NEWS RELEASE

Brand USA Successfully Concludes its 2025 Sales Mission in Tokyo

July 28, 2025

TOKYO (July 28, 2025) — Brand USA, the official tourism marketing organization for the United States, held its annual Sales Mission in Tokyo on July 24th and 25th. Bringing together 28 U.S. organizations represented by 35 delegates – including destinations, attractions, and travel partners – the mission facilitated nearly 700 one-on-one business meetings with key members of Japan's travel industry, including tour operators, travel agencies, and OTAs, and offered targeted educational sessions to further engage and inform the market. This year's participants also included first-time representatives from Alabama and Orlando, highlighting the growing interest in promoting a broader range of U.S. destinations to the Japanese market.

"The Japanese market holds deep cultural and emotional ties with the United States, making it one of our most valued international audiences. We're encouraged by the steady growth in visitation and rising interest in U.S. destinations," said Malcolm Smith, senior vice president, global markets & chief trade and product development officer. "Japan has made remarkable progress – climbing from the #11 position in 2022 to #5 in 2024, and reaching #4 among overseas source markets in the first half of this year. By connecting our partners with key players in Japan, we're reinforcing long-standing relationships and equipping the travel trade to better inspire their clients. Together, we're ensuring the United States remains a top choice for Japanese travelers, while unlocking new opportunities in 2025 and beyond."

Over the course of the two-day program, the Brand USA Sales Mission deepened industry relationships and opened doors to new partnership opportunities between the United States and Japan. A full schedule of B2B meetings with tour operators underscored the strategic importance of the Japanese market, while educational sessions engaged and trained more than 100 travel professionals.

Delegates attending this Sales Mission included:

- Alabama Tourism Department
- Choose Chicago
- Colorado Office of Tourism
- Destination DC
- Disney Destinations International
- Explore Fairbanks
- Experience Kissimmee
- Greater Miami Convention & Visitors Bureau
- Hertz Rent-A-Car
- Hilton Worldwide
- Las Vegas Convention and Visitors Authority
- Maverick Helicopters
- Memphis Travel

- San Francisco Travel Association/San Francisco International Airport
- Sheridan County Travel & Tourism
- The Cupertino Hotel-Grand Hotel Silicon Valley
- Tour America, LLC
- Travel Oregon
- Travel Portland
- Travel Texas
- Universal Destinations & Experiences
- Utah Office of Tourism
- Visit Austin
- Visit California
- Visit Houston
- Visit Orlando
- Visit Salt Lake
- Visit Seattle

This mission exemplifies Brand USA's dedication to advancing a bold, forward-looking strategy for inbound tourism. By drawing on market intelligence and established partnerships, it aims to unlock new potential and strengthen ties with Japan's travel trade.

In addition to the Japan Sales Mission conducted in Tokyo, an additional day was held today in Osaka, leveraging the momentum of Expo 2025 Osaka to further engage the regional travel trade. The program included a trade seminar with 60 travel agents from the Kansai region and a guided tour of the USA Pavilion at the Expo site.

Japan Market Overview

According to data from the National Travel and Tourism Office, Japan has become the #5 overseas source market for U.S. travel in 2024. As of the first six months of this year, it ranks #4, following the United Kingdom, India, and Brazil. According to Sabre, a global travel data provider, non-stop seat capacity from Japan to the U.S. is up 3% year over year and is nearing full recovery, reaching 97% of 2019 levels. Japan currently ranks as the #6 source market by seat capacity, with a 3% year-over-year increase. Additionally, according to JTB Tourism Research & Consulting Co., the United States remains the second most-visited destination for Japanese travelers in 2024, behind only South Korea.

What's New in the USA – Highlights for 2026 and Beyond

Brand USA also introduced what's new and compelling across the United States in 2026 and beyond, featuring a lineup of milestone moments expected to resonate strongly with Japanese travelers. These include America 250, commemorating the 250th anniversary of the United States; the Route 66 Centennial; the 2026 World Baseball Classic (WBC); the Soccer World Cup 2026; and the upcoming 2028 Summer Olympics and Paralympics in Los Angeles. Japan's enduring love for American culture continues to drive demand, and these major events will further inspire travelers to explore all the United States has to offer.

For the latest travel inspiration and events happening across the United States, visit AmericaTheBeautiful.com.

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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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