



Leading the Future of U.S. Inbound Travel

Fred Dixon, President & CEO Brand USA





Brand USA Trade Team Members



Jackie Ennis
Vice President,
Global Trade Development



Lisa Tejada
Senior Manager,
Global Trade Development

Planning for Tomorrow





Brand USA Leadership Team



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



Jake Conte

Senior Vice President,
General Counsel



Chris Heywood

Senior Vice President,
Public Relations & Chief
Communications Officer



Monica Lopez

Chief of Staff & Culture



Don Richardson

Chief Financial, Diversity & Inclusion
Officer



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Innovation & Chief AI Officer



Malcolm Smith

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



**Aaron Wodin-
Schwartz**

Chief Corporate Affairs Officer

Global Communications



AI and Innovation



Strategic Partnerships



Trade and Product Development



Meetings and Incentives





SALT LAKE CITY
UTAH 2034

Olympic & Paralympic
Winter Games Host

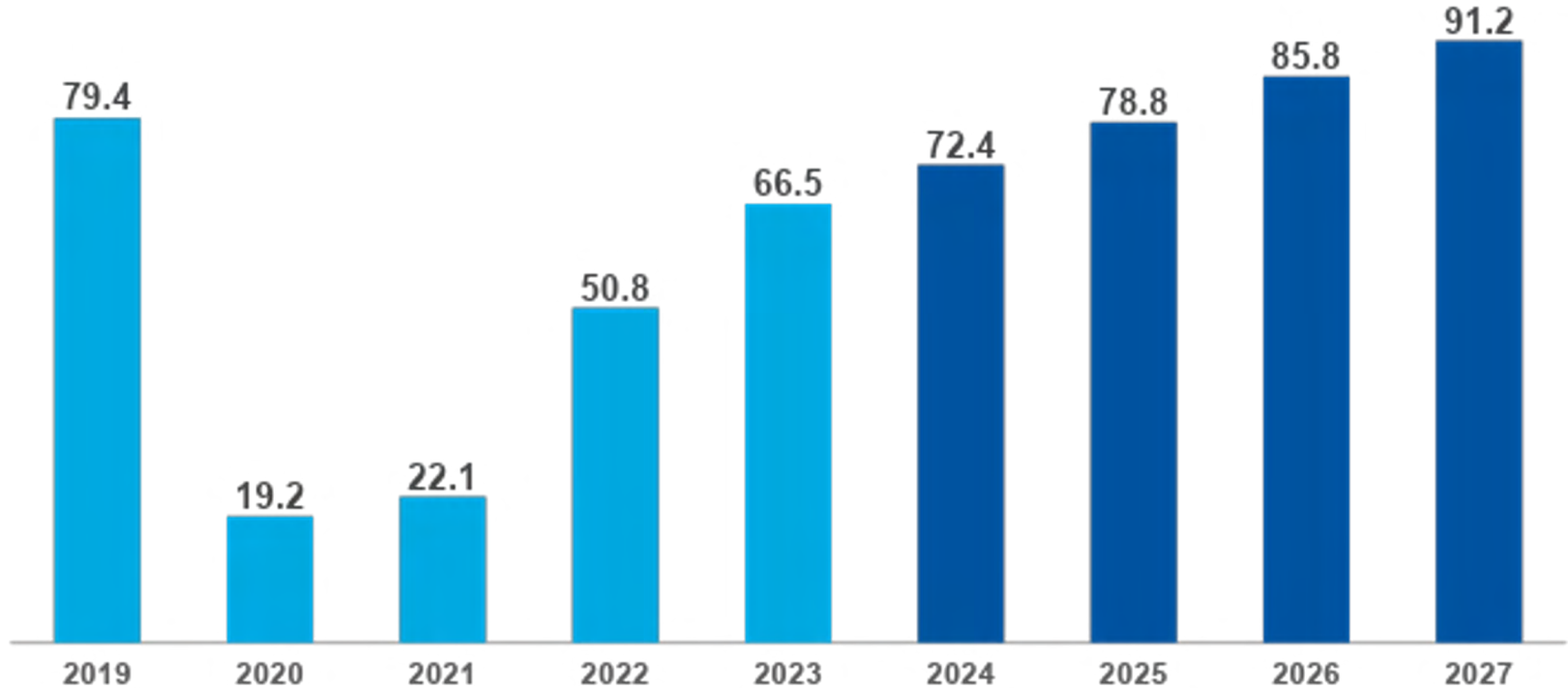


U.S. Inbound Travel Landscape



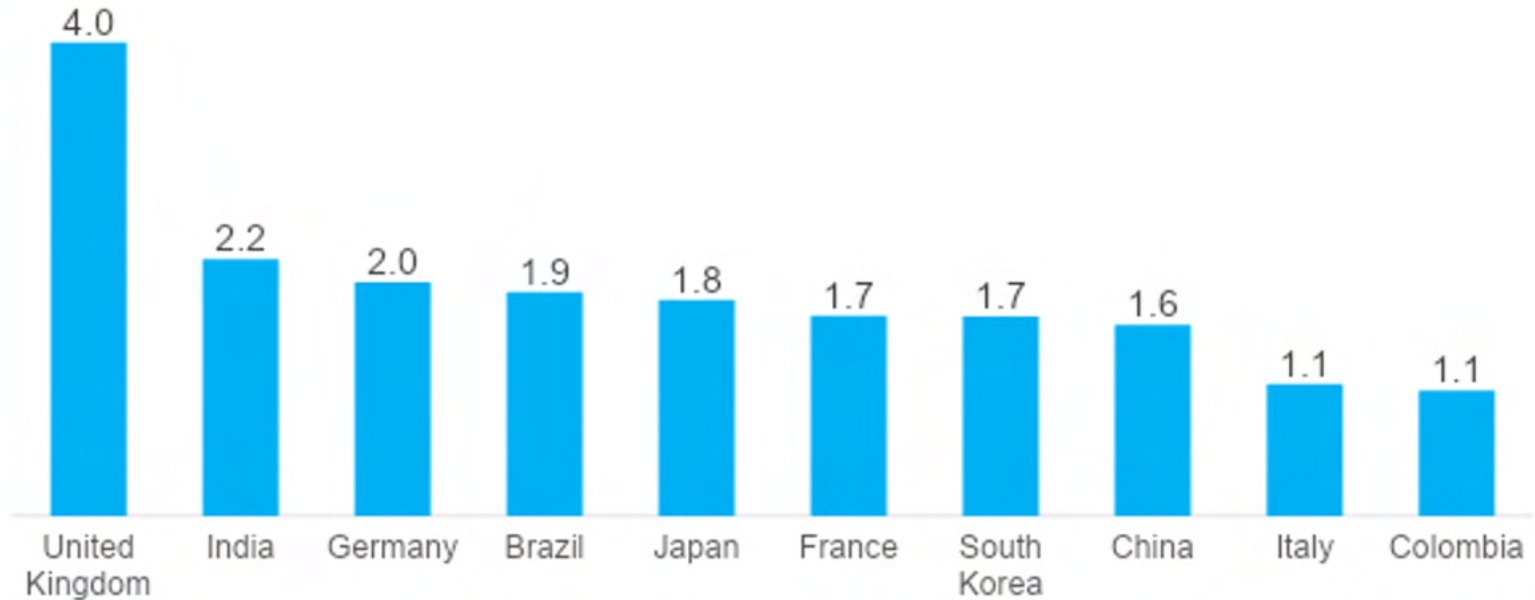
U.S. Inbound Travel Forecast

Visitation in millions



2024 Inbound Arrivals to the USA

Visitation in millions





Travel & Tourism Spending

\$254B

2024

+12.4%

vs. 2023

\$694M

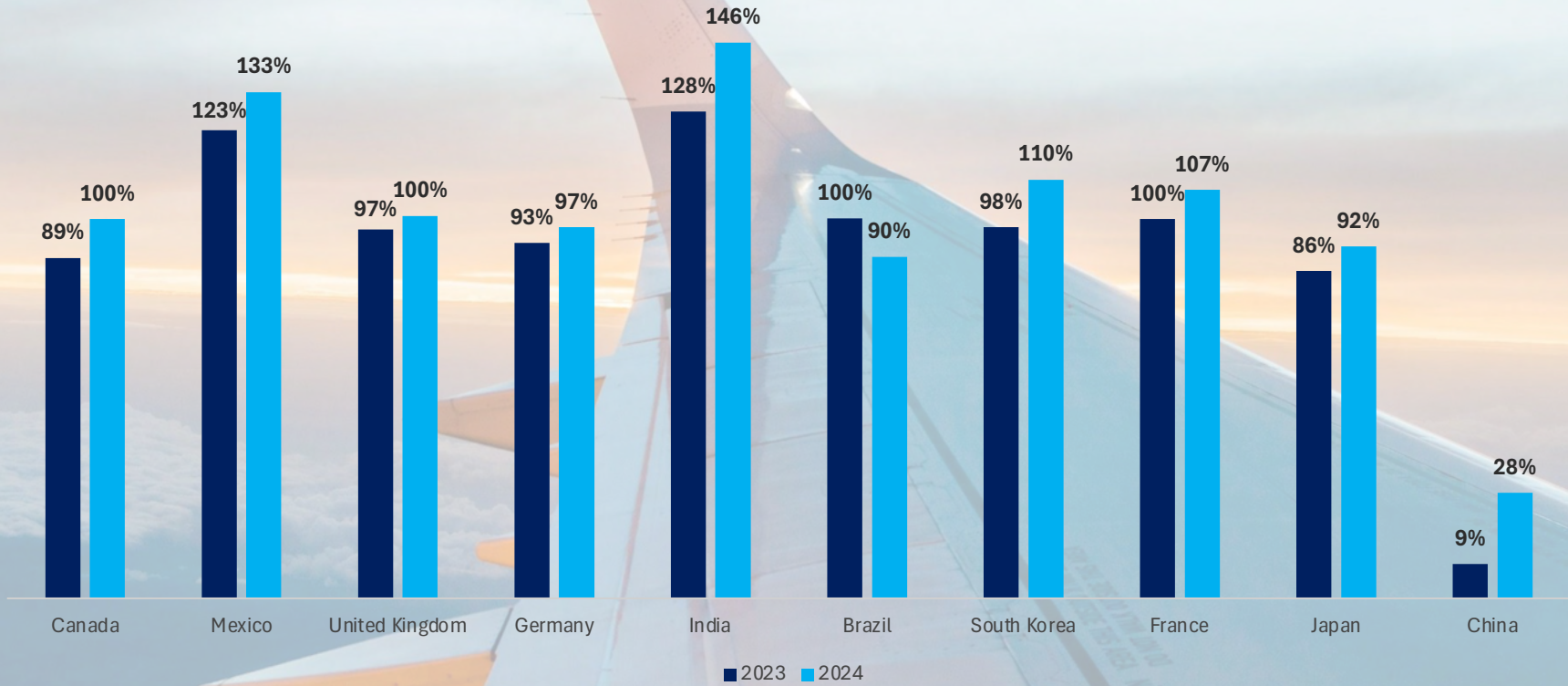
Per day





Seat Capacity from Top 10 Inbound Markets vs. 2019

Nonstop seat capacity as % of 2019

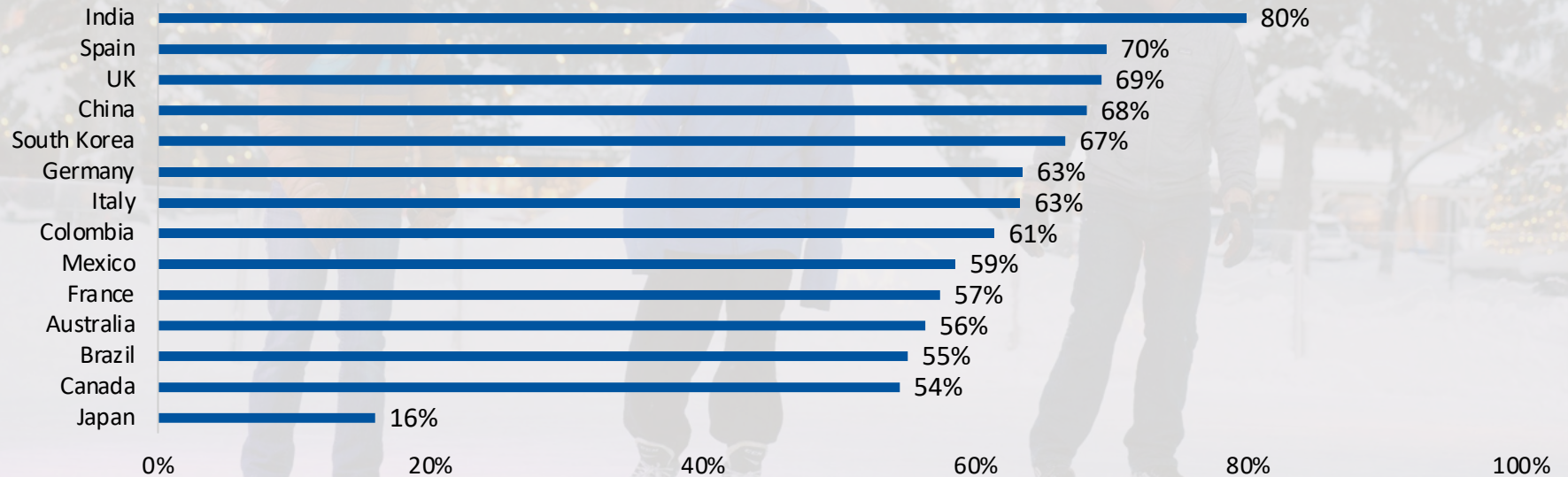


■ 2023 ■ 2024

Likelihood to Travel Internationally in the Next 12 Months

2024 (January – December)

(% Very or Somewhat Likely)

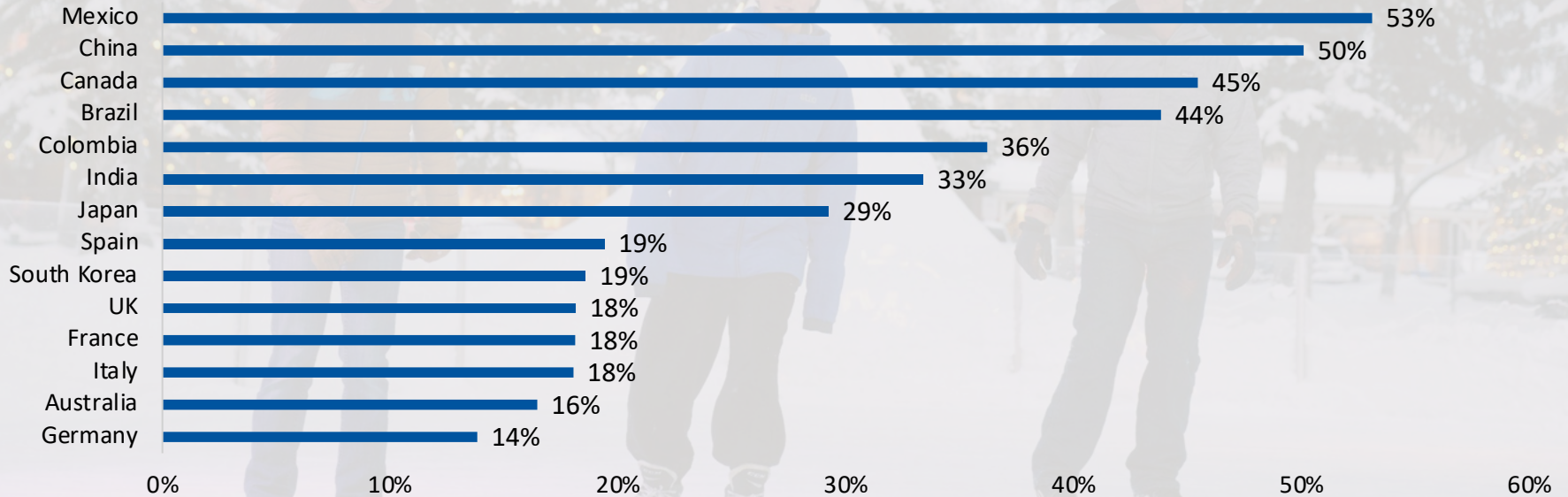


Q: How likely are you to take an international holiday in the NEXT 12 MONTHS?
Base: All respondents, N=162,903

Source: Brand USA/Big Village's Caravan Omnibus Study
2024 (January – December)

Likelihood to Travel to the USA in the Next 12 Months

2024 (January – December)



Q: In the NEXT 12 MONTHS, what country or countries will you visit on your international holiday(s)? - % United States
Base: Respondents who are likely to take an international holiday in the next 12 months, N=97,311

Source: Brand USA/Big Village's Caravan Omnibus Study
2024 (January – December)



The USA is the #1 Long-Haul Destination

January – December 2024

Rank	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Spain	UK
1	N. Zealand	USA	USA	Spain	Italy	Australia	Spain	S. Korea	USA	Italy	Spain
2	Japan	Mexico	Japan	Italy	Spain	UAE	France	USA	Canada	France	Italy
3	UK	Italy	France	USA	Greece	USA	USA	Australia	Spain	Portugal	France
4	USA	France	Australia	Portugal	France	Thailand	Greece	Thailand	Japan	USA	USA
5	Italy	UK	S. Korea	Morocco	USA	Canada	UK	France	Colombia	UK	Greece

An aerial photograph of a resort pool deck. The pool is large and rectangular, with a blue roof structure extending over a portion of it. The deck is filled with blue lounge chairs and umbrellas. In the background, there is a beach, the ocean, and a city skyline under a clear blue sky.

Brand USA + Global Trade

The Value of the Travel Trade



Global Trade Update

Toolkits

Browse assets to help you build travel packages

[View more](#)

Welcome to the official resource for USA Travel Trade planning!

Find inspiration and information to help you book more travel to the USA! Browse robust regional and themed itineraries, beginning in key gateway cities and exploring beyond them to discover both iconic landmarks and hidden gems.





Global presence in 15 markets and growing



Brand USA Sales Missions, B2Bs, and Roadshows



Upcoming Trade Events FY25

February 10-11

New Zealand Expos

February 13

Australia B2B

March 17-21

South America Mission

March 23- 28

The Great USA Road Trip Europe:
Spain, Italy, Switzerland, & Germany

March 30 – April 4

The Great USA Road Trip Europe:
Netherlands, France, Ireland, U.K

April 1 - 8

Latin America MegaFam

April 28-May 2

Canada Connect East

May 11 – 19

UK/Europe MegaFam

May 20-23

Canada Connect West

July 21-25

Japan & Korea Sales Mission

September 25-October 2

Germany MegaFam

The "Great USA Road Trip" Campaign



A photograph of the Route 66 Museum at night. The building's facade is lit up with a large, glowing neon sign that reads "Route 66 Museum". The sign is in a stylized, cursive font. In the foreground, the rear of a classic red car is visible, with its taillight and bumper illuminated. The museum's windows show a yellow classic car on display inside. The overall scene is set against a dark blue twilight sky.

HISTORIC ROUTE 66 – CURIOS, PIT STOPS AND DINERS

ILLINOIS – MISSOURI – KANSAS – OKLAHOMA – TEXAS – NEW MEXICO – ARIZONA – CALIFORNIA

USA

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ROAD
TRIPS
USA

Explore All Itineraries



Self-drive

Four Corners - National Parks and Cultural Treasures [↓](#)

Enjoy rugged Western landscapes and world-famous canyon vistas as you adventure across four national parks.

[Find images & videos](#)



Self-drive

Wild West: Cowboys, Country Music and Barbecue [↓](#)

Discover cowboy culture, country music and unforgettable food on an epic Wild West-themed road trip through five U.S. states

[Find images & videos](#)



Self-drive

Historic Route 66 – Curios, Pit Stops and Diners [↓](#)

Explore one of the USA's most iconic roads on a tour of classic Americana

[Find images & videos](#)



Self-drive

At the Movies – Southern Sights [↓](#)

Experience movie magic on a road trip through five Southeastern states.

[Find images & videos](#)



Self-drive

Country Roads – Byways, Waterfalls and Adventure [↓](#)

Take a scenic road trip to visit historic places in West Virginia and five other U.S. states.

[Find images & videos](#)



Self-drive

Secret Trails – Back Roads, Beaches and Bayous [↓](#)

Take a road trip through Texas and Louisiana to discover breathtaking scenery, must-see attractions and exciting cities.

[Find images & videos](#)



Self-drive

Oregon Trail and the Wild West [↓](#)

Take a road trip through seven states following the Oregon Trail from Missouri through the Wild West to coastal Oregon.

[Find images & videos](#)

[Booking Information](#)



Self-drive

The Mayflower and the Atlantic Colonies [↓](#)

Travel the eastern USA and visit places where the country's first settlers made history in the Mayflower and Atlantic Colonies.

[Find images & videos](#)

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Explore All Itineraries



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Oregon Trail and the Wild West

Receptive Tour Operators:

7M Tours



AlliedTPro



American Executive



Bonotel Exclusive Travel



G2 Travel



Personal RGE Tours & Travel Inc.



Rocky Mountain Holiday Tours



America 4 You



AmericanTours International LLC



Go West



Travelco USA, Inc.



Tours4Fun





Tour Operator Co-Ops



Red Carpet Travels

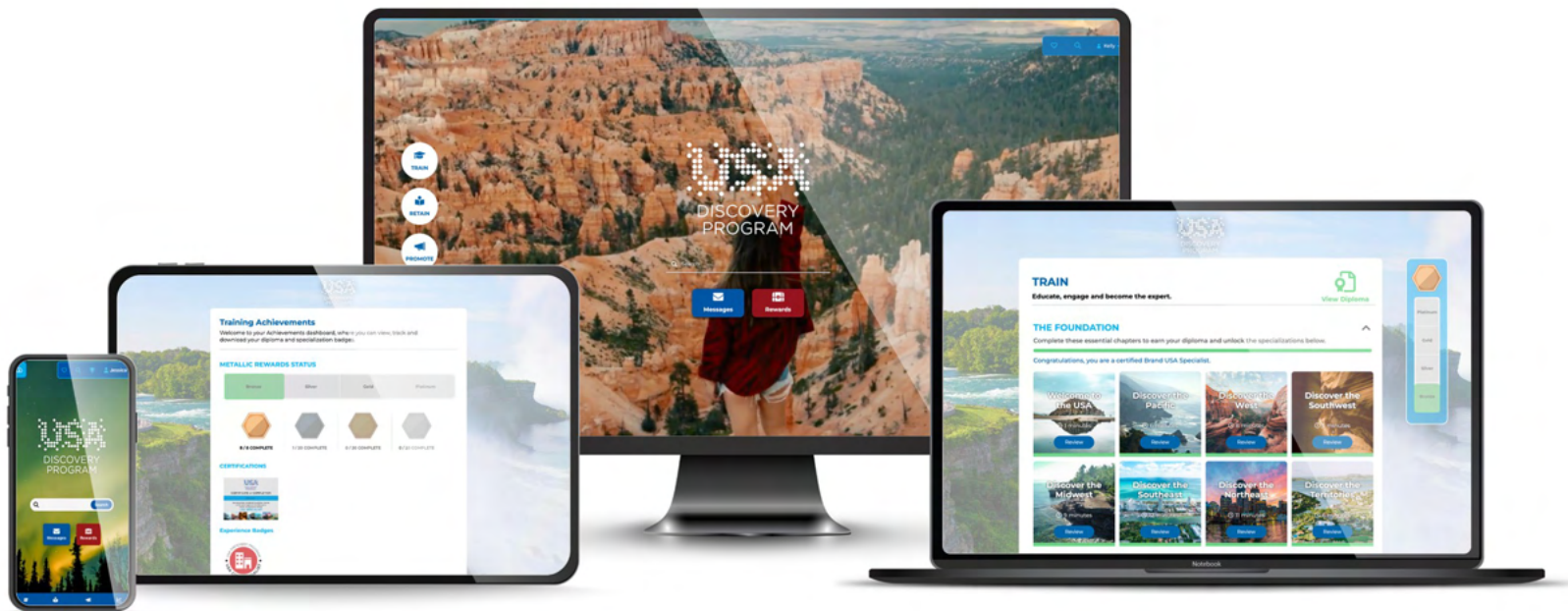


Airline Partnerships





The new **USA Discovery Program** is the official training and travel resources platform of the United States of America, created for the global travel advisor.



USADISCOVERYPROGRAM.COM

POWERED BY **TravPRO**
mobile

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