NEWS RELEASE

Brand USA Partners with TIFF to Celebrate 50 Years of the Iconic Festival in Hollywood North

September 08, 2025

WASHINGTON, D.C. (September 8, 2025) – Brand USA, the nation's destination marketing organization, is proud announce its partnership with the Toronto International Film Festival (TIFF) as an official sponsor to mark the festival's 50th anniversary from September 4–14, 2025. For a second consecutive year, this ongoing partnership highlights the enduring connection between film and travel, with set-jetting emerging as one of the most influential global travel trends of 2025.

"Canada continues to be our top international visitation market," says Jackie Ennis, Vice President, Global Trade Development at Brand USA. "It is an honor and a privilege to continue our partnership with TIFF in its 50th year to celebrate the festival's legacy and reinforce our ongoing commitment to Canadian travelers. We hope to inspire them to explore new U.S. destinations and experiences, and to return and rediscover the places they've always loved."

BRAND USA ACTIVATES ONGOING TIFF PARTNERSHIP

On the opening weekend of the festival, Brand USA welcomed an exclusive group of 40 of Canada's leading lifestyle and travel media, along with key travel trade partners, to a premier screening of *Eternity*, tapping into film as a powerful medium of inspiration, connecting and storytelling. This curated experience served as an innovative showcase of the signature allure of the United States, seen through the dynamic lens of pop culture and film. By connecting cinematic storytelling with real-world destinations, the event underscored the deep emotional connection audiences have with places they first encounter on screen. It was a celebration of how the United States continues to inspire curiosity, creativity, and cross-border travel through the universal language of storytelling.

THE TREND OF SET-JETTING

From iconic cities to sweeping landscapes, films have long fueled Canadians' desire to travel, often leading them to explore the very sets and scenes just south of the border. In recognition of North America's shared love of film and discovery through travel, Brand USA brought the magic of cinema and the festival experience to life with a premium red-carpet event for key members of the Canadian travel trade and media community. The evening included the premiere screening of *Eternity* on the opening Sunday of the festival. The event highlighted the enduring influence of film on travel trends and the cultural connection between Canada and the United States, encouraging guests to reflect on the power of storytelling to spark curiosity, shape perceptions, and inspire meaningful journeys.

For decades, U.S.-based films and TV series have ignited wanderlust across borders. From the bustling streets of New York City to the tranquil coastlines of the Carolinas, iconic stories on screen have inspired fans to visit the places where their favorite scenes were filmed and characters brought to life. Whether it's walking in the stylish footsteps of *The Devil Wears Prada* and *Sex and the City* in Manhattan, reliving the small-town charm of *One Tree Hill* or the youthful romance of *The Summer I Turned Pretty* in the Carolinas, or exploring the literary setting of *Little Women* in Massachusetts these stories have inspired countless real-life journeys. Shows like *Yellowstone* have drawn travelers to the rugged beauty of the American West, while *The Bear* has put Chicago's culinary scene on the map for a whole new audience. More than just settings, these destinations have become cultural landmarks, offering fans the chance to step into the worlds they've only seen on screen.

Brand USA invites Canadians and international travelers alike to turn set-jetting dreams into travel itineraries from Hollywood to New York City, coastal escapes to mountain retreats, and iconic cities to hidden gems.

Looking ahead, Brand USA is preparing for a momentous year of mega events and milestones with the World Cup in summer 2026 hosted across 11 cities, the Route 66 Centennial also in 2026 and many more. For more information, visit 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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