BRAND USA

NEWS RELEASE

Brand USA Concludes Successful 'Great USA Road Trip' in South Korea

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SEOUL (September 13, 2025) — Brand USA, the destination marketing organization for the Unites States, in partnership with United Airlines, has successfully wrapped up 'The Great USA Road Trip – South Korea' from September 9 to 11 across three key cities: Seoul, Gwangju, and Busan.

The three-day roadshow brought together about 200 travel agents from Korea's leading agencies—including Hana Tour, Mode Tour, and Hanjin Travel—to experience the spirit of the American road trip, strengthening industry ties and opening new opportunities for partnership.

Supported by 12 U.S. partners—including eight destinations, three airlines, and one attraction—the program featured presentations, networking sessions, and partner booths offering destination updates, trade resources, and key selling points. Participating partners included Brand USA, United Airlines, Air Canada, Delta Air Lines, Atlanta Convention & Visitors Bureau, Hawai'i Tourism Authority, Los Angeles Tourism & Convention Board, Marianas Visitors Authority, Rainbow Air Helicopter Tours, Utah Office of Tourism, Visit California, and Visit Seattle. Partners engaged directly with Korean travel professionals, sharing tailored trade toolkits and insights to support product development.

"The Great USA Road Trip is a multi-continent initiative designed to spotlight the U.S. as a premier road trip destination," said Malcolm Smith, Senior Vice President of Global Markets and Chief Trade and Product Development Officer. "Road trips offer travelers the flexibility to explore the nation at their own pace, discovering natural landscapes, hidden gems, and authentic local experiences. This South Korea edition follows successful stops in Europe and Australia, bringing our dynamic, hands-on roadshow to a key market in Asia while reinforcing relationships with valued trade partners."

Bumjoon Park, Country Manager, Korea, United Airlines said, "United Airlines is pleased to have participated in the roadshow and to showcase our extensive network connecting Korean travelers to destinations across the United States. United's Incheon-San Francisco two daily services provide same-day connections to more than 80 major cities, including New York and Los Angeles, offering travelers the opportunity to see and experience more of America. We would like to thank Brand USA for organizing this event, and we will continue to enhance the travel experience for our Korean customers, including via our award-winning mobile app and Korean-speaking cabin crew, while further expanding our cooperation with the Korean travel industry."

South Korea remains a key source market for the United States, with more than 1.7 million travelers visiting in 2024—a 6 percent increase year-over-year. With new routes and expanded flight capacity in 2025, the country now ranks as the seventh-largest overseas market for the U.S.

Looking ahead, 2026 will be a landmark year for U.S. travel, marked by major anniversaries set to capture global attention. The Route 66 Centennial will celebrate 100 years of the iconic highway from Chicago to Santa Monica, while the United States will commemorate its 250th anniversary with nationwide events, exhibitions, and cultural programs. In addition to these milestones, the U.S. will host global events like the FIFA World Cup and World Baseball Classic, expected to draw international attention and boost visitation.

As an official partner of the America250 initiative, Brand USA will spotlight these milestones in its global marketing, inviting international travelers to connect with the stories and experiences that define the American journey.

For the latest travel inspiration and events happening across the United States, visit http://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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