NEWS RELEASE

Brand USA Global Marketplace Builds the Future of U.S. Tourism

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WASHINGTON, D.C. (October 7, 2020) — Today, Brand USA, the destination marketing organization for the United States, announces the launch of Brand USA Global Marketplace—a one-stop shop for U.S. travel partners and international audiences to interact. Brand USA Global Marketplace is a custom-built, always-on, virtual platform that provides access to a diverse range of U.S. destinations, attractions, and points of interest for the international travel industry. A reimagined version of traditional trade shows and industry events, the digital platform solves the need for the U.S. travel community to engage with the global tourism industry while international travel is limited due to the impacts of COVID-19.

Christopher L. Thompson, president and CEO of Brand USA, says, “We are thrilled to launch Brand USA Global Marketplace in 2020. This is a ground-breaking digital platform that will enable U.S. partners and international audiences to foster meaningful business relationships and critical connections, at a time when it is needed most. Together, we’re building the future of U.S. tourism.”

The platform will further Brand USA’s efforts to invigorate U.S. tourism as the world recovers. By hosting ongoing networking opportunities, enrichment sessions, and large-scale events across multiple time zones, Brand USA Global Marketplace encourages the international travel community to engage with U.S. destinations on an ongoing basis. Approximately 150 U.S. partners—ranging from destinations, regional marketing organizations, transportation services, attractions, hotels and hotel groups, to receptive tour operators—are expected to join the platform. The high-caliber of U.S. partners will attract key international audiences who are interested in the U.S. and its diverse destinations, products, and services.

Tom Garzilli, chief marketing officer of Brand USA, adds, “Our industry is resilient, and when it is safe to do so, the world will travel to the United States again. In the meantime, Brand USA Global Marketplace will inform and support our partners and keep the U.S. top-of-mind among trade, media, and consumers. Brand USA Global Marketplace will ensure a ‘quick start’ back into global markets as soon as it is viable, stimulating active consideration and future travel bookings. We are all determined to welcome the world back to the United States when the time is right.”

Featuring five portals—each designed for virtual exploration of the 50 states, five territories, and District of Columbia—Brand USA Global Marketplace provides registered users with travel itineraries, destination marketing collateral, and insights from industry experts. The Main Stage serves as a place for educational seminars, while the USA Partner Pavilions—featuring geographically-driven partner Pods representing the entirety of the U.S.—and Buyer Pavilion will facilitate one-to-one meetings. In the Networking Lounge, participants will have the opportunity to engage outside of scheduled sessions. Video On-Demand allows for self-guided discovery with three screens showing a variety of travel entertainment, educational, and featured programming. To simulate the relational exchanges that occur at industry events, registered users will also have access to a Virtual Briefcase and Business Card Jar, among other networking tools.

The second edition of Brand USA Travel Week Europe will be the first event to take place on Brand USA Global Marketplace. Connecting Europe with the U.S. travel industry, the four-day initiative (October 26-29, 2020) will offer U.S. partners and European buyers the opportunity to schedule one-to-one appointments, and attend enrichment sessions that provide marketing insight from thought leaders in the industry. Additional information about Brand USA Travel Week Europe 2020 will be released in mid-October 2020, followed by announcements for events tailored for Canadian, Mexican, and Australian audiences in Winter 2021.

Registration and programming details for the platform are available at TheBrandUSA.com/Brand-USA-Global-Marketplace.

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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.

Media Contacts

Anjelica Magee
Manager, Public Relations/Consumer & Trade
202.536.2063

Colleen Mangone
Senior Director, External Affairs