NEWS RELEASE

Brand USA Successfully Concludes 2026 South Korea Sales Mission

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SEOUL, SOUTH KOREA (July 22, 2026) — Brand USA, the destination marketing organization for the United States, successfully concluded its 2026 South Korea Sales Mission, held July 20–21 in Seoul. Led by Brand USA President and CEO Fred Dixon, the 44-member U.S. delegation included representatives from 34 U.S. destinations and tourism partners, as well as senior executives responsible for global markets, destination development, and travel trade engagement. Together, they met with leading Korean travel trade professionals to strengthen partnerships and expand future tourism opportunities between the two countries. The Seoul program marked the first stop of Brand USA's three-city Sales Mission, with the delegation continuing to Tokyo and Osaka later this week as part of the organization's broader engagement across key Asia-Pacific markets.

"South Korea remains one of our most valued international markets, and our partnership with the Korean travel trade continues to play a critical role in inspiring travel to the United States," said Fred Dixon, president and CEO at Brand USA. "By working closely with our partners, listening to market needs, and showcasing new destinations and experiences, we can create even greater opportunities for Korean travelers. With milestone events such as America250 and the FIFA World Cup 2026 helping elevate interest in travel to the United States, we look forward to welcoming even more visitors and inspiring them to experience the incredible diversity of destinations and experiences available across the country."

The Sales Mission provided a platform for U.S. tourism partners to connect directly with Korean travel professionals through destination presentations, one-on-one business appointments, and networking events. Throughout the two-day program, representatives from destinations, attractions, hotels, and tourism organizations introduced new products, itineraries, and experiences designed to inspire future travel to the United States.

Dixon's participation underscored the strategic importance of South Korea as one of Brand USA's priority international markets. During the two-day program, Dixon engaged with Korean travel trade partners and media, delivered keynote speeches, and participated in an exclusive fireside conversation at the VIP Dinner Reception, where he discussed Brand USA's strategic priorities and tourism outlook for 2026 and beyond.

The VIP Dinner Reception also welcomed representatives from the U.S. Embassy in Korea, the U.S. Department of Commerce, Brand USA, and Korea's travel industry, underscoring the strong public-private collaboration that continues to support tourism between the United States and South Korea. The reception also featured the announcement of eight Global Ambassadors for the Korean market, recognizing their commitment to expanding awareness of U.S. destinations and inspiring future travel to the United States.

Coinciding with the Sales Mission, Brand USA also launched a new out-of-home (OOH) advertising campaign across Seoul as part of its global America the Beautiful platform. The campaign reaches high-impact Korean travelers and travel trade professionals through premium, high-traffic locations across the city, reinforcing the United States as a premier travel destination while amplifying Brand USA's presence during one of its signature trade engagement events in the market.

Complementing its consumer marketing efforts, Brand USA highlighted several programs designed to inspire travel to the United States and equip travel advisors with the latest resources and destination knowledge. These included American Originals, celebrating the people, places, and traditions behind uniquely American experiences; Get Facts. Get Going., an always-on resource providing travelers with the latest information on U.S. visa and entry requirements, applicable fees, and travel guidance; and Brand USA's Global Ambassador Program, which helps travel advisors deepen their knowledge of U.S. destinations while connecting them to a global network of destination specialists.

In collaboration with U.S. Customs and Border Protection (CBP), the Sales Mission also included Global Entry enrollment interviews for conditionally approved Korean applicants. By enabling eligible travelers to complete the final step of the enrollment process in Seoul, the initiative made it easier to enroll in CBP's Trusted Traveler Program while reinforcing the shared commitment of Brand USA and its federal partners to enhancing the travel experience for international visitors.

South Korea continues to be one of Brand USA's most important international markets. According to Tourism Economics, South Korean visitation to the United States is projected to reach 1.5 million in 2026 and grow another 13% in 2027, making the U.S. the leading long-haul destination for Korean outbound travelers. More than 250 weekly nonstop flights connect Korea with 16 U.S. destinations, and recent additions to the route network – including Air Premia's Seoul Incheon–Washington Dulles service and United Airlines' new Seoul Incheon–Newark route – are further enhancing access between the two countries.

For more on Brand USA, visit TheBrandUSA.com. U.S. travel ideas and trip planning resources are available at www.VisitTheUSA.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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