NEWS RELEASE

Brand USA Launches First-Ever America the Beautiful Out-of-Home Advertising Campaign in Japan to Align with Japan Sales Mission

July 24, 2026

TOKYO (July 24, 2026) — Brand USA, the nation's destination marketing organization, today announced the launch of its first-ever out-of-home (OOH) advertising campaign in Japan. As part of its global *America the Beautiful* campaign, the initiative will roll out this July across key locations in Tokyo. The launch comes as Japan is projected to become the No. 2 overseas source market for the United States in 2026, according to the latest Tourism Economics forecast.

Spanning some of the city's busiest transportation hubs and most iconic districts, the campaign will feature prominent placements in Tokyo Station, Shinagawa, Otemachi, Shibuya, and Shinjuku. As a centerpiece of the campaign, Brand USA will showcase a striking 3D video experience featuring the breathtaking landscapes of a U.S. National Park at Tokyo's iconic Cross Shinjuku Vision. Timed to coincide with Brand USA's annual Sales Mission in Japan from July 23–24 in Tokyo, the campaign will also spotlight the nationwide America250 celebrations taking place across the United States this year. The announcement comes as Japanese visitation to the United States continues to climb, with approximately 2.1 million visitors projected to travel to the U.S. in 2026, according to the latest Tourism Economics forecast. Building on this momentum, the campaign marks Brand USA's first-ever OOH advertising initiative in Japan since opening its Japan office in 2012.

The campaign, part of Brand USA's *America the Beautiful* global platform, is designed to reach high-impact Japanese travelers and travel trade professionals at premium, high-traffic locations throughout the city, reinforcing the United States as a premier travel destination for Japanese consumers.

"Japan remains one of Brand USA's most important international markets, and this campaign is designed to inspire Japanese travelers at every stage of their journey — from Tokyo's major transit hubs to some of its most iconic districts," said Leah Chandler, chief marketing officer at Brand USA. "By aligning this out-of-home placement with our annual Japan Sales Mission, we are creating meaningful visibility for the United States while reinforcing the emotional connection and travel inspiration at the heart of our *America the Beautiful* campaign."

- **Tokyo Maru-Vision** Two units delivering 100% share of voice. Flight dates: July 6 – August 2, 2026.
- **Otemachi Tower Vision** :15-second spot. Flight dates: July 13–26, 2026.
- **J-AD Vision — Tokyo Station, Keiyo Passageway** Ten panels with :15-second spots. Flight dates: July 6 – August 2, 2026.
- **Shinagawa Station — J-AD Vision Free Passage Package** Twenty-two double-sided digital screens targeting multiple exits of Shinagawa Station, the nearest major transit hub to Brand USA's Sales Mission hotel, The Prince Sakura Tower. Includes :15-second spots. Flight dates: July 13–26, 2026.
- **Cross Shinjuku Vision — Shinjuku, Tokyo** A roadside digital screen with 3D capabilities located in one of Tokyo's busiest and most popular entertainment and shopping districts. The curved format provides strong street-level visibility for pedestrians. This placement will feature a 3D, :15-second video execution spotlighting a U.S. national park. Flight dates: July 13 – August 9, 2026.
- **109 Forum Vision — Shibuya, Tokyo** A large-format horizontal digital screen in Shibuya, one of Tokyo's premier destinations for domestic and international visitors. This high-visibility placement includes: 30-second spots. Flight dates: July 13 – August 11, 2026.

Campaign Strategy

The campaign comes as travel demand from Japan to the United States continues to show strong momentum. According to NTTO, Japan ranked as the No. 3 overseas source market for the United States in 2025, with 1,967,298 arrivals. Tourism Economics projects that Japanese visitation will continue to grow in 2026, reaching 2,067,404 visitors—an increase of 100,106 over 2025—and positioning

Japan to become the No. 2 overseas source market for the United States. Japan also received one of the largest upward revisions in the latest forecast, with its 2026 projection increased by 26,000 visitors from the previous estimate. The forecast marks the first time since 2019 that annual Japanese visitation to the United States is expected to exceed two million.

The United States is also the No. 3 outbound destination for Japanese travelers overall and the No. 1 long-haul destination. In addition, Japan ranked among the top 10 international markets for total visitor spending (No. 9), with US$8.3 billion in 2024, underscoring its importance as a key high-value market where Brand USA continues to focus its efforts. Campaign locations are concentrated in Tokyo's most iconic and high-footfall neighborhoods and transit hubs.

Displays started rolling out July 6, with the full campaign running through August 11 to align with the broader summer travel season.

Across all placements, the creative will carry the campaign's headline "AMERICA THE BEAUTIFUL AWAITS," with a call-to-action directing consumers to plan their trip at AmericaTheBeautiful.com.

The campaign also coincides with Brand USA's annual Japan Sales Mission, taking place in Tokyo on July 23–24. This year's mission will bring together 36 U.S. tourism organizations, represented by 48 delegates—matching the highest level of participation in the program's history—to connect with more than 100 Japanese travel planners and agents through trade seminars, one-on-one business appointments, and networking events. Following the Tokyo program, Brand USA will continue its engagement with the Japanese travel industry in Osaka, further strengthening partnerships and showcasing the diversity of destinations and experiences available across the United States.

Expanded air connectivity is also supporting travel between Japan and the United States. From August 2026, Japan Airlines will increase both its Tokyo–San Diego and Osaka–Los Angeles services to daily flights. ZIPAIR will also operate three additional round-trip charter flights between Tokyo and Orlando in August, while United Airlines will launch the first nonstop service by a U.S. carrier between Sapporo and San Francisco, operating three weekly flights during the winter season from December 2026 through March 2027. Together, these expanded services will provide Japanese travelers with greater access to destinations across the United States.

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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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