NEWS RELEASE

Brand USA Successfully Concludes Canada Connect 2025 Series With Strong Industry Participation

May 28, 2025

WASHINGTON, D.C. (May 28, 2025) – Brand USA successfully concluded its Canada Connect 2025 series with nearly 1,000 appointments across five cities nationally. The multi-city initiative to strengthen ties between U.S. tourism organizations and Canadian travel professionals included East Coast events in Toronto and Montreal from April 28 to May 1, and West Coast events in Calgary, Edmonton and Vancouver from May 20 to 22.

“The success of the Canada Connect series reinforces our commitment to the Canadian market and the relationships our teams and partners have built over the last several years,” said Jackie Ennis, Vice President of Global Trade Development at Brand USA. “Canada remains the top international market for U.S. inbound travel, and these events allow us to engage with the Canadian travel trade and showcase the diversity of U.S. destinations. In memory of our late colleague Casey Canevari’s unwavering dedication and passion for trans-border travel, we will continue to build on these lasting partnerships that drive future travel to the United States.”

Canada Connect Muti-City Series

Canada Connect East opened in Toronto on April 28 at the Toronto Marriott City Centre Hotel welcoming 35 premier U.S. destinations and tourism organizations before heading to Montreal on May 1 at Le Centre Sheraton Montreal. On April 28, the event series opened with three engaging keynote presentations and panel discussions to help U.S. destination partners and travel organizations understand Canadian travel sentiment and the motivations and barriers to U.S. international inbound travel. Moderated by executive members of Brand USA’s trade team and Expedia Group Advertising, panel discussion topics included;

- Understanding Canadian Travelers: Current Sentiment, Motivations, and Barriers to U.S. Travel
- The Power of Partnerships: Travel Agencies, Consortia, and Destination Success
- Strong Recovery Through Passion: Leveraging Sports and Events Tourism in Canada’s Current Economic Climate

Both the U.S. Consul General in Toronto, Baxter Hunt and Consul General in Montreal, Robert P. Sanders gave opening remarks at each host city’s event to an audience of over 70 Canadian Travel Trade members. Building on the momentum of strong turnout in Canada Connect East events in Toronto and Montréal, Brand USA also hosted events in Calgary, Edmonton and Vancouver. The initiative gave U.S. travel brands the opportunity to engage directly with Canadian travel advisors, media and tour operators, helping to reinforce cross-border collaboration across every major market coast to coast. Prize giveaways, including vacation packages with airfare, were also offered to inspire travel to the United States.

U.S. partners at Canada Connect East

- Alabama Mountain Lakes Tourist Association
- Alabama Tourism Department
- American Dream
- Choose Chicago
- Destination DC
- Explore Charleston

- Explore St. Louis
- Grapevine Convention and Visitors Bureau
- Greater Miami CVB
- Houston First Corporation
- Kentucky Department of Tourism
- Los Angeles Tourism & Convention Board
- Maryland Office of Tourism
- meetNKY | The Cincy Region
- Memphis Tourism
- Nashville Convention & Visitors Corp
- New Orleans & Company
- Philadelphia Convention & Visitors Bureau
- San Francisco Travel Association
- Sunny Isles Beach Tourism Council
- The Countryside of Philadelphia
- Travel Oregon
- Travel Santa Ana
- Travel Texas
- Virginia Tourism Corporation
- Visit Baltimore
- Visit California
- Visit Hershey and Harrisburg
- Visit KC
- Visit Lauderdale
- Visit Mississippi
- Visit Myrtle Beach
- Visit Panama City Beach
- Visit San Antonio
- Visit Savannah

U.S. partners at Canada Connect West

- Canyon Spirit

- Destination D.C.

- Experience Kissimmee
- Nashville Convention & Visitors Corp
- Sheridan Travel & Tourism
- Tennessee Department of Tourism
- The Wyoming Office of Tourism
- Travel Oregon
- Travel Portland
- Travel Santa Ana
- Travel Texas
- Visit Anaheim
- Visit Austin
- Visit California
- Visit El Paso
- Visit Raleigh
- Visit Santa Cruz County
- Visit Tampa Bay

Key Highlights from Canada Connect 2025:

- Events held in five major Canadian cities: Toronto, Montréal, Calgary, Edmonton and Vancouver
- Participation from more than 70 U.S. destinations and travel brands, including Visit California, Travel Texas, Experience Kissimmee, Travel Oregon and Destination DC
- Nearly 1,000 dedicated one-on-one meetings between premier U.S. partners and wholesalers, airlines, trade media, and agency consortia and loyalty programs
- Market insights and trend updates to support Canadian advisors in building custom U.S. itineraries

- Exciting prizes, including fully packaged trips to U.S. destinations with airfare

“The response from our Canadian partners has been overwhelmingly positive,” said Ennis. “Whether in Eastern hubs like Toronto and Montréal or in the West, the enthusiasm to reconnect and collaborate was inspiring. We look forward to building on this momentum in 2026.”

As Brand USA continues to expand its international outreach, the Canada Connect series serves as a model for in-market engagement building lasting relationships, supporting tourism growth on both sides of the border. Discover what is new in the United States for 2025 and what’s ahead in 2026 the latest press release and for more information visit Brand USA.

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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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