle of Bunker Hill, which occurred on June 17, 1775, with guided tours and educational programs. Philadelphia, Pennsylvania, will also play a key role in these celebrations, highlighting events from May 1775, when George Washington was appointed Commander-in-Chief of the Continental Army in what is now Independence Hall. The Independence National Historical Park, which includes the Liberty Bell, Museum of the American Revolution, National Constitution Center, and other historical landmarks, offers visitors a deep dive into the nation’s founding and continues to be a major attraction for history enthusiasts.

Upcoming Roadshow Stops in Europe

After its stop in Madrid, The Great USA Road Trip will continue its journey through other key European cities, with Milan next on April 25, followed by Zürich, Frankfurt, Dublin, London, Amsterdam, and Paris. This roadshow brings the magic of U.S. road trips to leading players in the tourism industry, showcasing the diverse travel experiences available across the United States.

For more information about the Roadshow or to register for upcoming events, visit www.thebrandusa.com.

For further details, visit our media center: www.thebrandusa.com/press.

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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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