NEWS RELEASE

Brand USA Successfully Concludes its 2025 Sales Mission in Mexico

January 17, 2025

Mexico City, January 17, 2025 – Brand USA, the official tourism marketing organization for the United States, held its annual Sales Mission in Mexico, visiting some of the country's most important cities. With participation from 25 companies — including states, cities, tourist attractions, and a receptive operator — the event facilitated more than 1,750 business meetings between delegates and key industry members such as tour operators, travel agencies, and OTAs, with more than 300 travel agents trained during specialized training sessions.

"The Mexican market is undeniably vital to the success of U.S. tourism and to Brand USA's mission of driving international visitation to our country. This market plays a pivotal role in fostering demand for U.S. destinations, attractions, and experiences. The Brand USA Sales Mission is about more than just creating business opportunities — it's about strengthening relationships, empowering Mexico's travel professionals, and building the foundation for sustained growth. By connecting our partners with key players in Mexico, we're ensuring that the United States remains a top choice for Mexican travelers, while creating new opportunities to meet and exceed demand in 2025 and beyond," said Malcolm Smith, Senior Vice President, Global Markets & Chief Trade and Product Development Officer.

During the five-day agenda, the Brand USA Sales Mission strengthened relationships and secured new collaboration opportunities between the two countries. Across the three cities visited — Monterrey, Mexico City, and Guadalajara — B2B meetings between delegates and tour operators highlighted the importance of the Mexican market as a cornerstone of U.S. tourism promotion efforts, as well as training sessions to over 300 travel agents.

Delegates attending this Sales Mission included:

- Choose Chicago
- Destination DC
- Discover Destinations
- Discover Puerto Rico
- Fredericksburg Texas CVB
- Grapevine Convention & Visitors Bureau
- Kentucky Department of Tourism
- Las Vegas Convention and Visitors Authority

- Los Angeles Tourism & Convention Board
- Macerich Shopping Centers & Fashion Outlets
- Maverick Helicopters
- Travel Nevada
- Travel Santa Ana
- Utah Office of Tourism
- Visit Austin
- Visit California
- Visit Corpus Christi
- Visit Dallas
- Visit Galveston
- Visit Houston
- Visit Oakland
- Visit Salt Lake
- Sheridan Travel & Tourism
- Visit Seattle
- Wyoming Office of Tourism

Events like this reinforce Brand USA's commitment to shaping a bold vision for the future of inbound tourism. This includes leveraging market insights to establish new records while building on past strengths and fostering collaboration with Mexico’s tourism professionals.

Mexican Market Overview

In 2023, Mexico and Canada together accounted for over 50% of international arrivals to the United States, with Mexico solidifying its position as the second-largest source of international tourists. By September 2024, expanded air capacity enabled 12.3 million Mexicans to explore a wider range of U.S. destinations, an 18% increase compared to the same period in 2023. This number is expected to reach 17.1 million by year-end and exceed 22 million in 2025, surpassing pre-pandemic levels and significantly contributing to the goal of welcoming 86.2 million international visitors annually.

Additionally, Mexican travelers have demonstrated remarkable growth in tourism spending, reaching $21 billion USD in 2023. This increase reaffirms Mexico’s position as the second-largest market in terms of tourism expenditures. Factors such as geographical proximity, the expansion of Mexico’s middle class, and growing direct air connections have further cemented the United States as a preferred destination and a cornerstone of the travel industry.

Brand USA Announces New Additions to Leadership Team

Brand USA recently announced strategic additions to its leadership team to further bolster its efforts in promoting the United States as a premier travel destination. These changes aim to drive innovation and enhance the organization's ability to navigate the evolving tourism landscape. The leadership expansion reflects Brand USA's commitment to creating impactful programs and fostering stronger connections with international partners.

What's New in the USA – Highlights for 2025

Brand USA also unveiled a glimpse of what's new and exciting across the United States in 2025, featuring a diverse range of attractions, events, and destinations. From the launch of new museums and cultural landmarks to enhanced experiences in national parks and urban centers, Brand USA continues to showcase the richness and diversity of travel experiences available to visitors. These efforts align with the organization's mission to inspire international travelers to explore the vast opportunities the U.S. has to offer.

For more details on these announcements, please visit the Brand USA newsroom:

- Leadership Team Additions
- What's New in the USA 2025

Brand USA remains committed to fostering meaningful connections and promoting the United States as a top travel destination. With each initiative, the organization continues to build bridges between the U.S. and international markets, inspiring travelers worldwide to explore the diverse and dynamic experiences the country has to offer. For further information, visit www.thebrandusa.com or contact the Brand USA team directly.

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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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