NEWS RELEASE

Brand USA and U.S. Customs and Border Protection Bring Global Entry Mobile Enrollment to Japan and South Korea, Enhancing Travel for Visitors

August 20, 2024

WASHINGTON, D.C. (August 20, 2024) — During recent sales missions to Japan and South Korea, Brand USA, the United States' destination marketing organization, in collaboration with U.S. Customs and Border Protection (CBP), successfully facilitated nearly 800 Global Entry mobile enrollment interviews that enabled travelers to complete their membership. This initiative will help to promote travel from Japan and South Korea to the United States by streamlining the entry process through Global Entry, CBP's premier Trusted Traveler Program.

"This collaboration showcases the strong commitment of both the public and private sectors to elevating the travel experience for international visitors. Through our efforts in Japan and South Korea, we are extending a warm invitation to visit, finding innovative ways to communicate U.S. travel policies, and keeping the USA top of mind for international travelers," said Aaron Wodin-Schwartz, chief corporate affairs officer at Brand USA

As part of the U.S.-Japan Tourism Year, a collaborative effort to boost travel between the two nations, the efforts in Japan underscored the importance of the market to the U.S. tourism industry. According to data released by the National Travel and Tourism Office, as of June 2024, more than 800 thousand Japanese travelers have visited the USA, a 47 percent increase over 2023. Japanese travelers historically represent a significant segment of international visitors to the United States.

"As the United States and Japan promote travel, tourism, and cultural exchanges during the U.S.-Japan Tourism year, this is a celebratory milestone in making the travel experience easier and safer for visitors to the United States, and also reflects the positive impact public-private sector collaboration across borders in this sector can have in communities and economies in both of our countries," said Deputy Assistant Secretary for Travel and Tourism Alex Lasry.

The Global Entry program allows expedited clearance for pre-approved, low-risk travelers upon arrival in the United States. Individuals approved for Global Entry will enjoy efficient processing times at U.S. airports, making their travel experience more seamless and enjoyable.

"CBP is excited to partner with Brand USA to inform travelers about our latest innovation efforts and expand membership into Global Entry," said Diane J. Sabatino, Acting Executive Assistant Commissioner, Office of Field Operations, U.S. Customs and Border Protection. "We will continue to test new technologies and processes to ensure our Trusted Travelers have a premium entry experience into the United States."

CBP officers conducted in-person interviews with travelers who had completed the online Global Entry application process. This initiative provided a convenient opportunity for leisure, business, and student travelers from across the region to complete enrollment without traveling to the United States for the interview.

Brand USA and its federal partners are discussing additional opportunities in the future to bring this opportunity to additional markets. More information about the Global Entry program is available at the U.S. Customs and Border Protection website.

The sales missions to Japan and South Korea served as a platform for U.S. partners to engage with key travel trade professionals through seminars, meetings, and presentations across Osaka, Tokyo, Seoul, and Busan. These efforts resulted in over 1,200 one-on-one business meetings, strengthening relationships and expanding U.S. tourism product offerings in these key markets.

###

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

Andrew Felts
Senior Manager, Media Relations & Communications