NEWS RELEASE

Brand USA’s 10th U.K. & Ireland Destination Immersion Highlights the Breadth of U.S. Communities and Tourism Product

May 22, 2025

PHILADELPHIA, PA (May 22, 2025) — Brand USA, the destination marketing organization for the United States, in partnership with Aer Lingus, American Airlines, and British Airways, proudly concluded its 10th U.K. & Ireland Destination Immersion Program on May 19 with a finale event in Philadelphia, Pennsylvania.

As one of Brand USA’s signature trade engagement initiatives, these immersions serve as an educational opportunity, providing top-qualifying travel agents with firsthand experiences to strengthen their ability to sell U.S. travel experiences. The program also highlights Brand USA’s leadership in promoting the United States as a top international destination and the vital role inbound travel plays in fueling economic growth and supporting jobs in communities across the country.

Fred Dixon, president and CEO of Brand USA, said, “Our Destination Immersion is a testament to the enduring value of bringing travel partners together to experience the depth and diversity of the United States. These journeys deepen understanding, foster lasting connections, and generate meaningful economic impact in communities across the country. For a decade, this program has embodied collaboration, education, and unforgettable experiences — rooted in local stories, hometown pride, and the people who bring our destinations to life.”

This year’s U.K. & Ireland Destination Immersion (known colloquially in the travel trade as a 'MegaFam' — short for familiarisation trip) brought together 60 travel agents and featured six specially curated itineraries spanning 14 states and the District of Columbia, across 25 cities, including Nashville, Tenn.; Savannah, Ga.; and Washington, D.C. The experience gave travel advisers the opportunity to deepen their destination knowledge and equip themselves with the tools necessary to create new and enhanced itineraries — promoting longer stays, deeper exploration, and greater visitor spending.

The program concluded with a finale event in Philadelphia, where British, and European agents came together to celebrate their experiences, share insights, and immerse themselves in one of America's most historic and vibrant cities.

“Our Destination Immersion program continues to be hugely beneficial for travel agents to connect authentically with the communities they sell," said Jackie Ennis, vice president, global trade development of Brand USA. "Experiencing the United States through local lenses not only enhances their product knowledge but strengthens the positive impact of travel on the destinations we promote. We are incredibly grateful to our airline partners — Aer Lingus, American Airlines, and British Airways — for helping us inspire future travelers to explore the United States, gateways and beyond"

The U.K. remains the United States’ largest overseas source market, with a total of 4,037,119 arrivals in 2024, representing a 4% increase compared to 2023 and approaching pre-pandemic levels from 2019 (The National Travel and Tourism Office). In 2025, over 1,040 weekly flights will connect London Heathrow, Manchester and Edinburgh with more than 30 U.S. destinations, making it easier for travelers to access a diverse range of experiences across the United States. The Irish market continues to show promising growth, with a 8.6% increase in arrivals for 2024 compared to 2023, and 34% increase on 2024 figures YTD (The National Travel and Tourism Office).

The 2025 UK & Ireland Destination Immersion reaffirms Brand USA’s commitment to promoting authentic, community-centric travel and positioning the United States as a welcoming, diverse, and must-visit destination for British and Irish holidaymakers.

The full list of itineraries includes:

Mid-Atlantic Memories: Mountains and Monuments

- Washington D.C.
- Loudoun County, Virginia
- Staunton, Virginia
- Blackwater Falls, West Virginia
- Shepherdstown, West Virginia

Southwest Adventure: Musical Roots and Cowboy Culture

- Austin, Texas
- Dallas, Texas
- Chickasaw Country, Oklahoma

New York Wonders: Cityscapes and Countrysides

- New York City, New York
- Hudson Valley, New York
- Ithaca, New York
- Buffalo, New York
- Niagara Falls, New York

Navigating New England: Cultural Landmarks and Coastal Gems

- Hartford, Connecticut
- Cape Cod, Massachusetts
- Newport, Rhode Island
- Providence, Rhode Island

Spirit of the South: Country Roads and City Rhythms

- Nashville, Tennessee
- Lexington, Kentucky
- Louisville, Kentucky
- Bowling Green, Kentucky

Lowcountry Charm: Heritage and Harbours

- Charlotte, North Carolina
- Hilton Head Island, South Carolina
- Savannah, Georgia

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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