NEWS RELEASE

Brand USA Appoints Marion Certain as Trade Manager for Canada

April 06, 2026

WASHINGTON, D.C. (April 6, 2026) — Brand USA, the destination marketing organization for the United States, announces the appointment of Marion Certain as Trade Manager for Canada, effective March 1, reinforcing its commitment to growing travel trade engagement across the Canadian market.

“Marion brings a strong combination of industry expertise, global experience, and a deep understanding of the travel trade,” said Jackie Ennis, Vice President, Global Trade Development. “Her leadership will be key as we continue to expand our partnerships and drive visitation from Canada to the United States.”

Based in Toronto, Certain will lead efforts to strengthen relationships with Canadian travel advisors, tour operators, airlines, and key industry partners, supporting Brand USA’s mission to inspire international travel to the United States.

Certain said, “I am thrilled to carry on Brand USA's presence in Canada, and I look forward to supporting and connecting with the travel industry across all provinces and territories. I look forward to working with both English- and French-speaking partners and advisors in their initiatives toward the United States.”

Originally from Normandy, France, Certain is bilingual in French and English and brings extensive international experience in the tourism industry. She has worked with Brand USA for more than three years, where she supported trade development efforts in the French market.

Certain’s career includes experience across both tour operators and destination marketing. She previously worked with tour operator Worldia and held roles with organizations such as Atout France in Australia and New Zealand and Bonjour Québec in France. In addition, she has significant experience training travel advisors, giving her a well-rounded understanding of the travel trade landscape and its evolving needs.

Recent air service expansions reflect continued momentum in Canada–U.S. travel. Porter Airlines recently announced new routes to Nashville and Austin, while also expanding service from Toronto Billy Bishop Airport to key U.S. destinations. Air Canada has also introduced new and expanded U.S. service for 2026, including routes from Toronto to San Antonio and from Montreal to Cleveland and Columbus, enhancing connectivity and providing Canadian travelers with greater access to destinations across the United States.

Brand USA’s annual travel trade event, Canada Connect, will take place October 26–29, 2026, across Toronto and Montreal, bringing together U.S. destinations and Canadian travel professionals for one-on-one meetings, networking, and educational sessions designed to drive business growth and strengthen cross-border partnerships. New for 2026, Brand USA will introduce a dedicated Media Day, held in partnership with Discover America Canada, connecting U.S. tourism partners with leading Canadian media to further amplify destination storytelling.

For more information about Brand USA, visit thebrandusa.com.

###

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