NEWS RELEASE

Brand USA Concludes Successful 2026 Sales Mission in Mexico

January 16, 2026

Mexico City, January 16, 2026 – Brand USA, the official destination marketing organization for the United States, successfully concluded its annual Sales Mission in Mexico, held from January 12 to 16, 2026, across the key cities of Monterrey, Guadalajara, and Mexico City. The Mission brought together U.S. destinations, attractions, receptive operators, and tourism organizations for a robust week of business meetings, trainings, and strategic industry engagement.

With participation from 28 U.S. organizations, the 2026 Sales Mission generated significant commercial opportunities with Mexican tour operators, travel agencies, and OTAs, and provided tailored training sessions for travel advisors seeking to expand their U.S. product offerings, training more than 300 travel agents across the three cities.

“The Mexican market continues to be essential to the success of inbound travel to the United States. Through this year’s Sales Mission, we strengthened collaboration, shared valuable market insights, and reinforced our long-standing partnership with Mexico’s travel industry. As we enter a milestone year for U.S. tourism, we remain committed to supporting our partners and ensuring the United States remains a top destination for Mexican travelers,” — Chris Heywood, Senior Vice President, Public Relations & Chief Communications Officer, Brand USA.

Delegates attending the 2026 Sales Mission included:

1. Alaska Railroad Corporation
2. American Dream
3. Bonotel Exclusive Travel
4. Choose Chicago
5. Destination DC
6. DFW International Airport
7. Discover Destinations
8. Discover Puerto Rico
9. Experience Scottsdale
10. Explore Fairbanks
11. Five Star Tours
12. Fredericksburg Texas
13. Grapevine Convention & Visitors Bureau
14. Los Angeles Tourism & Convention Board
15. Macerich Shopping Centers & Fashion Outlets
16. Maverick Helicopters
17. Philadelphia Convention & Visitors Bureau
18. Salt Lake City
19. Travel Santa Ana
20. Visit Austin
21. Visit El Paso
22. Visit Galveston
23. Visit Houston
24. Visit Las Vegas
25. Visit Pasadena
26. Visit St. Pete–Clearwater
27. Visit Tampa Bay
28. Visit Utah

Strengthening ties with the Mexican market

Mexico has become the United States' largest inbound market, a position it is forecasted to hold through 2029. According to the latest data from the U.S. Tourism Economics:

- From January to October 2025, Mexican visitation to the United States increased +9.5% year-over-year, representing nearly 15 million visitors.
- Forecasts indicate 18.5 million Mexican visitors to the United States in 2025, reflecting a +9% increase year-over-year.
- Non-stop seat capacity between Mexico and the United States reached 25.3 million seats in 2025, representing a +2% increase compared to 2024, with approximately 50% of scheduled capacity concentrated in Texas and California.
- The United States remains the #1 destination Mexican travelers are most likely to visit in the next 12 months, reaffirming the market's strong preference for U.S. destinations.

These indicators underscore the Mexican market's resilience, sustained growth, and strategic importance in shaping the future of inbound travel to the United States.

A landmark year for U.S. tourism: major milestones in 2026

The 2026 Sales Mission also provided an opportunity to share updates on significant tourism catalysts taking place across the United States in 2026, including:

- FIFA World Cup 2026, with 11 U.S. host cities preparing for an unprecedented influx of international fans.
- America250, the nationwide celebration commemorating the 250th anniversary of the United States and spotlighting cultural, historical, and community-driven events across the country.
- The Route 66 Centennial, marking 100 years of one of America's most iconic roadways, inspiring themed itineraries and travel experiences across multiple states.

These milestones are expected to drive heightened interest in U.S. destinations and generate new opportunities for the travel trade in Mexico.

Commitment to future growth

Events like the Sales Mission reinforce Brand USA's dedication to collaborating with the Mexican travel trade, sharing timely insights, and inspiring demand for U.S. destinations, attractions, and cultural experiences.

Brand USA remains committed to fostering meaningful partnerships and promoting the United States as a top travel destination for Mexican visitors. For more information, visit thebrandusa.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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