NEWS RELEASE

# Brand USA Successfully Concludes its 2025 Sales Mission in Argentina

*August 22, 2025*

**BUENOS AIRES, ARGENTINA (August 22, 2025) —** Brand USA, the official destination marketing organization for the United States, successfully completed its 2025 Sales Mission in Argentina, bringing together 11 U.S. partners. Delta Air Lines and LATAM Airlines joined as airline partners in both Chile and Argentina, strengthening connectivity and expanding opportunities in the region. While in Buenos Aires, the delegation conducted 312 business meetings with key Trade partners and a specialized training session for more than 100 travel agents.

"Insights from the sales mission confirm Argentina's strong potential and growing enthusiasm for travel to the United States", said Jackie Ennis, Vice President, Global Trade Development at Brand USA. "With significant landmark events and anniversaries taking place in the U.S. over the coming years, this is the perfect time to inspire Argentinian travelers to experience everything the United States has to offer - including vibrant cities, hidden gems, and iconic road trips across the country."

Lisa Tejeda, Senior Director, Global Trade Development (Latin America) at Brand USA pointed out that "between January and June 2025, 414,000 travelers from Argentina visited the United States, making Argentina the 12th-largest source market. Total arrivals for the year are expected to reach 790,000, with Miami maintaining its position as the primary gateway for Argentinian visitors."

Both national and international airlines offer frequent flights to key U.S. cities such as Miami, New York, Atlanta, Dallas and Houston, ensuring flexible and convenient options for tourists and operators alike. This robust connectivity is a key factor driving the arrival of travelers to the U.S. while strengthening commercial and tourism cooperation between the two nations.

**Delegates attending this Sales Mission included:**

- Bonotel Exclusive Travel
- Descubre Puerto Rico
- Explore Fairbanks Alaska
- Greater Miami Conventions & Visitors Bureau
- Las Vegas Convention and Visitors Authority
- Nashville Convention & Visitors Corp
- San Diego Tourism Authority
- The Grand Hotel, Cupertino Hotel & Vidovich Winery Silicon Valley
- Topaz Tours

- Visit Lauderdale
- Walt Disney World Swan & Dolphin Resort

In the months ahead, Brand USA will launch America the Beautiful - a new global campaign that invites international audiences to explore the culture, stories, and vibrant spirit that shape the United States. Arriving at a pivotal time for U.S. tourism, the campaign will align with several significant global events and milestone anniversaries. These include the centennial of Route 66, America 250 - marking the nation's 250th anniversary, the 2026 FIFA World Cup, the 2028 Olympic and Paralympic Games in Los Angeles, and the 2034 Olympic Games in Salt Lake City.

Brand USA remains committed to fostering meaningful connections and positioning the United States as a premier travel destination, building bridges between U.S. and international markets and inspiring travelers to discover the country's wide range of experiences. For the latest travel inspiration and events happening across the United States, visit www.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.

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