NEWS RELEASE

Brand USA Expands its Global Ambassador Program Following Success in Australia and New Zealand

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WASHINGTON, D.C. (April 17, 2026) – Brand USA, the destination marketing organization for the United States, is expanding its travel trade Ambassador Program in 2026, bringing the initiative across key international markets for the first time as part of a major global rollout. Building on proven success, the program will scale across with a goal of appointing 250 travel trade ambassadors by July 4, 2026, as a salute to America250 – the United States' 250th anniversary.

Applications are now open with travel advisors invited to apply by clicking here and submitting either a written or video entry outlining their passion for the USA and their contributions to the travel trade.

"Travel advisors are one of the most powerful drivers of international visitation, and their influence extends well beyond individual bookings," said Malcolm Smith, Senior Vice President, Global Markets & Chief Trade and Product Development Officer at Brand USA. "Through the expanded Brand USA Global Ambassador Program, we're building a network of highly engaged experts who can amplify U.S. destination knowledge within their markets. As a platform designed to connect the travel trade and inspire new USA specialists, it strengthens engagement and supports sustained inbound growth to the United States as part of our broader international strategy during America250."

The program was first piloted in Australia and New Zealand in 2025, where it brought together 12 travel advisors to form the inaugural cohort of Brand USA Ambassadors. Focused on strengthening U.S. destination expertise, fostering mentorship, and encouraging knowledge sharing across the travel trade, the pilot demonstrated strong industry impact and set the foundation for global expansion. Central to the program is a peer-to-peer approach, where agents share their knowledge and experiences within their own networks – creating a more connected and informed travel trade community.

A platform for industry change-makers

Positioned as a platform for engaged travel advisors, the program is designed for individuals who are passionate about the USA and eager to deepen their expertise, share knowledge, and play a more active role in industry conversations.

With education at its core, ambassadors gain access to a range of opportunities through Brand USA and its partners, including invitations to industry events, VIP networking access, a structured training program and more. Participants will also be recognised across industry channels, reinforcing their role as trusted voices within the travel advisor community.

For more information about USA travel resources, visit VisitTheUSA.com/Travel-Trade.

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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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