NEWS RELEASE

Brand USA Expands Travel Week to India, Underscoring the Strategic Importance of the Nation's Second-Largest Overseas Market

January 22, 2026

BENGALURU, INDIA (January 22, 2026) — Brand USA, the destination marketing organization for the United States, today announced the successful conclusion of Brand USA Travel Week India. Held in Bengaluru January 19–22, the event brought the United States' second-largest overseas source market into Brand USA's global Travel Week franchise, elevating the organization's longstanding trade and media engagement in India under a unified platform.

"As a priority growth market and a key driver of visitation to the United States, bringing Brand USA Travel Week to India was a clear choice," said Fred Dixon, President and CEO of Brand USA. "India now ranks second globally for total visitor spending, with Indian travelers generating $24.4 billion in the United States in 2024 alone. This expanded platform is designed to support that scale and significance – bringing U.S. destinations together with in-market partners to strengthen collaboration, build the right travel products, and expand distribution as we work together to grow the market."

India continues to play a significant and growing role in U.S. inbound travel. In 2024, Indian travelers accounted for 6 percent of overseas arrivals to the United States, excluding Canada and Mexico – up from 4 percent in 2019. Arrivals surpassed 2 million in 2025 for the second consecutive year, with visitation remaining approximately 40 percent above pre-pandemic levels. Looking ahead, visitation from India is forecast to reach 2.3 million by 2028, reinforcing the market's importance to future visitation, spending, and economic impact across U.S. destinations.

America the Beautiful Debuts in India

Brand USA Travel Week India also aligns with the organization's integrated marketing efforts, including the new America the Beautiful campaign. First debuted during Brand USA Travel Week U.K. & Europe, it is now live in India as one of nine priority global markets identified through data-driven analysis of travel intent and consumer sentiment. Across connected TV, digital, social, and out-of-home channels, America the Beautiful invites Indian travelers to discover the people, places, and stories that define the United States, with a strong emphasis on emotional connection and authentic experiences.

"As we expand our presence in India, America the Beautiful provides a powerful platform to inspire travel to the United States and convert intent into action," said Leah Chandler, Chief Marketing Officer of Brand USA. "India's travelers are increasingly seeking meaningful, multi-generational, and experience-led journeys, and this campaign speaks directly to those motivations."

Global Ambassador Program Launching in March

Brand USA also introduced future initiatives aimed at sustaining growth across key international markets, including a first look at the Global Ambassador program. Aligned with America's 250th anniversary, the program will recruit 250 travel trade ambassadors worldwide, with engagement rolling out across priority markets ahead of applications opening on March 1, 2026.

"Brand USA is thrilled to introduce the Brand USA Ambassador Program in India, engaging passionate travel trade professionals as ambassadors of U.S. travel and culture," said Malcolm Smith, Senior Vice President, Global Markets & Chief Trade and Product Development Officer at Brand USA. "The program brings industry leaders together to collaborate with Brand USA, inspiring and elevating travel experiences for Indian outbound travelers, and is part of a broader global commitment to engage up to 250 standout travel trade professionals worldwide in recognition of America's 250th anniversary in 2026. Stay tuned for more details, and get ready to apply when the program officially opens on March 1."

Brand USA Travel Week India brought together nearly 75 U.S. destination partners with leading travel trade, media, and senior decision-makers from across India. U.S. participants engaged with over 90 travel trade professionals and 30 travel and lifestyle journalists through

dedicated Trade, Media, and C-Suite tracks, supported by targeted one-to-one meetings and educational programming.

What's New in America the Beautiful

The event comes at a pivotal moment as the United States prepares for a landmark year in 2026, driven by the World Cup, America's 250th anniversary, and the Route 66 centennial, alongside a strong pipeline of new attractions and destination developments nationwide. From major museum debuts and waterfront revitalization projects to new theme park experiences, expanded rail journeys, and milestone anniversaries, Brand USA continues to spotlight what's new across the country.

Following successful programs in the U.K. & Europe and India, Brand USA Travel Week continues as a cornerstone of Brand USA's global engagement strategy, with South America set to launch in March.

To learn more about Brand USA, visit TheBrandUSA.com. To start planning a trip to the USA, 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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