BRAND USA

NEWS RELEASE

Brand USA Highlights What's New in 2025 and Previews What's Ahead for 2026

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Featured image: Hotel del Coronado Sun Deck

WASHINGTON, D.C. (May 20, 2025) — The U.S. is always unveiling new experiences and destinations, and Brand USA invites visitors to explore them all. Travelers can expect a wave of new additions, major milestones, and exciting developments for 2025 and into 2026. With so much happening in cities, national parks, and beyond, now is the perfect time to explore what's new across the USA.

"There are so many reasons to visit the USA and even more reasons to return," said Fred Dixon, president and CEO of Brand USA. "The joy of traveling to the U.S. comes from the constant sense of discovery—whether it's a new attraction, a reimagined destination, or a once-in-a-lifetime event. There's always something new on the horizon, and we welcome travelers from around the world to experience it all."

GETTING AROUND

Gulf Shores International Airport (GUF) marks a historic milestone for Alabama, officially welcoming its first commercial flight on May 21, 2025. Allegiant Air will connect travelers directly to the white-sand beaches of Gulf Shores and Orange Beach from six U.S. destinations, including Houston, Texas; Cincinnati, Ohio; and Kansas City, Missouri—offering a new and convenient gateway to Alabama's Gulf Coast.

The LAX/Metro Transit Center is set to open in June of 2025. The station at Aviation Boulevard and 96th Street will connect to the K Line and C Line, and will eventually connect to the LAX automated people mover train (which is under construction and expected to open in early 2026).

The Amtrak Mardi Gras Service will travel twice daily between New Orleans and Mobile via Coastal Mississippi beginning summer 2025. In addition to travel between New Orleans and Mobile, the cities of Bay Saint Louis, Gulfport, Biloxi and Pascagoula will also have same-day connections in both directions between New Orleans and Chicago, via Memphis.

American Cruise Lines (ACL) will offer a selection of 50-plus-day river cruises starting in 2026, coinciding with the United States' 250th anniversary, including three signature itineraries—The Great United States, Spring Across America, and Great American Fall Foliage.

Holland America's brand new itinerary takes travelers from the glacier-strewn waters of Alaska to the tropical Goddess-dwelling volcanoes of Hawaii. Departing from Seattle on August 31, 2025, this "28-Day Glaciers & Volcanoes: Alaska to Hawaii" voyage sails from some of Alaska's most scenic (and less crowded) ports to Hawaii's awe-inspiring beaches and volcanoes for an unforgettable journey.

AN EVOLVING CULINARY LANDSCAPE

The MICHELIN Guide has expanded to encompass the "American South" region, going beyond the major urban cities and diving into more rural areas of Alabama, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee (encompassing the pre-existing Atlanta Guide).

In Madison, Wisconsin, the Madison Public Market will open just down the corridor from the State Capitol Building on East Washington Street, serving as a year-round public marketplace with various local food merchants.

In downtown Portland, Oregon, the James Beard Public Market is set to open its first phase in early 2025, with full completion slated for September 2026. The market will feature over 40 small businesses—including a fish market, butcher, cheese shop, restaurants, a teaching kitchen and a culinary bookstore.

Food & Wine recently named Cure (New Orleans, LA) "the best bar in the U.S." as part of its 2025 Global Tastemakers awards. It was featured in the magazine's May issue, joining a lineup of many other accolades it earned, crafting a collection of classic and cutting-edge cocktails.

MAJOR MOMENTS IN SPORTS

The 2025 Club World Cup will debut its expanded 32-team format across 12 U.S. cities from June 14 to July 13, 2025. The tournament kicks off at Hard Rock Stadium in Miami and culminates with the final at MetLife Stadium in East Rutherford.

In July 2025, Cobb County, Georgia, will host the MLB All-Star Game for a week-long celebration that will transform Truist Park and The Battery Atlanta into a vibrant hub for sports fans.

The 2025 Ryder Cup will be held from September 25-28, as 24 of the best players from Europe and the United States compete in an epic golf match play competition at the Bethpage Black Course in Farmingdale, New York.

Milestone Super Bowl LX – 60 takes over the San Francisco Bay Area on February 8, 2026, at Levi's Stadium in Santa Clara.

The 2026 World Baseball Classic returns to the U.S. from March 5-17, with games played in Houston, Texas; San Juan, Puerto Rico; and Miami, Florida as part of this premier international tournament.

ATTRACTIONS

In Anaheim, California, Disneyland Resort marks its 70th anniversary in 2025, celebrating seven decades as a world-renowned destination for family fun and imagination. Since opening in 1955, the resort has grown into a multi-park experience offering something for everyone.

The Utah Film Trail invites movie enthusiasts to experience the state’s iconic geography and fan favorite filming locations firsthand, using physical markers scattered throughout the state that pay homage to the films or television shows produced at that real-world location.

In Lake Placid, New York, explore the newly opened Adirondack Rail Trail—a 34-mile scenic path along the former rail corridor between Lake Placid and Tupper Lake, which is perfect for walking, biking, and rollerblading.

In Orlando, Florida, Universal Orlando Resort’s highly anticipated theme park, Universal Epic Universe, opens May 22 with 50 attractions across five immersive worlds, including Celestial Park, The Wizarding World of Harry Potter – Ministry of Magic, SUPER NINTENDO WORLD, How to Train Your Dragon – Isle of Berk, and Dark Universe. Read more about the magic of America’s theme parks, and plan an awesome trip at one of the seemingly endless amount of thrilling destinations and attractions across the nation.

On the Virginia Beach oceanfront this summer, the beginning of unveiling of a partnership with Virginia Beach native Pharrell Williams, Atlantic Park, will serve as an exciting, first-of-its-kind indoor/outdoor experience and mixed-use entertainment complex with a live entertainment venue, modern office spaces, urban residences, curated shopping and dining experiences, and boutique lodging among other attractions.

Beginning in June 2025, the Heart of Route 66 Auto Museum along Route 66 in Sapulpa, Oklahoma, will offer the Model T Experience, where participants will learn the history of and how to drive a Ford Model T.

Now open in Pigeon Forge, Tennessee, MegaZip is America's longest zipline—soaring over 1,000 feet above the Great Smoky Mountains and offering breathtaking, high-altitude adventure in one of the country's most scenic destinations.

NEW HOTELS AND RESORTS

Opening in late spring of 2025, The Printing House in Nashville, Tennessee, celebrates Nashville's printing heritage in a transformed LEED-certified building that blends mid-century contemporary design with historic elements.

Following an extensive restoration, the iconic Waldorf Astoria New York will reopen in 2025, blending timeless Art Deco elegance with modern luxury across its reimagined guest rooms, residences, and legendary public spaces in the heart of Manhattan.

Hotel del Coronado in San Diego, California, recently unveiled the final phase of its multi-year restoration, celebrating over 135 years of coastal grandeur with refreshed accommodations, expanded dining, and revitalized historic features along the Pacific Ocean.

Populus Seattle is set to open in late spring and will follow in Denver's footsteps as the second-ever "carbon positive" hotel in the USA. Opening in Seattle, Washington, formerly known as the Westland Building, this 120-room, adaptive-reuse property will feature Pioneer Square's first rooftop bar and a signature restaurant.

Coming summer 2025, The Curtis Hotel in downtown Denver, Colorado, is revealing a reimagining of its design, unveiling brand-new themed floors to explore, including a variety of nostalgic games and toys in every room and 12 new, "hyper-themed" guest rooms.

The Ava Hotel in Paso Robles, California, will blend the charms of Paso Robles hospitality with the authentic, community-driven spirit rooted in the region's rich viticultural heritage in a brand-new, four-story property with 151 rooms and Paso Robles' largest rooftop destination opening Summer 2025.

In Big Sky, Montana, One&Only Moonlight Basin Montana resort accepts reservations beginning November 2025, welcoming guests to enjoy its enormous, secluded, and serene 240 acres of space. Once on-site, visitors can dive into unparalleled destination dining opportunities, enjoy prime ski access, and relax among luxurious amenities like a private beach on an alpine lake and a sparkling swimming pool. The second One&Only resort in the U.S. is set to debut in New York's Hudson Valley, offering a new luxury escape in a storied East Coast setting.

In Bentonville, Arkansas, the new, independent lifestyle hotel The Compton will open its doors in late fall of 2025 in Bentonville's historic square. The hotel will be flanked by Dave Peel Park and a new pedestrian promenade filled with garden nooks, café seating, play areas, and food trucks.

2025 ANNIVERSARIES

This year marks the 40th anniversary season of Dollywood, which first opened on May 3, 1986. It's also the 25th season for Dolly's water park, Dollywood's Splash Country, and the 10th anniversary of Dolly's original resort, Dollywood's DreamMore Resort and Spa.

In 2025, the Grand Ole Opry in Nashville, Tennessee is celebrating its 100th anniversary with more shows than ever before, special performances, and unforgettable moments honoring country music's biggest hits—showcasing both legendary acts and rising stars. Opry 100 will feature live performances from top artists throughout the year, including Carrie Underwood, Lainey Wilson, Mickey Guyton, Trace Adkins, and more.

Festivities for the 50th anniversary of Cuyahoga Valley National Park outside of Cleveland, Ohio, kicked off in September 2024 and continue through 2025 with the park's "CVNP 50" initiative. The celebration includes a special national speaker series, a spirited summer concert series, cultural events, ranger-led walks and talks, and more.

The historic and charming Ashland Springs Hotel in downtown Ashland, Oregon, first opened in 1925 during the golden age of rail travel as the Lithia Springs Hotel (once the tallest building between Portland and San Francisco!) and is celebrating its 100th anniversary.

Hotel Californian in Santa Barbara's iconic Funk Zone neighborhood is commemorating its 100th anniversary in 2025 and offering a special centennial cocktail and overnight stay package to celebrate.

Lexington, Kentucky, the 'Horse Capital of the World,' is commemorating its 250th anniversary this June. To celebrate, the city is hosting a full year of events to honor the city's past, present, and future, including a range of public events like live music, food and arts festivals, speaker series, and more.

On the Central Coast of California, SLO CAL (San Luis Obispo County), home to the world's first motel, is celebrating its road trip heritage and the 100th anniversary of the original motel in 2025. The Milestone Mo-Tel (a portmanteau of motor hotel) opened in SLO County back in 1925. Today, visitors can enjoy a night at one of the many chic and modern restored motel properties in SLO County to enjoy a slice of revamped road trip history.

In 2025, the Lava Beds National Monument of Siskiyou County in California is celebrating its 100th birthday. The features that make up the monument are over half a million years old, but this location was established as a national monument in November of 1925.

RELAXATION, SPA AND WELLNESS

In New York City, exhale™ at Thompson Central Park is celebrating its official grand opening and bringing the brand's signature blend of luxury, mindfulness, and movement back to the heart of Midtown Manhattan. This new location marks Exhale's eighth location nationwide and its second in New York City. Guests can enjoy a full-spectrum approach to well-being, combining restorative spa therapies, invigorating fitness classes, and world-class amenities in this thoughtfully designed sanctuary.

In honor of Heritage Hotels & Resorts' 20th Anniversary, this New Mexico hospitality brand is launching "The Heritage Retreat," in the summer of 2025—a new wellness experience and holistic healing journey during travelers can choose to visit four spas within the portfolio (El Monte Sagrado to Eldorado Hotel & Spa, Inn & Spa at Loretto, and Hotel Chaco) to complete healing rituals for the mind, body, and soul and cultivate a greater connection the healing energies of Mother Earth.

The La Jolla grand dame, La Valencia Hotel, will soon welcome a highly anticipated new spa as an exciting milestone ahead of the historic property's nearly 100-year history, in 2026. Slated for a mid-2025 debut, the Spa at La Valencia Hotel, perched high overlooking the La Jolla Cove marine preserve in San Diego, features six tranquil treatment rooms for services including facials, massage, and body treatments, alongside restorative practices including sound healing, meditation, and Reiki.

ARTS AND CULTURAL EXPERIENCES

The Getty Villa Museum in Los Angeles will reopen on June 27, once again inviting visitors to experience its iconic seaside setting and world-class collection of ancient Greek and Roman art.

The Joan and Irwin Jacobs Performing Arts Center (The Joan), a new state-of-the-art theater, will open in San Diego in September 2025. This new, highly-anticipated venue will be derived as an adaptive reuse project, restoring a historic Naval building into a contemporary destination that will serve as home to one of the city's foremost theatre groups, Cygnet Theatre.

In 2025, Miami Beach enhanced the EXP Miami Beach Tours App, which provides visitors with immersive, self-guided experiences—highlighting the city's rich history, vibrant arts scene, and cultural landmarks. The app features a variety of ways to explore the area, including curated interactive walking tours and exclusive insights into the city's best entertainment opportunities and arts and culture attractions.

Opening in Columbus, Ohio over Labor Day Weekend 2025, explore Prototype: The Experimental Museum—a 30,000-square-foot sensory playground designed by Roto, featuring immersive kinetic art, VR environments, and more.

Dataland, "The world's first Museum of AI Arts and digital ecosystem dedicated to data visualization and AI-based creativity," is launching its flagship location in 2025 at The Grand LA in downtown Los Angeles—and will showcase art experiences that explore the connections between human creativity and machine intelligence.

The Frick NYC just reopened following a five-year, $220 million renovation. This revamp unveiled an opening of the mansion's second floor to the public, transforming what were formerly the Frick family bedrooms into galleries. The restoration also upgraded numerous visitor amenities and overall infrastructure—uniting the museum and the Frick Art Research Library and adding a new café and

auditorium space.

The Rothko Pavilion at Portland Art Museum unveiled a brand new, three-story building and central entrance to the Portland Art Museum (PAM). The pavilion includes new galleries, scenic outdoor terraces, and spaces where visitors can sit and relax while soaking in the beauty of the exhibits.

LOOKING AHEAD TO 2026

2026 will be a landmark year across the United States, marked by major anniversaries, global events, and exciting new openings.

America 250, the official celebration of the United States' 250th anniversary, will kick off in 2026 bringing a yearlong celebration of the nation's history, culture, and future with special events, exhibitions, and programming in all 50 states.

Celebrating its 100th anniversary, the legendary Route 66 will honor a century of road trip culture with events and experiences across its historic path from Chicago to Santa Monica.

World Cup 2026, hosted across North America, will take over nearly a dozen cities in the U.S., hosting matches across various regions, including Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York, New Jersey, Philadelphia, the San Francisco Bay Area, and Seattle from June 11 to July 19.

Coming Early 2026 from Caesars Entertainment and Lisa Vanderpump, The Vanderpump Hotel will bring a bold new brand and an original concept to the heart of The Strip in Las Vegas, Nevada, in what used to be The Cromwell.

Orange County, California's newest development, OCVibe, is a 100-acre master planned campus taking shape around the Honda Center in Anaheim and will begin a phased opening in 2026. This new 100-acre development project offers shopping, dining, sports, and music with a new 5,700-capacity concert venue, hotels, and residential space, and 20 acres of public space including four unique plazas and multiple urban parks.

Opening July 4, 2026, the Theodore Roosevelt Presidential Library will bring the legacy of America's 26th president to life in Medora, North Dakota. Visitors can immerse themselves in educational exhibits in this unique destination that blends history, nature, and innovation.

In Columbus, Ohio, 2026 marks the 150th anniversary of North Market and the debut of its expansion with "The Merchant Building." This skyline-defining moment for downtown Columbus includes a $430 million, 32-story expansion of North Market, with a 206-room luxury boutique hotel and an 18,000-square-foot market extension.

In the summer of 2026, Michigan's National Cherry Festival will celebrate its 100th anniversary in Traverse City, known as "The Cherry Capital of the World." From an air show, to fresh farmers' markets, sports tournaments, live performances and a cherry pie eating contest, it's known as one of the country's largest and most popular festivals, traditionally drawing over 500,000 people throughout its 8-day stint.

Start planning your next trip to the USA at VisitTheUSA.com.

Note to the Editor
Accompanying high-resolution images can be found here.

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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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