BRAND USA

NEWS RELEASE

Brand USA announces the launch of Global Entry in Japan, marking a key milestone in U.S.-Japan Tourism Year

December 09, 2024

TOKYO, JAPAN (December 9, 2024) — Brand USA, the destination marketing organization for the United States, is excited to announce that Japan has officially joined the Global Entry program of U.S. Customs and Border Protection (CBP) as its 18th partner country, effective November 26, 2024. This significant milestone highlights the importance of the Japanese travel market to the United States and reinforces the shared commitment of both nations to ensure secure, efficient travel while deepening economic, cultural, and tourism ties.

“We are thrilled to welcome Japan as an official Global Entry partner,” said Fred Dixon, President and Chief Executive Officer of Brand USA. “This milestone reflects the deep bond between our two countries and ensures a more seamless travel experience for Japanese visitors. As we continue to welcome more Japanese travelers to explore the U.S., we are excited to further strengthen our cultural and economic connections while enhancing the overall visitor experience.”

The Global Entry program offers pre-vetted, low-risk Japanese citizens expedited processing through U.S. customs and immigration, enhancing their travel experience by reducing wait times. This initiative supports bilateral trade, tourism, and cultural exchanges while maintaining robust security measures.

“CBP is excited to add Japan as a full partner country to Global Entry, our Premier Trusted Travel Program, for secure, seamless entry to the United States,“ said Diane J. Sabatino, Acting Executive Assistant Commissioner, Office of Field Operations, U.S. Customs and Border Protection. “As part of our airport modernization efforts, Global Entry members will experience the latest security and technology enhancements for identity verification in air travel while this strong partnership serves to strengthen diplomatic and economic ties between the United States and Japan.”

As part of U.S.-Japan Tourism Year (January 2024–March 2025), Brand USA partnered with CBP this past summer to promote Global Entry as a key initiative to revitalize post-pandemic travel and strengthen ties between the two nations. During Brand USA’s Sales Missions to Japan and South Korea in July this year, Brand USA and CBP facilitated nearly 800 Global Entry mobile enrollment interviews, offering in-person interviews conducted by CBP officers. Conventionally, the Global Entry program mandates interviews at CBP Enrollment Centers or U.S. airports offering Enrollment on Arrival (EoA). However, mobile enrollment interviews were introduced to enable applicants to complete the process in Japan and Republic of Korea.

The Global Entry Program for Japan was first launched as a pilot program in 2015. Initially, it was available to Japanese citizens under limited conditions, requiring a promotion code and imposing a cap on the number of participants. Now that Japan has become an official Global Entry partner, these restrictions have been removed — promotion codes are no longer required, and the cap on applicants has been lifted. Japanese travelers can now apply for Global Entry via the Trusted Traveler Program website, where Japanese can create an account, pay a $120 non-refundable fee, and launch a screening process. Once the online application is completed, applicants can schedule an interview with CBP at select airports or complete the process using the Enrollment on Arrival (EoA) program. Membership is valid for five years.

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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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