NEWS RELEASE

Brand USA Selects 250 Global Travel Trade Ambassadors to Inspire International Travel During America's 250th Anniversary

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WASHINGTON, D.C. (July 7, 2026) – As the United States commemorates its 250th anniversary in 2026, Brand USA, the destination marketing organization for the United States, has selected 250 Global Travel Trade Ambassadors across key international markets, creating a worldwide network of travel advisors who will help inspire international visitation to the U.S., strengthen destination expertise, and support travel trade engagement throughout the semiquincentennial celebration and beyond.

"Strong partnerships with the travel trade are fundamental to Brand USA's success," said Fred Dixon, president and CEO of Brand USA. "As we continue to grow international demand for the United States, the Global Ambassador Program recognizes top professionals who influence travel decisions every day. As one of Brand USA's largest coordinated travel trade initiatives to date, the program reflects our long-term commitment to advisor education, industry collaboration, and building a stronger global network that benefits travelers, our destination partners, and communities across the United States."

Representing markets across Europe, Asia-Pacific, Latin America, Mexico and additional international regions, the ambassadors were selected for their passion for selling the United States, engagement within the USA Discovery Program, ongoing professional development, and influence within their local travel trade communities.

The USA Discovery Program – Brand USA's official learning and sales platform for global travel advisors – serves as the foundation of the Global Ambassador Program by providing destination education, sales resources, and ongoing professional development to support advisor engagement and strengthen knowledge of the United States.

"The response to Brand USA's Global Ambassador Program reflects the incredible enthusiasm travel advisors have to connect international travelers with the United States," said Malcolm Smith, senior vice president, global markets & chief trade and product development officer at Brand USA. "The volume and quality of applications exceeded our expectations, and it was inspiring to see how many U.S. specialists are committed to growing their destination knowledge while helping elevate the industry around them. These 250 ambassadors represent a network of trusted professionals who will share best practices, mentor their peers, and strengthen confidence in selling the United States during America's 250th anniversary and for many years to come."

The Global Ambassador Program recognizes travel professionals who demonstrate a strong commitment to promoting travel to the United States while creating opportunities for ongoing education, collaboration, and peer-to-peer engagement. The program demonstrates the value of empowering experienced travel advisors to share destination knowledge with their peers, creating a multiplier effect that extends well beyond individual bookings. Through ongoing engagement with Brand USA, the ambassadors will participate in market-specific programming and industry initiatives while helping strengthen destination knowledge and travel trade engagement within their respective markets.

Supporting Travel Trade Growth

The Global Ambassador Program equips the international travel trade with the knowledge, tools, and relationships needed to confidently sell the United States. Ambassadors will gain access to exclusive training alongside Brand USA's suite of travel trade resources, including the Get Facts. Get Going. toolkit for the latest visa and entry information and the America the Beautiful platform, which provides destination inspiration, itineraries, and planning tools to help advisors confidently book and plan travel to the U.S. Together, these resources reinforce Brand USA's commitment to strengthening engagement with the global travel trade and inspiring international travel to the United States.

For more information and U.S. travel trade resources, visit VisitTheUSA.com/Travel-Trade.

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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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