NEWS RELEASE

Brand USA Partners with Interamerican Network to Strengthen Tourism Promotion in Brazil

December 18, 2024

WASHINGTON, D.C. (December 17, 2024) — Brand USA, the destination marketing organization for the United States, has selected Interamerican Network as its official representative in Brazil for public relations and travel trade services, beginning January 2025.

Interamerican Network is a public relations and marketing agency specializing in the travel and tourism industry. The agency will collaborate with Brand USA to spotlight the diversity of U.S. destinations and experiences and implement the strategic vision laid out by Brand USA's expanded leadership team.

"Our expanded leadership team is working to develop innovative strategies to grow U.S. market share, strengthen our organization, and create new opportunities for the travel industry," said Fred Dixon, President and CEO of Brand USA. "This collaboration with Interamerican Network reflects our ongoing commitment to engaging international travelers and showcasing the extraordinary experiences the United States offers."

Brazil continues to be a key market for U.S. tourism. In 2023, 1.6 million Brazilians visited the USA, contributing $8.3 billion to the economy. As of November 2024, visitation had risen 18% year-over-year to 1.68 million visitors, with a full-year forecast of 1.8 million travelers.

"This is a pivotal moment to elevate lesser-known, beyond the gateway destinations and showcase the extraordinary diversity of experiences the United States offers. By utilizing strategic storytelling and media engagement, we aim to enhance the USA's dynamic appeal to Brazilian travelers." said Chris Heywood, SVP of Public Relations and Chief Communications Officer.

Malcolm Smith, SVP, Global Markets and Chief Trade and Product Development Officer at Brand USA, added: "This partnership presents an incredible opportunity to deepen our engagement with Brazil's travel trade industry by fostering stronger relationships with key stakeholders and will allow us to better showcase product that resonates with Brazilian travelers."

“We are deeply grateful to AVIAREPS Brazil for their unwavering dedication and exceptional representation over the past seven years. Their efforts have been instrumental in strengthening our presence and building meaningful partnerships in Brazil,” said Jackie Ennis, Vice President of Global Trade Development at Brand USA.

Brand USA is the result of a public-private partnership by the United States to lead a coordinated marketing effort to promote the Country as a travel destination. The organization estimates that promoting international travel to the U.S. generates more than one million jobs annually in various sectors of the economy.

Over the past 11 years, Brand USA's marketing efforts have brought 8.7 million incremental visitors, nearly $28.8 billion in incremental spend, more than 36,800 incremental jobs supported each year, $8.3 billion in federal, state, and local taxes, and nearly $63 billion in total economic impact, according to studies by Oxford Economics.

"We are very excited about the new partnership and ready for the challenge. Interamerican Network's core business is destination marketing, and we now embrace the mission of bringing to Brazil everything that the USA has to offer in terms of culture, gastronomy, leisure and travel", concludes Danielle R

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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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