NEWS RELEASE

Brand USA Partners with America250 to Promote Nation's Semiquincentennial Globally

June 25, 2025

WASHINGTON, D.C. (June 25, 2025) — As the United States prepares to mark its 250th anniversary in 2026, Brand USA, the nation's official destination marketing organization, and America250 today announced a strategic partnership to inspire international audiences to explore the nation's rich history, heritage, and culture throughout the anniversary year.

"Brand USA is proud to partner with America250 to showcase the significance of this historic celebration to the world," said Fred Dixon, president and CEO of Brand USA. "With our expertise in international marketing and storytelling, Brand USA is uniquely positioned to highlight the spirit and significance of America250 globally. Through this partnership, we'll inspire travelers to connect with the places, people, and moments that define our nation—and invite them to be part of this historic milestone."

As an official America250 Supporting Partner, Brand USA will work to amplify anniversary programming and broaden the reach and impact of the celebration.

"As we look ahead to America's 250th anniversary, we're thrilled to partner with Brand USA to invite the world to experience this momentous milestone," said Ari Abergel, Executive Director of America250. "This collaboration reflects our shared commitment to honoring our past, celebrating our present, and inspiring a future grounded in the American Spirit. Together, we're bringing America's story to life for global audiences in unforgettable ways."

The announcement follows the recent launch of Brand USA's new global tourism campaign, America the Beautiful, which invites the world to discover the breathtaking landscapes and authentic experiences found across the country. As part of this effort, Brand USA will spotlight the anniversary celebration through curated travel itineraries and compelling storytelling that connect visitors to the people and places that embody the American spirit.

Brand USA offers a range of resources to help international travelers explore the stories, places, and experiences that will define America's 250th anniversary. Learn more at AmericaTheBeautiful.com/America-250.

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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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