NEWS RELEASE

Brand USA Strengthens Ties with Chilean Market During 2025 Sales Mission

August 20, 2025

SANTIAGO, CHILE (August 20, 2025) — Brand USA, the official destination marketing organization for the United States, successfully completed its 2025 Sales Mission in Chile, bringing together 13 U.S. partners. Delta Air Lines and LATAM Airlines joined as airline partners in both Chile and Argentina, strengthening connectivity and expanding opportunities in the region. While in Santiago, the delegation conducted 182 business meetings with key Trade partners and a specialized training session for more than 90 travel agents

“Chile is a strategically valuable market for Brand USA, supported by strong outbound travel, high consumer spending, and continued enthusiasm for authentic American experiences," said Jackie Ennis, Vice President, Global Trade Development at Brand USA. "With extensive air connectivity supporting demand, we see exciting opportunities to deepen engagement and inspire more Chilean travelers to discover the extensive range of destinations and offerings found across the United States."

Between January and June 2025, 178,000 travelers from Chile visited the United States, making Chile the 22nd-largest source market. Total arrivals for the year are expected to reach 362,000, with Miami maintaining its position as the primary gateway for Chilean visitors.

Both national and international airlines offer frequent flights to key U.S. cities such as Miami, New York, Atlanta, Dallas, Los Angeles, and Orlando, ensuring flexible and convenient options for tourists and operators alike. This robust connectivity is a key factor driving the arrival of travelers to the U.S. while strengthening commercial and tourism cooperation between the two nations.

Delegates attending this Sales Mission included:

- Bonotel Exclusive Travel
- Descubre Puerto Rico
- Explore Fairbanks Alaska
- Greater Miami Conventions & Visitors Bureau
- Las Vegas Convention and Visitors Authority
- Nashville Convention & Visitors Corp
- San Diego Tourism Authority
- The Grand Hotel, Cupertino Hotel & Vidovich Winery Silicon Valley
- Topaz Tours
- Visit Lauderdale

- Visit Orlando
- Walt Disney World Swan & Dolphin Resort

In the coming months, Brand USA will launch its global campaign, America the Beautiful - a bold invitation to connect with the culture, stories, and the rich spirit that defines the United States. This launch coincides with the centennial celebration of the iconic Route 66, a symbol of American adventure and freedom. Looking ahead, the United States will take center stage in several major global moments, including America 250, commemorating the 250th anniversary of the United States; the 2026 FIFA World Cup; the 2028 Olympic & Paralympic Games in Los Angeles; and the 2034 Olympic Games in Salt Lake City.

Brand USA remains committed to fostering meaningful connections and positioning the United States as a premier travel destination, building bridges between U.S. and international markets and inspiring travelers to discover the country's wide range of experiences. For the latest travel inspiration and events happening across the United States, visit www.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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