NEWS RELEASE

Brand USA Thanks World Cup Visitors and Encourages them to Return with New “More to Love” Social Series

July 19, 2026

Featured Image: Love Park | Philadelphia, Pennsylvania

WASHINGTON, D.C. (July 19, 2026) — Brand USA, the destination marketing organization for the United States, today unveiled **“More to Love,”** an all-new social-first series featuring **“Take Me Home, Country Roads”** that thanks international fans who traveled to and through the United States during the World Cup and invites them to return and experience more of the country. Timed to the tournament’s closing, the series pairs real moments shared by visitors with the landscapes, communities, and experiences waiting to be explored beyond the host cities.

“The World Cup created an extraordinary opportunity to showcase the energy, authenticity and welcoming hospitality of the United States,” said Fred Dixon, president and CEO of Brand USA. “Insights from our AI-enabled trip planning hub showed that fans wanted to experience much more than the matches, planning road trips between host cities and visits to national parks as part of their journeys. ‘More to Love’ builds on that interest by thanking travelers for coming, reminding them how much remains to be discovered and inviting them back to explore even more, from all 50 states, five territories, and the District of Columbia, to our 63 national parks and the extraordinary landscapes and landmarks that distinguish our nation.”

The social series includes one static post and three videos rolling out across Brand USA’s consumer social media channels beginning on the World Cup final day, July 19. The three videos are included below:

- VIDEO 1:
  You brought your flags, your chants, and a joy that spilled from our stadiums into our streets. Thank you for bringing the world to our doorstep.

- VIDEO 2:
  You came. You cheered. You barely scratched the surface. There’s a lot more U.S. where that came from.

- VIDEO 3:
  It doesn’t have to be over. New road trips, first bites, cities that leave you in awe, and so much more are waiting. Come back for more.

Beginning July 20, Brand USA will boost the content with paid amplification across Facebook, Instagram, and TikTok in Argentina, Australia, Brazil, India, Japan, South Korea, and the U.K. and Ireland.

“Some of the most memorable moments of the tournament came directly from fans, whose posts captured the excitement, surprise, and hospitality they experienced across the United States,” said Leah Chandler, chief marketing officer of Brand USA. “This social series is our way of thanking our visitors for sharing those moments and reminding them that while the tournament may be ending, their journey through the USA is just beginning.”

Ahead of the tournament, Brand USA launched America the Beautiful Game, an AI-powered trip-planning hub that helped fans create personalized U.S. itineraries around the matches, including road trips, national parks and destinations beyond the host cities. In addition, its PR efforts highlighted things to do, see and eat in each host city and unique fan experiences surrounding the tournament.

From helping travelers plan their journeys to inviting them back after the final, Brand USA used the World Cup as a gateway to inspire international visitation across the United States.

###

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.

Media Contacts

Chris Heywood
Senior Vice President, Public Relations & Chief Communications Officer

Andrew Felts
Senior Manager, Media Relations & Communications