



Brand USA



Brand USA Board of Directors Spring Meeting

April 3, 2025



CHAIR OPENING

BRAND USA BOARD OF DIRECTORS



ELLIOTT FERGUSON
Brand USA
Board Chair



LAUREN BAILEY
Brand USA
Board Vice Chair



KRISTEN ESPOSITO
Brand USA
Board Treasurer



ALLEN ORR
Brand USA
Board Secretary



GUS ANTORCHA
Brand USA
Board Member



TODD DAVIDSON
Brand USA
Board Member



DANNY HUGHES
Brand USA
Board Member



MIKE MANGEOT
Brand USA
Board Member



TIM MAPES
Brand USA
Board Member



HARI NAIR
Brand USA
Board Member



STEPHANIE YOUNG
Brand USA
Board Member



CEO REMARKS

BRAND USA LEADERSHIP TEAM



FRED DIXON

President & Chief Executive Officer



ANGIE BRIGGS

Senior Vice President, Industry Partnerships and Engagement & Chief Development Officer



LEAH CHANDLER

Chief Marketing Officer



JAKE CONTE

Senior Vice President, General Counsel



CHRIS HEYWOOD

Senior Vice President, Public Relations & Chief Communications Officer



MONICA LOPEZ

Chief of Staff and Culture



DONALD F. RICHARDSON

Chief Financial Officer



JANETTE ROUSH

Senior Vice President, Innovation & Chief AI Officer



MALCOLM SMITH

Senior Vice President, Global Markets & Chief Trade and Product Development Officer



AARON WODIN-SCHWARTZ

Chief Corporate Affairs Officer



FY24 ANNUAL REPORT

DRAFT

In FY24, Brand USA's marketing efforts generated:

1.6M
INCREMENTAL
VISITORS

NEARLY
\$6.0B
INCREMENTAL
SPENDING

OVER
80,000
INCREMENTAL
JOBS SUPPORTED

NEARLY
\$1.7B
IN TAXES
(FEDERAL, STATE, AND
LOCAL TAXES COMBINED)

\$12.8B
IN TOTAL
ECONOMIC
IMPACT

 SAN FRANCISCO, CALIFORNIA

DRAFT

Over the past 12 years (FY13-FY24),
Brand USA's marketing efforts have generated:


10.3M
INCREMENTAL
VISITORS

\$34.7B
INCREMENTAL
SPENDING

OVER
40,300
INCREMENTAL
JOBS SUPPORTED
ON AVERAGE EACH YEAR

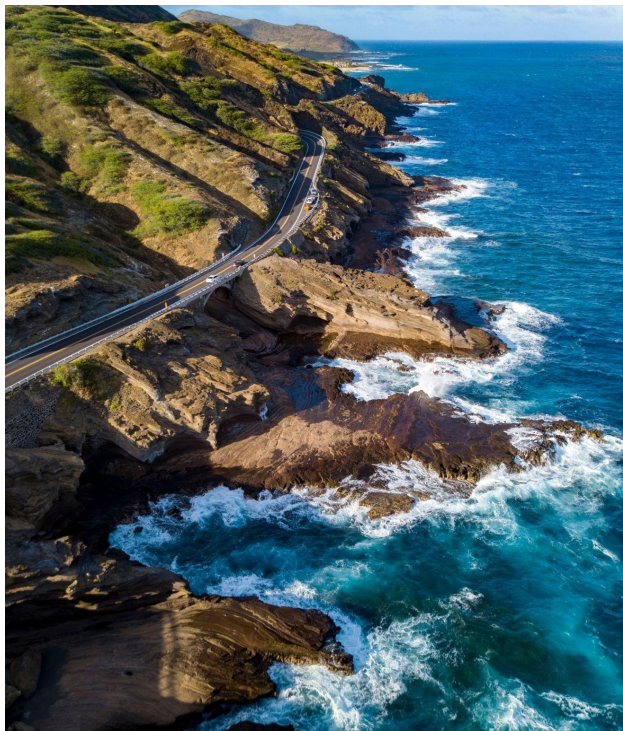
\$9.96B
IN TAXES
(FEDERAL, STATE, AND
LOCAL TAXES COMBINED)

\$75.7B
IN TOTAL
ECONOMIC
IMPACT

 RAPID CITY, SOUTH DAKOTA

FY24 Financial Statements Audit Status

- ❑ KPMG has completed the FY24 Financial Statement Audit.
- ❑ Unmodified opinion issued by KPMG.
- ❑ No material weaknesses and no significant deficiencies in internal control were identified.
- ❑ The audit report was issued on February 3, 2025.
- ❑ The audit report was presented to the Audit Committee on March 20, 2025.



FINANCIAL REPORT

U.S. Travel Association | Brand USA

USA
VisitTheUSA.com

Brand USA

| FY25 FINANCIAL HIGHLIGHTS

\$48.0M

Total YTD Revenue

\$36.1M

Cash Contributions

\$10.8M

In-Kind Contributions

\$1.1M

Sponsorships



| FY25 FINANCIAL HIGHLIGHTS

\$81.6M

Total YTD Expenses

CASH RESERVES REMAIN STRONG

TRAVEL PROMOTION FUND

- On track to meet ESTA Match





CEO REPORT

TRAVEL LANDSCAPE

RESILIENCE





FY25 HIGHLIGHTS

USA Travel Association | Brand USA

USA
VisitTheUSA.com

Brand USA

Innovation & AI Strategy



GOAL

Widen the United States' competitive edge as the world's premier long-haul travel destination through AI innovation.

OBJECTIVE

Lead the global tourism industry in AI adoption and innovation, creating opportunities that benefit destinations and businesses of all sizes across the USA.

INDUSTRY EMPOWERMENT

Enable tourism businesses and destinations across America to harness AI effectively through education, tools, and resources

TRAVELER EXPERIENCE ENHANCEMENT

Pioneer AI solutions that make exploring the USA personalized, seamless, and memorable for international visitors

OPERATIONAL EXCELLENCE

Drive efficiency and innovation in tourism promotion through AI-powered marketing, analytics, and decision-making tools



GLOBAL ACTIVITY

MEXICO MISSION

January 13 - 17, 2025

25

U.S. partners composed of 22 destinations, 2 attractions, and 1 DMC

75

Buyers from 3 cities in Mexico

1850+

Travel trade meetings

35

Media articles and 10 interviews



INDIA MISSION

January 19-24, 2025

48

U.S. partners who participated
in **3** tracks: Trade, Media, and CEO

92

Buyers from **16** cities in India

3000+

Travel trade meetings

31

Media members participated
in **264** meetings



AUSTRALIA B2B & NEW ZEALAND EXPOS

February 10 - 13, 2025

44

Exhibiting U.S. companies at the
New Zealand Expos

332

Travel agents at the
New Zealand Expos

59

U.S. exhibitors person in Australia

36

Buyer organizations in Australia

1000+

B2B appointments in Australia



BRAND USA SOUTH AMERICA SALES MISSION

Colombia & Brazil | March 17 - 21, 2025

18

Company partners
presented products

64

Trade from 10 cities

1,200

Business meetings

PANROTAS 51

Brand USA reúne operadores em
Sales Mission no Brasil; veja fotos

Esta é a segunda etapa do evento, que aconteceu primeiramente na Colômbia



O **Brand USA** está no Brasil para uma Sales Mission com operadores de Turismo (hoje, 20) e agentes de viagens (amanhã, 21), em São Paulo. Esta é a segunda etapa do evento, que aconteceu primeiramente na Colômbia.

Para tanto, a entidade de promoção do Turismo dos Estados Unidos convocou uma delegação de 18 parceiros diversos para apresentar seus diferenciais ao mercado brasileiro, que já é [destaque em emissões neste 2025](#).



Brand USA

TOKYO MLB EVENTS

US Tourism Organizations Travel to Japan for 2025 MLB Tokyo Series

Mar 20, 2025 SHARE X in



TOKYO (March 20, 2025) — Over the last week, multiple United States destination marketing organizations collaborated to leverage the 2025 MLB World Tour: Tokyo Series to promote the American markets featured in the Cubs vs. Dodgers series. Brand USA, Choose Chicago, the Illinois Office of Tourism, Los Angeles Tourism & Convention Board, and Visit California, in partnership with the Chicago Cubs, Los Angeles Dodgers, and MLB Tourism, traveled to Tokyo to drive future visitation from Japan to the United States by collectively engaging with travel agents and operators as well as travel and lifestyle media and influencers.

"The MLB Tokyo Series is a showcase of the connection between Japan and the United States, uniting sports and travel in a powerful way," said Fred Olson, President and CEO of Brand USA. "As we celebrate U.S.-Japan Tourism Year and Japan's recent inclusion in the Global Entry program, this collaboration highlights the incredible opportunities for Japanese visitors to experience America's vibrant sports culture with greater ease. The U.S. offers endless possibilities for fans looking to combine their love of the game with unforgettable road trips, legendary stadiums and ballparks, renowned theme parks, and so much more."

"We were thrilled to collaborate with our partners to bring our Chicago Style to Tokyo, in partnership with our counterparts across the country," said Rich Gamble, Interim President and CEO of Choose Chicago. "This was a strategic opportunity to work together to uplift all our destinations and take advantage of this chance to attract visitors from a key market. Choose Chicago leveraged this sales mission to share all that Japanese travel trade professionals, media and influencers can expect when they visit Chicago throughout the year as well as for BW 2025 this June."



YOU'RE INVITED!

MLB WORLD TOUR TOKYO SERIES



HOSTED BY



CHICAGO
CHOOSE CHICAGO

enjoy
illinois

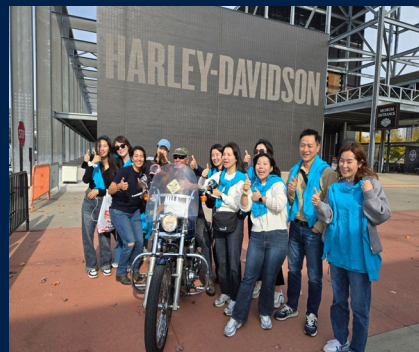
Los Angeles

visit
California



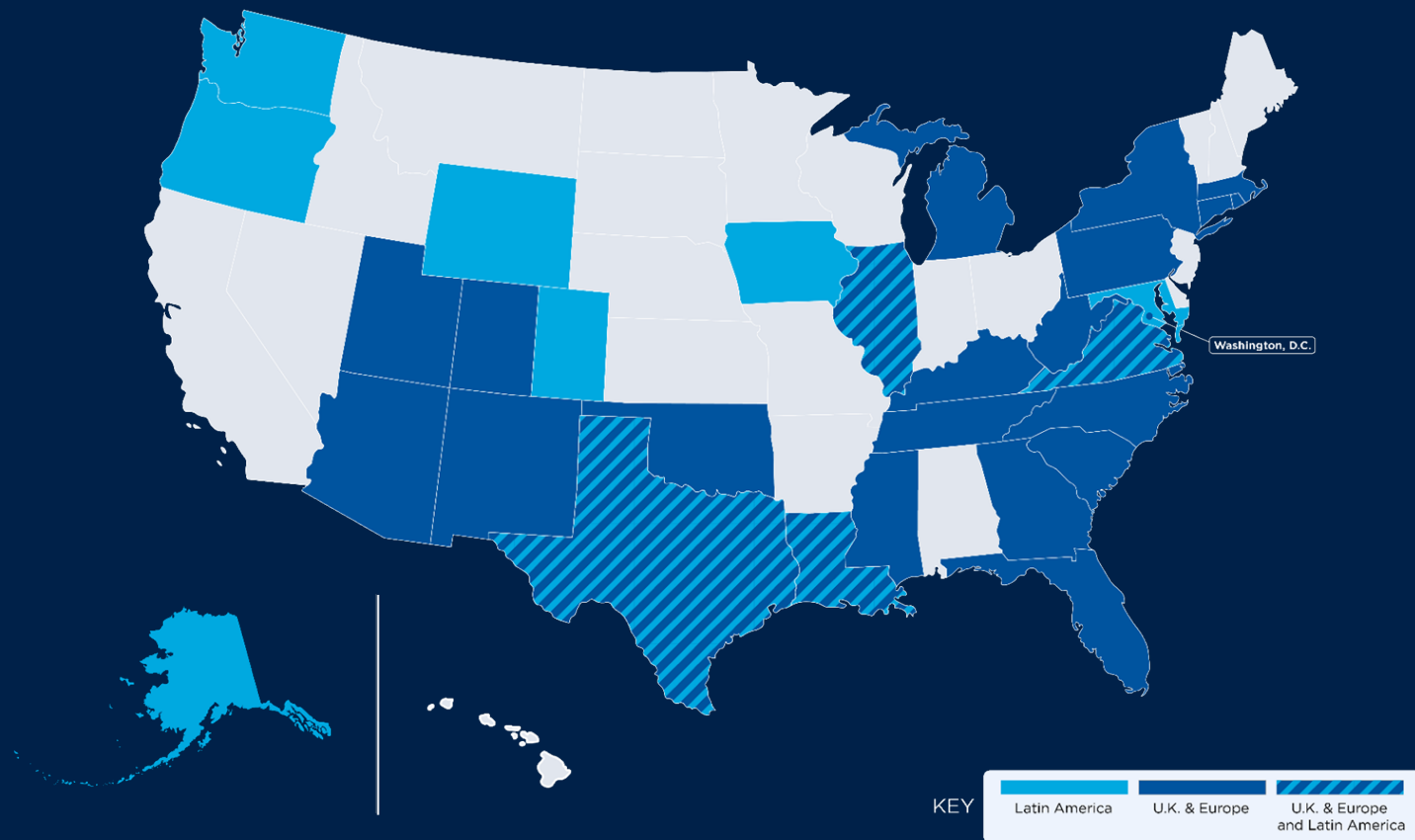


MegaFams



Brand USA

2 MegaFams, 17 itineraries, 30+ destinations



| THE GREAT USA ROAD TRIP - EUROPE



THE GREAT USA ROAD TRIP - EUROPE



Brand USA Celebrates Its First European Roadshow: The Great USA Road Trip

Mar 26, 2025 SHARE



MADRID (March 24, 2025) — [Brand USA](#), the destination marketing organization for the United States has launched its first roadshow in Europe: The Great USA Road Trip Europe. This initiative, framed within the celebration of the legendary Route 66's centennial in 2026, will travel across multiple European cities to bring the experience of road trips in the U.S. closer to key tourism industry partners in Europe. This exciting journey is made possible with the support of United Airlines, the lead global airline sponsor.

The first stop of this exciting journey took place in Madrid at Espacio Jorge Juan, where more than 100 journalists and industry professionals, including tour operators and travel agencies, gathered to learn more about U.S. travel opportunities. The Roadshow will then continue through Italy, Switzerland, Germany, the Netherlands, France, Ireland, and the United Kingdom between March 24 and April 3, 2025.

"This Roadshow not only celebrates the spirit of the great American road trip but also strengthens connections between our destinations and European travelers seeking unique experiences in the United States," said Chris Heywood, Senior Vice President, Public Relations and Chief Communications Officer at Brand USA. "I invite visitors from Europe to discover the beauty of the U.S. as we reinforce its positioning as a diverse and accessible destination, highlighting the authenticity of its experiences—from iconic road trips to dynamic cities and stunning natural landscapes."

"United Airlines is excited to partner with Brand USA in launching The Great USA Road Trip Europe campaign, showcasing some of the most famous routes and scenic roadways across the U.S.," said Thornton Lettrini, Director Sales, Continental Europe, Middle East, Africa, Israel and India at United Airlines. "United offers customers more nonstop flights from Europe to the United States than any other airline. Once in the U.S., customers can connect to more than 200 destinations on United's network through its hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C., providing travellers with the opportunity to see and experience more of America."

ALBUQUERQUE
CHANGE YOUR PERSPECTIVE

visit.
California

CHICAGO
CHOOSE CHICAGO

CRUISE
AMERICA

Love
FBGTX

NEW MEXICO
TRUE

VISIT
OKLAHOMA CITY
— THE MODERN FRONTIER —

SANTA MONICA
TRAVEL & TOURISM

TRAVEL TEXAS

VISIT
TULSA

visit.
California

Flagstaff
Arizona's destination for all seasons

GRAPEVINE
VINTAGE TEXAS

enjoy
illinois

MIAMI
GREATER MIAMI & MIAMI BEACH

VISIT
PASADENA

SALT LAKE

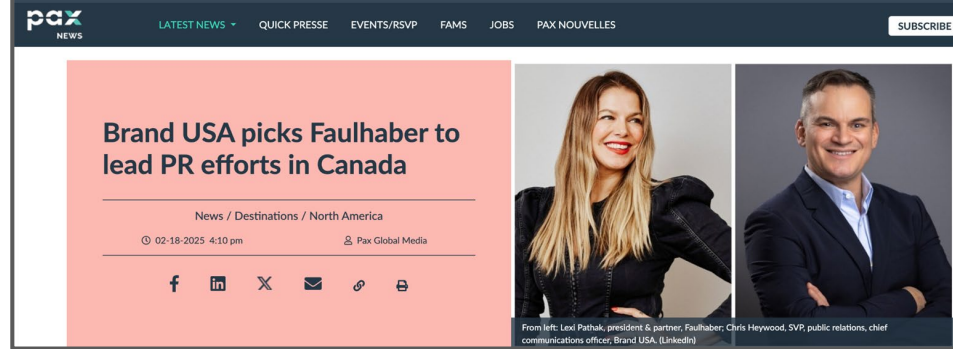
VISIT
SPRINGFIELD
MISSOURI

TRAVEL TEXAS

USA
VisitTheUSA.com
Brand USA

Brand USA in Canada

- **PR Activity**
 - 1:1 Media Desksides
 - Faulhaber, Agency of Record
- **Trade Activity**
 - **Virtuoso Forum**
 - Quebec City
 - March 5-6
 - **Virtuoso On Tour Canada**
 - Vancouver
 - April 1- 2
 - **Canada Connect East**
 - Toronto & Montreal
 - April 28 - May 2
 - **Canada Connect West**
 - Calgary, Edmonton, & Vancouver May 20 - 23



» TORONTO STAR «

THE GLOBE AND MAIL

TRAVEL  PRESS

travelweek

 OpenJaw News & Views for Travel Influencers

NATIONAL POST



EXPANDING OUR REACH

USA Travel Association | 2020 | 10.10.2020

USA
VisitTheUSA.com

Brand USA

Proliferating Positive Storytelling

Welcome to our Press Room

Learn about some of the exciting events, cultural celebrations, new attractions, travel updates and current hotel information across the nation and territories [here](#).

Recent Press Releases

NEWS RELEASE

Brand USA Celebrates Its First European Roadshow: The Great USA R...

NEWS RELEASE

U.S. Tourism Organizations Travel to Japan for 2025 MLB Tokyo Super...

NEWS RELEASE

Brand USA Invites Travelers to Discover the Best of the USA This ...

NEWS RELEASE

Brand USA Announces Faulhaber as its New Public Relations Agency ...

Brand USA Highlights Sampling of What's New in the USA in 2025

10/19/2025

WASHINGTON, D.C. (October 9, 2025) – Explore the culture tradition of [National Parks](#) [Dollywood](#) [Chesapeake](#) with the latest data from around the globe [Brand USA](#) and visit Universal Orlando's new [EPCOT](#) [Disney](#) [Walt](#) [Disney](#) [World](#).

These attractions and events, along with many others, make 2025 truly exciting year to visit the USA. "Whether you're on a road trip, exploring our spectacular landscapes and diverse history of leading a theme park, sports event or museum, there's never been a better time to explore the USA," said Fred Dixon, president and CEO of [Brand USA](#), the nation's destination marketing organization.

NEW ATTRACTIONS AND LODGING UNIVERSAL, DISNEY AND MORE

Brand USA Invites Travelers to Discover the Best of the USA This Spring and Summer

10/10/2025

WASHINGTON, D.C. (March 10, 2025) – A [road to the United States](#) in the spring (March-May) or summertime (June-August) means the chance to see the country in full bloom. Destinations and attractions blossom with new and exciting activities, events, and fun things to do throughout the shoulder and peak travel seasons. From hopping in a car or on a train far far away, the chance to see the country in its natural beauty of the day, or wonders of the night at state parks, there are plenty of opportunities to create the perfect trip to the U.S. in 2025, whether you're traveling solo, with friends, or the whole family.

"The USA is a year-round destination, but spring and summer offer an unparalleled opportunity to explore the country at its most vibrant. From breathtaking landscapes to world-class events, this is the perfect time to visit. We invite travelers from around the world to experience the best of the USA this season," said Fred Dixon, president and CEO of [Brand USA](#), the nation's destination marketing organization.

PLACES TO VISIT

WELCOME (READY) TO LOS ANGELES & WESTERN NORTH CAROLINA

Brand USA Names Leah Chandler as Chief Marketing Officer to Drive Global Tourism Growth

11/15/25, February 14, 2025

Brand USA, the nation's destination marketing organization, has appointed Leah Chandler, CDME, as its new Chief Marketing Officer, effective March 17. With over 20 years of experience in branding, advertising, and destination marketing, Chandler will lead Brand USA's global marketing strategy, enhancing the country's position as a premier travel destination.

"Leah's deep expertise in destination marketing and leadership will be instrumental in expanding global brand awareness and strengthening the USA's position as the world's top aspirational travel destination," said Fred Dixon, President and CEO of Brand USA.

Brand USA reúne operadores em Sales Mission no Brasil; veja fotos

Esta é a segunda etapa do evento, que aconteceu primeiramente na Colômbia

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United States: Brand USA presents the best ski destinations

A unique variety of ski areas in the country

Forbes

«The Great USA Road Trip»: arranca en Madrid la gira promocional europea de Brand USA

El road show, que visitará varias capitales europeas, presentó a medios de comunicación y agentes del sector turístico las principales novedades de Estados Unidos como destino turístico.

Con oltre 20 anni di esperienza nel branding, nella pubblicità e nel marketing del settore di viaggi e turismo, Chandler si occuperà delle strategie di promozione di Brand Usa, per spingere i viaggi internazionali verso gli Stati Uniti attraverso campagne innovative e rafforzando la presenza del Paese come destinazione globale d'eccellenza. Chandler supervisionerà le attività di branding, pubblicità, creazione di contenuti, ricerca e digital marketing dell'organizzazione.

"Sono entusiasta di accogliere Leah nel team di Brand Usa come chief marketing officer", ha dichiarato Fred Dixon, presidente e coo di Brand Usa. "La sua vasta esperienza nel destination marketing e nella leadership darà un contributo significativo alle nostre strategie di marketing a lungo termine, contribuendo ad espandere la notorietà del brand a livello globale e a rafforzare la posizione degli Stati Uniti come principale meta di viaggio nel mondo".



Upcoming Activities

- **IMEX, Frankfurt**, May 20-23
- **IPW, Chicago**, June 16 - 18
- **Korea and Japan Sales Mission**, July 21-25
- **Great USA Road Trip in Australia**, July 29-31
- **Great USA Road Trip in Mexico**, August 11-15
- **Chile and Argentina Sales Mission**, August 18-22
- **Discover America Nordic Roadshow**, October 14 - 16
- **Travel Week U.K. & Europe 2025**, October 20 - 23

FY25 Partner Program Participation Total

10/1/24-2/28/25

[Spring Program Results Pending Completion, Not Included]



TOTAL
PARTNER
PARTICIPATIONS

1,568



TOTAL
UNIQUE PARTNERS

352



AVERAGE
PARTICIPATIONS PER
PARTNER

3.84



NUMBER OF
UNIQUE PROGRAMS
OFFERED

58



TOTAL
IMPRESSIONS

394M+



TOTAL
ATTRIBUTABLE
BOOKINGS

\$45.9M+

INTEGRATING PARTNERS IN PLANNING + COMMUNICATION

In Person Events

February 2025:
DMO Industry Input
Session

June 2025: IPW

July 2025:
Destinations
International
Annual Convention

August 2025: ESTO

Focused Virtual Discussions

Business Events (MICE)
Brand Development

2026 Events
Corporate Partner Engagement

Regional Marketing
Airline Partnerships

Brand USA

2026 Year of Celebrations

THE USA FRONT AND CENTER ON THE WORLD STAGE

A photograph of a long, straight asphalt road with yellow dashed lines, stretching into the distance through a dry, orange-brown desert landscape. In the background, several snow-capped mountains are visible under a clear blue sky.

Route 66 Centennial

A photograph of a vast, flat, green grassy field, likely a soccer pitch, under bright sunlight. The grass is a vibrant green, and the field extends to the horizon.

World Cup

A photograph of a large firework exploding in the night sky. The firework has multiple colors, including red, green, and white, and is surrounded by a dark, starry background.

America250



Thank You.



Adjourn.

CONSUMER

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