NEWS RELEASE

Brand USA Announces Bold Agenda to Drive International Visitation at IPW 2025

June 16, 2025

Brand USA Introduces New Global Tourism Campaign 'America the Beautiful' and Launches Dedicated Digital Hub, AmericaTheBeautiful.com.

Organization Promotes Decade of Big Events, including America250, 2026 World Cup, Route 66 Centennial, Upcoming 2028 Summer Olympics and Paralympics and 2034 Winter Olympic Games, and Promotes What's New in the USA

CHICAGO, IL (June 16, 2025) — Brand USA, the United States' destination marketing organization and premier sponsor of U.S. Travel Association's IPW, held its annual press conference today at McCormick Place in Chicago, Illinois, outlining a bold vision for the future of international travel to the United States. The organization introduced a new global tourism campaign, America the Beautiful, designed to showcase the best of the United States and drive international inbound travel in 2025 and beyond.

"As we set our sights on 2026 and beyond, we're proud to announce *America the Beautiful* — a bold and unprecedented global tourism campaign," said Fred Dixon, president and CEO of Brand USA. "There's never been a better time to explore the beauty and energy of the USA, which continues to be the world's most aspirational long-haul travel destination. With this campaign, we're sending a clear message: the USA is open for business and ready to welcome legitimate international travelers. We're confident this effort will spark renewed interest and deepen connections with audiences around the world."

AMERICA THE BEAUTIFUL

Launching in August, America the Beautiful is a flexible, emotionally motivating platform designed to reignite passion for U.S. travel and remind global visitors of the richness, warmth, and diversity of U.S. destinations and people.

"Visitors come to do more than see America. They come to feel it, to connect with our people, explore our landscapes, and experience our stories. America the Beautiful gives us a new way to tell those stories and invite the world to be part of them," said Dixon.

The campaign will be supported by a dedicated digital hub, AmericaTheBeautiful.com, launching today, which leverages artificial intelligence in partnership with Mindtrip to personalize and enhance the traveler journey. This is a step toward a more intuitive, data-informed approach, allowing Brand USA to better understand what inspires global audiences to deliver tailored experiences that move them to action.

"This campaign is a storytelling platform that will give the world a fresh lens through which to see the United States," said Leah Chandler, chief marketing officer for Brand USA. "We're tapping into nostalgia and curiosity, the same feelings that have always drawn travelers to the United States. And it's built to be scalable — allowing our partners to integrate, collaborate, and amplify our shared message worldwide."

In addition, Brand USA has partnered with the U.S. Department of Transportation to promote The Great American Road Trip to international travelers, featuring 250 points of interest across the country.

In Fiscal Year 2024, Brand USA's marketing efforts generated 1.6 million incremental international visitors, nearly $6 billion in additional visitor spending, and supported close to 80,000 American jobs. These efforts produced $1.7 billion in federal, state, and local tax revenue, contributing to nearly $13 billion in total economic

According to Brand USA's most recent Omnibus Study, the USA remains the #1 overall destination travelers are most likely to visit globally in the next year among the markets surveyed. International travel intent has increased month-over-month in several key markets, including Japan, France, South Korea, and Canada. Notably, Mexico reached its highest intent level since January, while Canada improved for the second month in a row, reversing a sustained period of decline.

In 2025, international air connectivity to the United States continues to expand, with more than 853,000 nonstop flights across 1,683 routes connecting 249 cities in 262 airports around the world to 84 U.S. airports in 74 cities. Some notable new routes include Air France's Orlando–Paris, Aer Lingus' Nashville–Dublin, and United's San Francisco–Adelaide. This year alone, 44 new nonstop routes from 26 countries are launching, contributing over 1.6 million additional seats into U.S. gateways.

AMERICA THE BRAND NEW

Looking ahead, Brand USA spotlighted a defining decade for travel to the United States, one marked by global events, national anniversaries and milestones, and extraordinary new visitor experiences.

The momentum begins to build this month with the Club World Cup, followed by the Ryder Cup in New York, Super Bowl LX in California, and the World Cup in summer 2026. To support planning, Brand USA published a number of customized itineraries for the travel trade linking FIFA host cities and base camps to surrounding regions and destinations across the country.

In 2028 and 2034, the U.S. will welcome the world to Los Angeles for the Summer Olympic and Paralympic Games and Salt Lake City for the Winter Olympics, respectively. For the first time, the Men's and Women's Rugby World Cups will also be held in the U.S., with cities across the USA hosting the events in 2031 and 2033.

Major milestones will also take center stage in 2026 with the Route 66 Centennial, the world's most iconic highway. Spanning eight states from Illinois to California, this historic road will come alive with commemorative experiences that celebrate the spirit of the Great American Road Trip and the communities that line its path. Also in 2026, the United States will celebrate America 250, marking America's semiquincentennial, with a yearlong series of exhibitions, events, and programs across all 50 states. Brand USA has officially finalized a partnership with America250 to help bring this anniversary celebration to life.

As the world's attention turns to the U.S., travelers will find a wealth of new experiences waiting for them. The following represents a sampling of the exciting developments across the USA; to discover more of what's new and noteworthy, click here.

In 2025 and 2026, the country is unveiling reimagined landmarks, new attractions, and unique experiences. Universal Epic Universe in Orlando, Florida has ushered in a new era of themed entertainment, and 2026 will see that energy continue with the arrival of Mattel Adventure Park's second location in Kansas. The MegaZip in Pigeon Forge, Tennessee, offers adrenaline-filled adventure high above the Great Smoky Mountains on one of America's longest ziplines. In Kansas City, the brand-new Museum of BBQ highlights how this quintessential American cuisine is made and the regional styles that make BBQ distinct across the USA. Dataland, opening in Los Angeles, is the world's first museum dedicated to AI art. And in Bentonville, Arkansas, The Compton - a new boutique hotel nestled in the town's historic square—offers a fresh take on small-town luxury with walkable access to parks, food trucks, and galleries.

Nature lovers can trek the newly completed 34-mile Adirondack Rail Trail in upstate New York. Meanwhile, San Antonio Zoo's new Spekboom Lodge will immerse guests in wildlife experiences. Across the country, experiences big and small - urban and rural - are redefining travel to the USA.

To learn more about Brand USA, visit TheBrandUSA.com and start planning your next trip to the USA at AmericaTheBeautiful.com.

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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.

Media Contacts

Chris Heywood
Senior Vice President, Public Relations & Chief Communications Officer

Andrew Felts
Senior Manager, Media Relations & Communications

Jennifer Tong
Senior Director, International Public Relations