



BRAND
USA

BRAND USA FY27 PARTNER OPPORTUNITIES

May 12, 2026

WELCOME



SPEAKERS



Angie Briggs

Senior Vice President,
Industry Partnerships and
Engagement
& Chief Development
Officer



Chelsea Benitez

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Research & Analytics



Leah Chandler

Chief Marketing Officer



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Vice President, Partner
Engagement & Marketing



Malcolm Smith

Senior Vice President,
Global Markets & Chief
Trade and Product
Development Officer



Chris Heywood

Senior Vice President,
Public Relations & Chief
Communications Officer

TODAY'S CONVERSATION

AGENDA

01

WELCOME

02

RESEARCH
& INSIGHTS

03

AMERICA
THE BEAUTIFUL

04

GLOBAL PARTNER
OPPORTUNITIES

05

PARTNER OPPORTUNITIES
BY REGION

06

RESOURCES
& CLOSE

RESEARCH & INSIGHTS



An aerial photograph of the Seattle skyline, featuring the Space Needle and various skyscrapers. In the background, the snow-capped Mount Rainier is visible under a clear blue sky with wispy clouds. The foreground shows green trees and residential buildings.

2026 YTD & FORECAST

OVERSEAS VISITATION REACHED 9.7M THROUGH APRIL

Arrivals are down 4% year-over-year



9.7M

YTD OVERSEAS VISITORS



-4%

YOY - ALL MARKETS

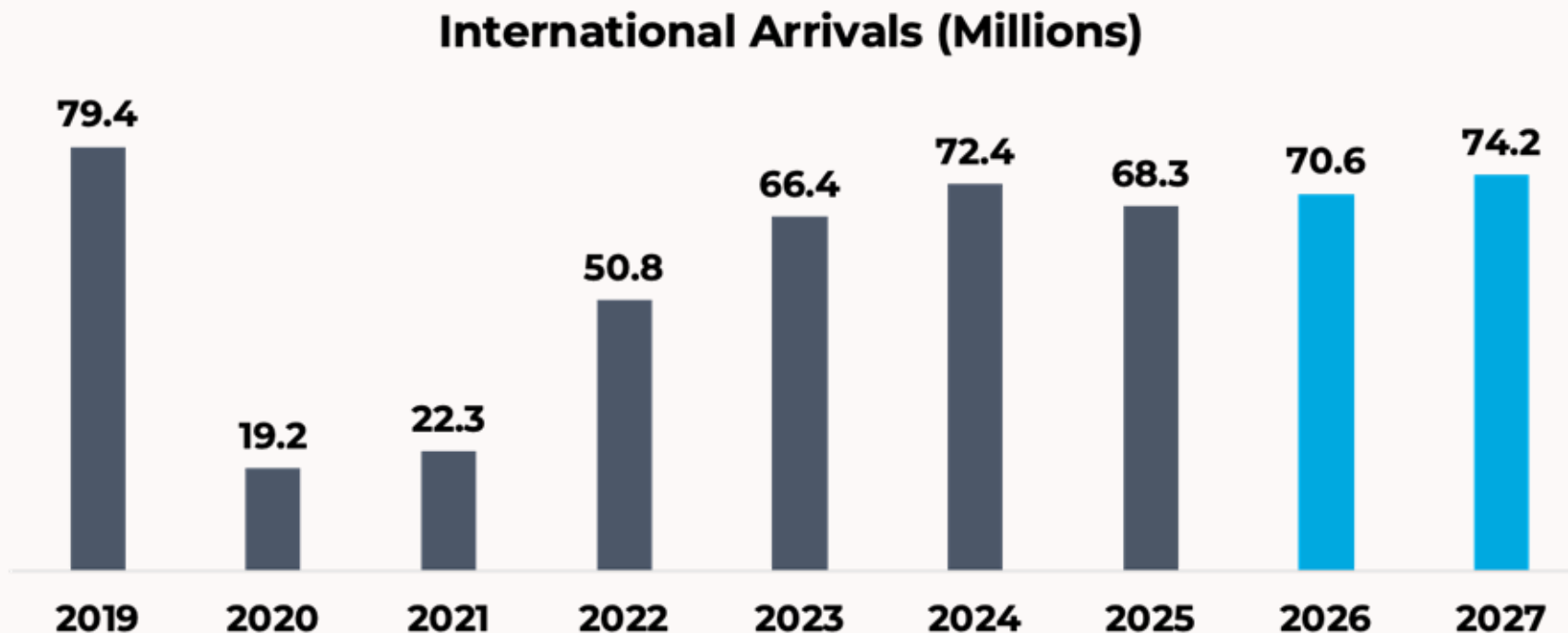


-2%

YOY - TOP 20 MARKETS

VISITATION GROWTH EXPECTED IN 2026

International visitation is projected to reach approximately 70.6 million in 2026, representing +3% YoY growth (+2.3M visitors).



GROWTH EXPECTED ACROSS MOST KEY MARKETS

Nine of the top ten inbound markets are projected to grow in 2026, with growth ranging from 3% to 6%.

Market	2026 Forecast	YOY % Change
Mexico	18,532,950	3%
Canada	17,029,610	6%
United Kingdom	4,192,979	3%
Japan	2,041,417	4%
India	1,988,707	-3%
Brazil	1,988,510	4%
Germany	1,831,956	3%
South Korea	1,738,290	6%
France	1,650,137	4%
China	1,639,936	5%
Total International	70,597,260	3%

FY27 MARKET PRIORITIZATION



A DATA-DRIVEN APPROACH TO MARKET PRIORITIZATION

Our market selection model identifies where Brand USA can have the greatest impact by aligning data with strategy.



DATA

Market, consumer
& industry inputs



INSIGHTS

Identifies market
opportunity



INVESTMENT

Markets prioritized
for impact

**1. COMPREHENSIVE &
MULTI-DIMENSIONAL**

**2. DYNAMIC &
CONTINUOUSLY
UPDATED**

**3. DESIGNED
FOR IMPACT**

SIX KEY DIMENSIONS OF MARKET OPPORTUNITY



Visitation



Airlift



Visitor Value



Sentiment



Ad Response



Access



Together, these indicators provide a comprehensive, data-driven view of opportunity to guide market prioritization and investment decisions

THE MODEL IS CONTINUOUSLY UPDATED

New indicators are added regularly to reflect changing traveler behavior, market dynamics, and emerging opportunity signals

EXISTING INPUTS (ANNUAL UPDATES):

- Length of stay (2025)
- Travel party size (2025)
- Total year-end visitation (2025)
- Updated visitation forecast (Jan & Apr 2026)
- Seat Capacity (2026)

NEW / EXPANDED INPUTS:

- Shoulder-season traveler share
- Average number of states visited per U.S. trip
- New airline route additions
- Estimated economic impact of new seat capacity
- Amadeus flight searches & bookings
- SMARI Ad Tracker study results
- Increased weight of % specific deterrents to travel internationally and to the USA

OUTPUT

Brand media markets with the strongest current opportunity:

- Argentina
- Australia
- Brazil
- Canada
- India
- Ireland
- Japan
- Mexico
- South Korea
- UK



CANADA SEGMENTATION & MESSAGING

OBJECTIVES:

- Identify the most persuadable Canadian audiences for U.S. travel
- Understand what is driving hesitation—and what will motivate travel now
- Inform Brand USA strategies on the messaging and positioning needed to motivate Canadian travel to the U.S.

QUANTITATIVE (N=3,500):

- National online survey across key provinces
- Segmentation based on behaviors, attitudes, and psychographics
- Identify high-potential audiences, motivators, and barriers

QUALITATIVE:

- Focus groups across key markets (Toronto, Vancouver, Montreal)
- Deep dive on perceptions, messaging, and travel sentiment

AMERICA THE BEAUTIFUL





BRAND
USA

AMERICA THE BEAUTIFUL

Brand Platform & Current Marquee Campaign

AMERICA THE BEAUTIFUL STRATEGIC FRAMEWORK

BUSINESS GOAL

Drive economic growth by attracting persuadable international travelers

MARKETING GOAL

Brand perception, intent, engagement, conversion

CREATIVE PLATFORM

AMERICA THE BEAUTIFUL

Reinforcing human connection and empathy between the American people and visitors

PROGRAM OBJECTIVE

INSPIRE

ENGAGE

ACTIVATE

Paid Media

Video Storytelling (Mid-form)

Tour Operator / OTA partnership

Earned

ATB Traffic Drivers

Traveler Confidence Platform

Social (Paid/Organic)

MindTrip Planner

Third-Party (Media/Airlines/OTAs)

Partner Integration

Partner Integration

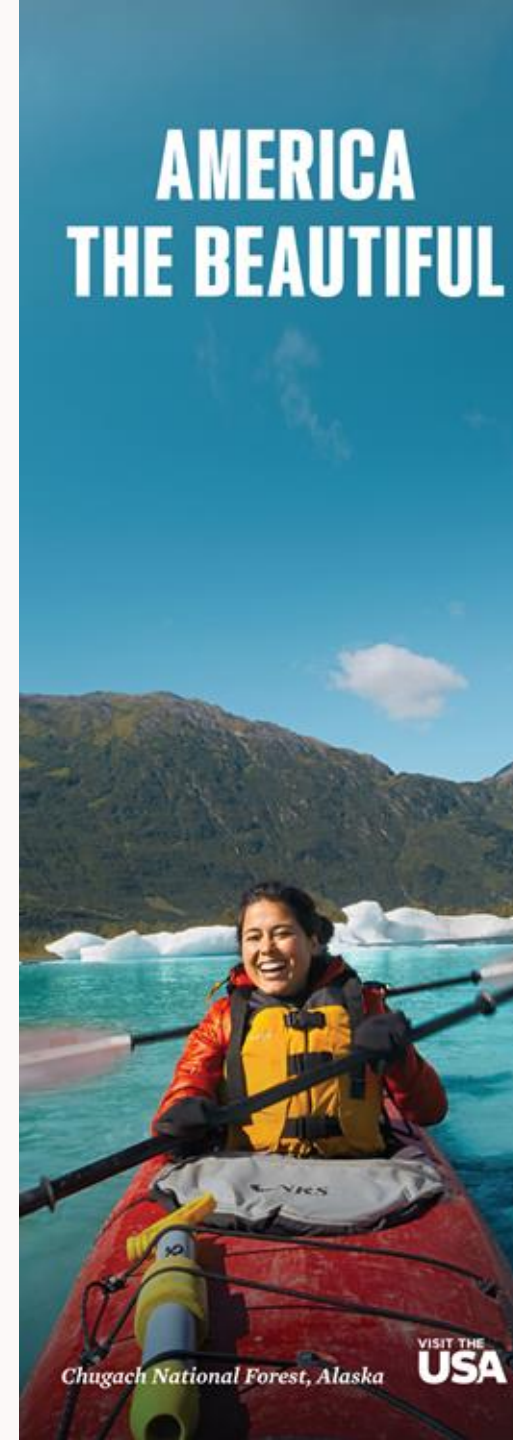
Third-Party (Media/Airlines/OTAs)

Third-Party (Media/Airlines/OTAs)

Owned

TACTICS

**AMERICA
THE BEAUTIFUL**



INSPIRE



KEY AUDIENCE SEGMENTATION

A photograph of two surfers running on a beach. The surfer in the foreground is wearing a black wetsuit and carrying a dark green surfboard. The surfer in the background is wearing a purple wetsuit and carrying a brown surfboard. They are running towards the ocean, and the background shows a sunset or sunrise over the water.

Outdoor

Seek travel to relax, unwind, and recharge by finding moments of peace and tranquility..

Art & Culture

Travel to explore museums and cultural sites, and often to immerse in new and unique cultures and experiences and the essence of the places they visit.

Family

Travel creates the opportunity to spend quality time with their family or significant other and create shared memories and deepen their connection.

Luxury

Motivated to travel to indulge and be pampered, savoring the finer things in life.



PAID MEDIA

EARNED

THIRD-PARTY

PARTNERSHIP

EARNED MEDIA

Seven thematic pillars that anchor our earned coverage and partner stories.



**SPORTS &
ENTERTAINMENT**



LUXURY



OUTDOOR



FAMILY



ROAD TRIP



**SCREEN TOURISM &
POP CULTURE**



ARTS & CULTURE

PAID MEDIA

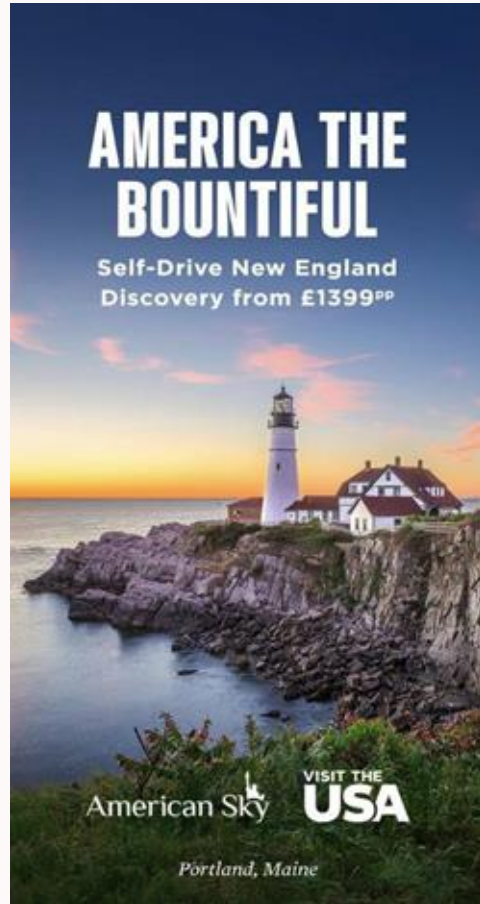
EARNED MEDIA

THIRD-PARTY

PARTNERSHIP

THIRD PARTY

Reach high-impact travelers through unique in-market tour operator and media partnerships.



INTEGRATING U.S. DESTINATION & CORPORATE PARTNERS

Partner integration is at the foundation of our framework.





AMERICA THE BEAUTIFUL PERFORMANCE TRACKING FROM LAUNCH-TO-DATE



METHODOLOGY

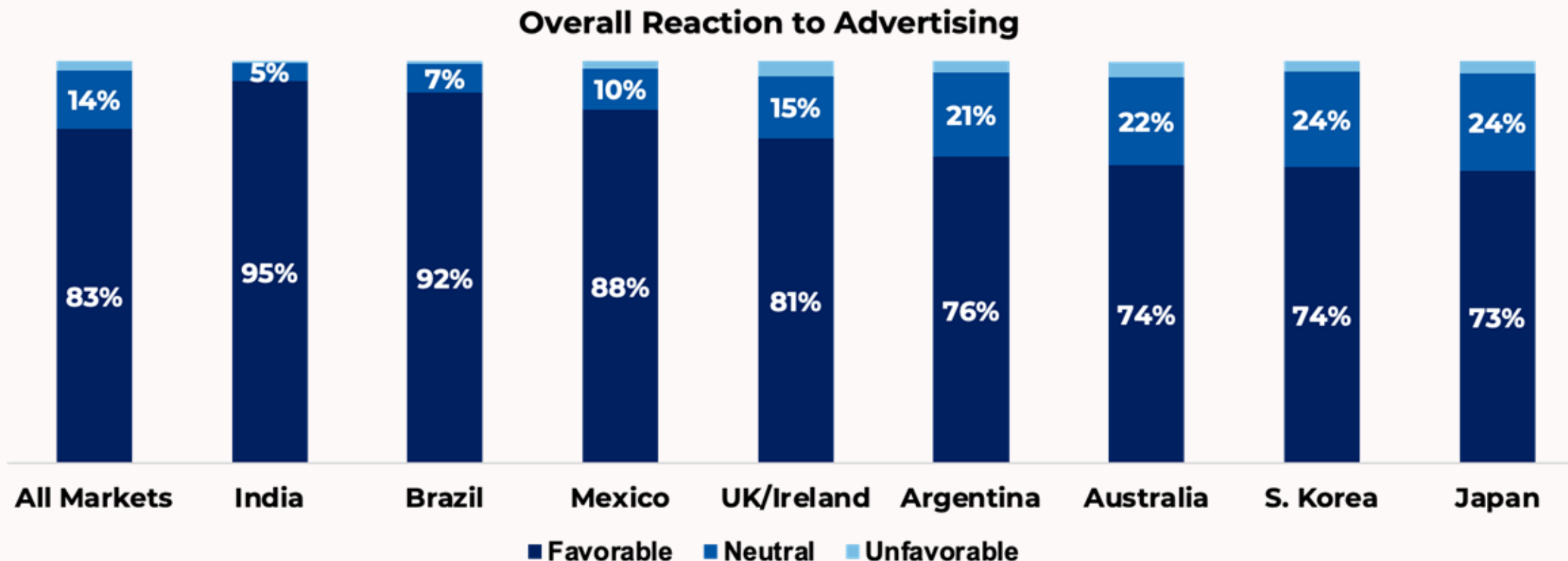
Monthly advertising tracking study measuring campaign performance, delivering topline insights on creative effectiveness and impact on intent to visit the United States.

- Sample: ~250 per market per month across 8 paid media markets (n=2,000)
- Fielding Dates YTD:
November 2025-April 2026

- Markets Surveyed:
 - Argentina
 - Australia
 - Brazil
 - India
 - Japan
 - Mexico
 - South Korea
 - UK/Ireland

AMERICA THE BEAUTIFUL CAMPAIGN DRIVES HIGH FAVORABILITY

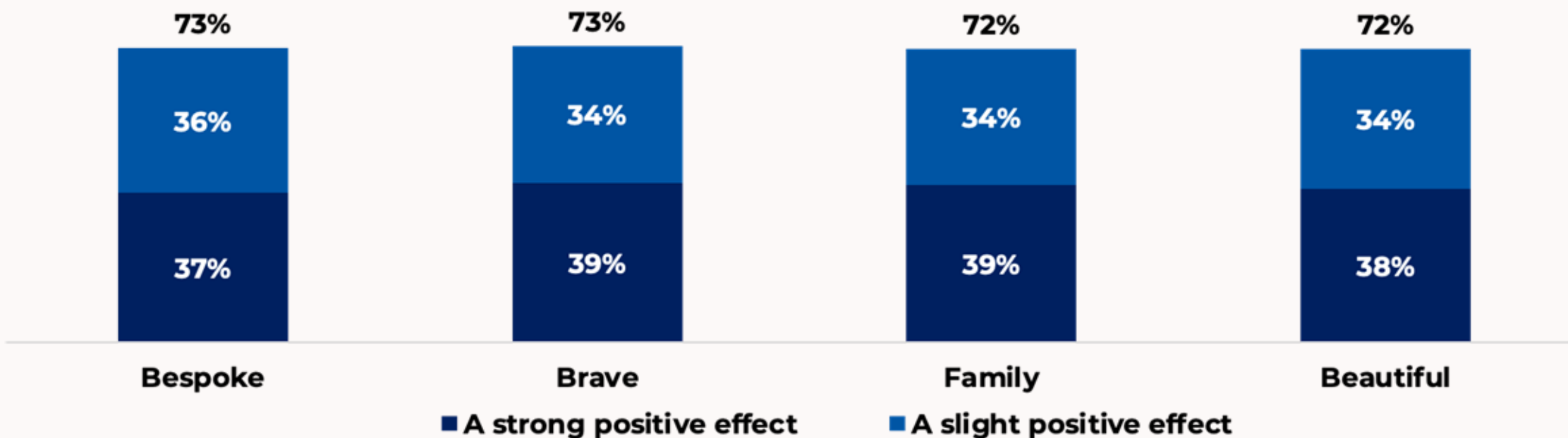
Advertising resonates strongly across all markets, with over 70% favorability globally.



CREATIVE DRIVES INTEREST IN VISITING THE U.S.

Video creative performs consistently across all executions, with approximately 70%+ of audiences reporting a positive impact on interest in visiting the United States.

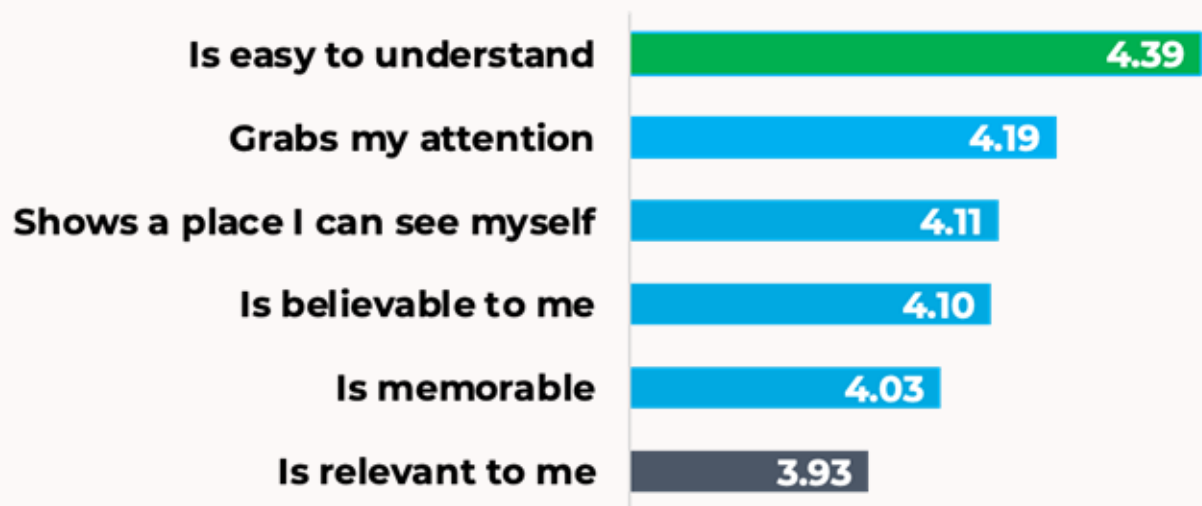
Overall Video Influence on Interest in Visiting the USA – April 2026



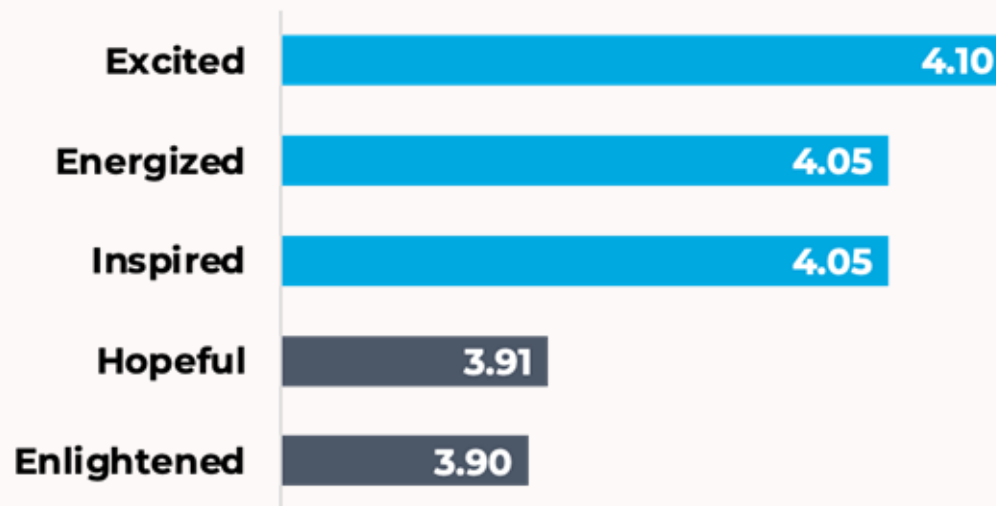
CREATIVE PERFORMS CONSISTENTLY ACROSS CORE METRICS

The creative performs well across core communication measures, with strong clarity and clear emotional resonance driven by feelings of excitement, energy, and inspiration—key drivers of travel consideration.

What the Ad Communicates (5-point scale)



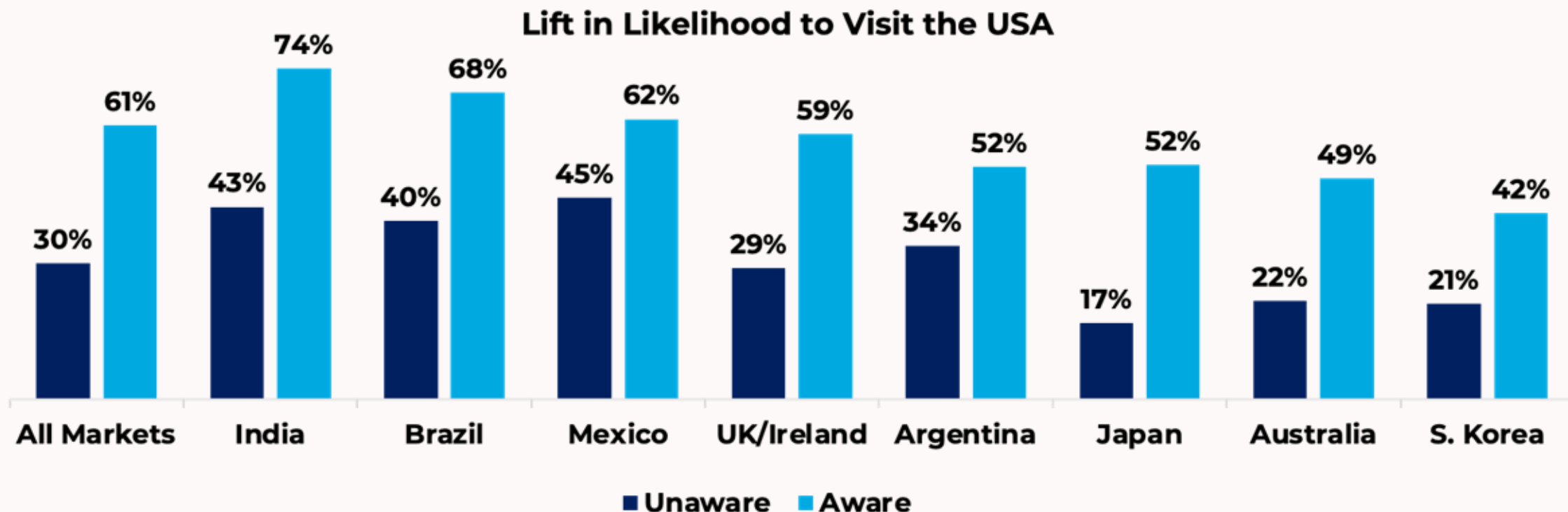
Emotional Response to the Ad (5-point scale)



<p>≥ 4.2 = Excellent (Top 10%)</p>	<p>4.19 – 4.00 = Good (Top 25%)</p>	<p>3.99 – 3.80 = Average</p>
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AMERICA THE BEAUTIFUL CAMPAIGN DRIVES MEANINGFUL LIFT IN INTENT

Awareness of the Brand USA creative drives meaningful lift across all paid media markets.



AMERICA THE BEAUTIFUL STRATEGIC FRAMEWORK

BUSINESS GOAL	Drive economic growth by attracting persuadable international travelers		
MARKETING GOAL	Brand perception, intent, engagement, conversion		
CREATIVE PLATFORM	AMERICA THE BEAUTIFUL <i>Reinforcing human connection and empathy between the American people and visitors</i>		
PROGRAM OBJECTIVE	INSPIRE	ENGAGE	ACTIVATE
TACTICS	Paid Media	Video Storytelling (Mid-form)	Tour Operator / OTA partnership
	Earned	ATB Traffic Drivers	Traveler Confidence Platform
	Social (Paid/Organic)	MindTrip Planner	Third-Party (Media/Airlines/OTAs)
	Partner Integration	Partner Integration	
	Third-Party (Media/Airlines/OTAs)	Third-Party (Media/Airlines/OTAs)	
	Owned		



A woman in a purple jacket stands on a wooden boardwalk in a lush, mossy forest. The boardwalk is covered in moss and ferns. The forest is dense with tall trees and hanging moss. The word "ENGAGE" is written in large white letters in the bottom left corner.

ENGAGE

BRAND USA STORYTELLING: AMERICAN ORIGINALS

For 250 years, America's greatest export hasn't been a product; it's been the culture created by its people.

Experience the places and meet the people who originated the styles, sounds, and tastes the world loves.



THE SPARK



THE ECHO



THE BRIDGE





MONUMENT VALLEY, ARIZONA & UTAH



AUSTIN, TEXAS

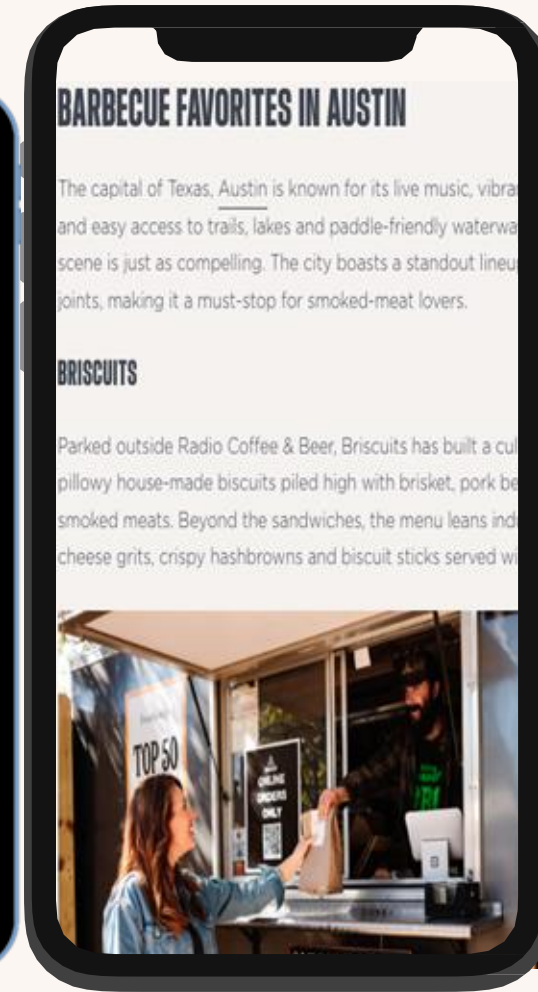
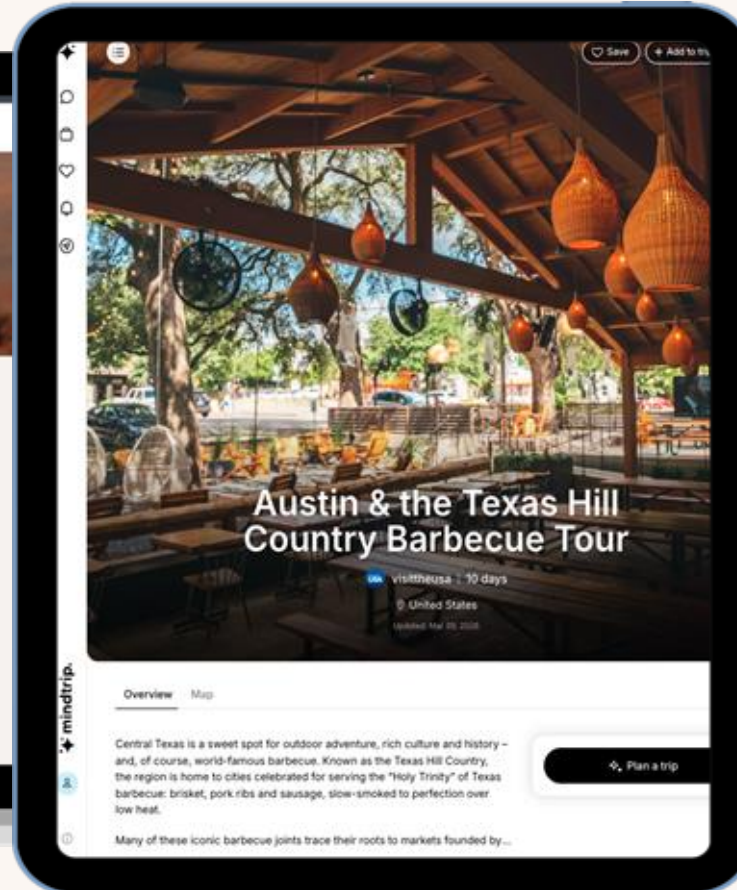
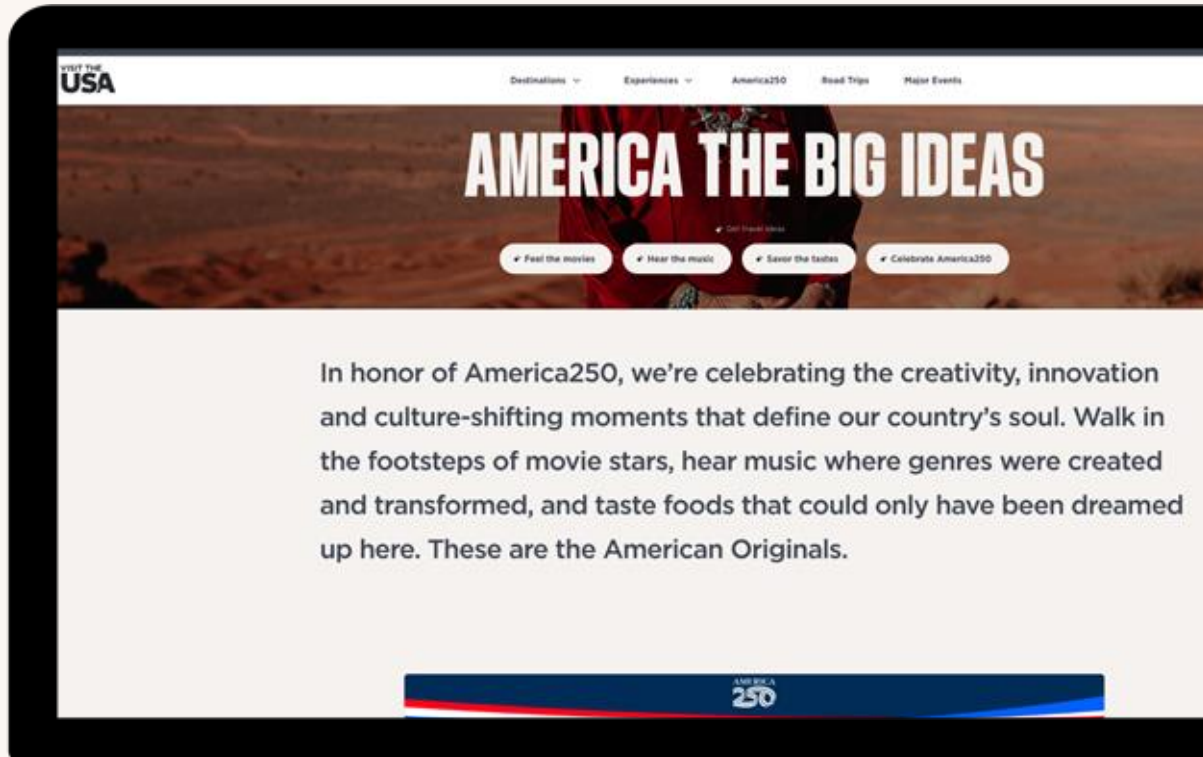


MEMPHIS, TENNESSEE



NEW YORK CITY, NEW YORK

A 360° CONTENT APPROACH



EARLY RESULTS SHOW PROMISING IMPACT

(Initial Media Results: March-April)

75M

VIEWS ACROSS ALL
CHANNELS

3:08

AVG TIME VIEWED
(51% OF VIDEO)

176%+

AI ENGAGEMENT RATE
EXCEEDS BENCHMARK

FY27 GLOBAL PARTNER OPPORTUNITIES



AMERICA THE BEAUTIFUL PARTNER PROGRAM OPPORTUNITIES

BUSINESS GOAL	Drive economic growth by attracting persuadable international travelers		
MARKETING GOAL	Brand perception, intent, engagement, conversion		
CREATIVE PLATFORM	AMERICA THE BEAUTIFUL <i>Reinforcing human connection and empathy between the American people and visitors</i>		
PROGRAM OBJECTIVE	INSPIRE	ENGAGE	ACTIVATE
	America The Beautiful Inspiration Program	American Originals Programs	Optimized Audience Campaigns
	Market Programs	VisitTheUSA.com Opportunities	Market Programs
PARTNER OPPORTUNITIES		Global Trade Engagement Programs	
		Brand USA Events	
		Market Programs	



GLOBAL PARTNER OPPORTUNITIES

By Program Objective

INSPIRE

**America The Beautiful
Inspiration Program**

ENGAGE

American Originals

Cinematic · Social · Website Extension

**Consumer Website Promotion &
Content**

Programmatic Media Extensions

Global Trade Engagement

World Ready · USA Discovery Program · Brand USA
Events

ACTIVATE

Optimized Audience Campaigns



INSPIRE

AMERICA THE BEAUTIFUL INSPIRATION PROGRAM

Living under the ATB campaign halo gives partners turnkey creative, exclusive audiences, and Brand USA's media buying power.

ATB CAMPAIGN HALO

Leveraging the ATB campaign as a wrapper, partners gain the "halo effect" — living under the same messaging and borrowing from Brand USA's traction.

TURNKEY CREATIVE

Emotional campaigns that both inspire visitation and spotlight the partner as part of the destination itself.

EXCLUSIVE AUDIENCE ACCESS

Tap into Brand USA's proprietary paid and first-party audiences — a competitive edge not found elsewhere — translating to accelerated growth and superior ROI.

BRAND USA'S MEDIA BUYING POWER

Benefit from Brand USA's media negotiating and buying power put to your advantage; added value and in-kind secured will support this campaign.

A wide-angle photograph of a calm lake reflecting a range of snow-capped mountains under a clear blue sky. Two people are standing on a long, narrow paddleboard in the middle ground, each holding a paddle. The water is very still, creating a clear reflection of the mountains and the sky. The overall color palette is dominated by blues and whites, with a slight gradient from light blue at the top to a deeper blue at the bottom.

ENGAGE

AMERICAN ORIGINALS

AUTHENTIC STORYTELLING

American Original stories told through a proven narrative framework rooted in origin, culture, and global impact — delivered as a full suite of assets including video, articles, map pins, and more.

AUDIENCE & AMPLIFICATION

Reach a high-intent global audience already primed to travel to the USA through strategic distribution across paid, owned, and earned channels — partner content amplified by Brand USA's global halo campaign.

AI-POWERED TRIP PLANNING

Destinations are woven into the traveler journey via MindTrip AI prompts and guides, turning content engagement into active trip planning.

A FORMAT FOR EVERY STORY

Whether Cinematic, Social, or Website Extension — every format delivers the same storytelling standards and platform access, scaled to partner goals.

AMERICAN ORIGINALS

Partner program opportunities. A format for every story.

CINEMATIC ORIGINAL: Premium Storytelling

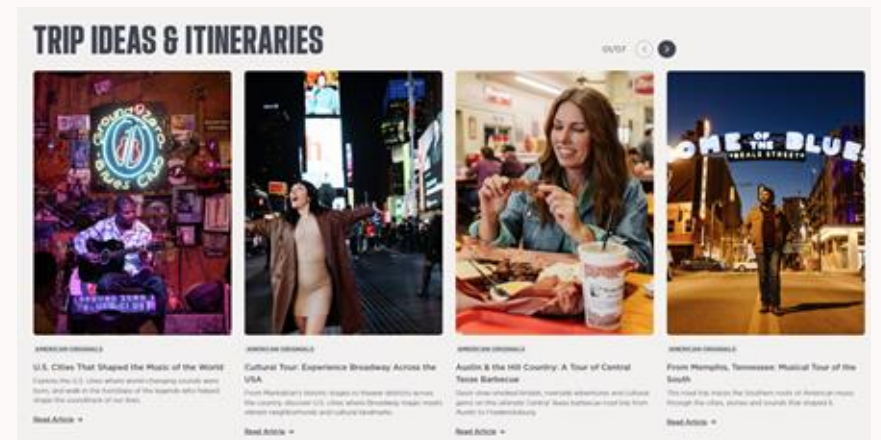
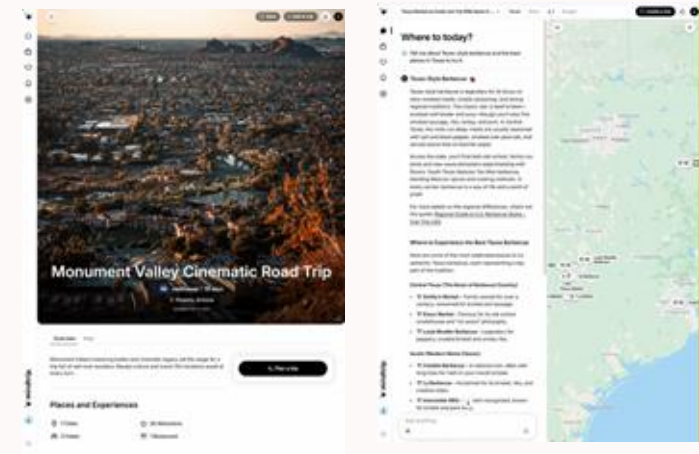
The flagship format. A premium, long-form cinematic video tells American Original's story at the highest level of production, distributed across Brand USA's full content ecosystem with maximum platform exposure.

SOCIAL ORIGINAL: Social-First Content

A social-first format built for high-impact, vertical storytelling that bring destinations to life across the social platforms where travelers are already discovering the USA.

WEBSITE EXTENSION: Digital Integration

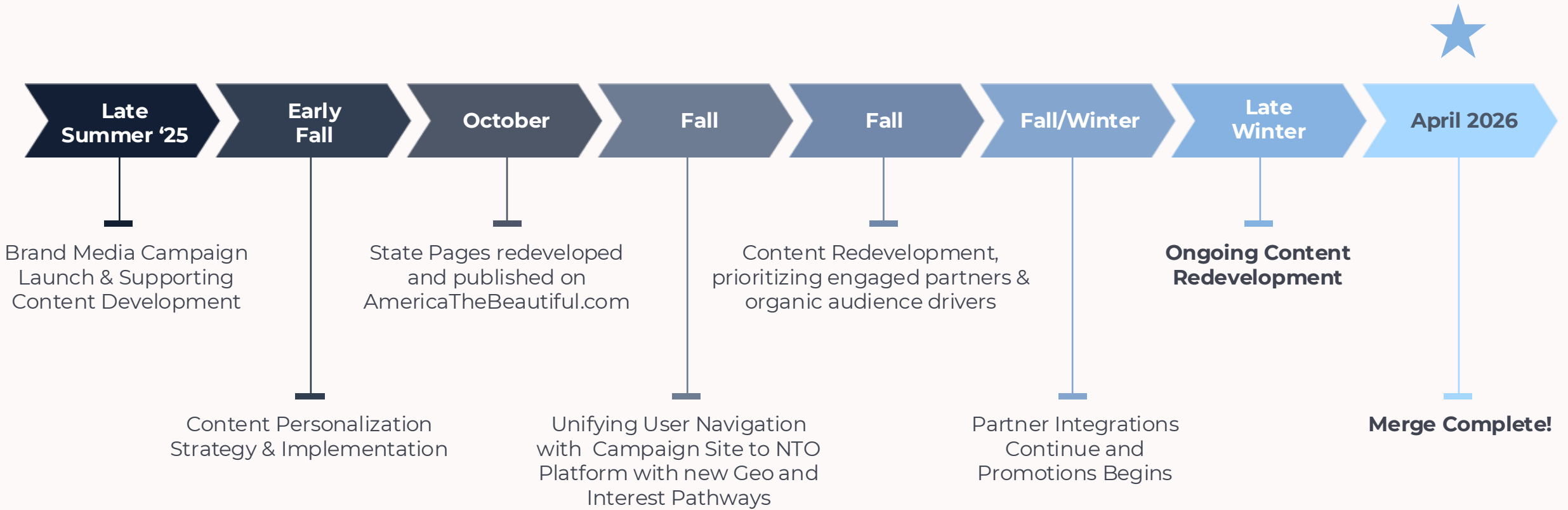
A strategic point of entry into the American Originals ecosystem, destinations benefit from featured placement on the platform, reaching high-intent travelers through pillar pages and MindTrip AI.



MERGING
VisitTheUSA.com
WITH
AmericaTheBeautiful.com



TIMELINE



ALL TRAFFIC DRIVING TO THE SAME PLACE

When organic, direct, and paid traffic unified under a single URL, quality metrics followed — web action rate climbed, AI engagement rose, and destination mentions increased.

15.5%

WEB ACTION RATE

+12% FROM 13.3%

3.3%

AI ENGAGEMENT

+13.9% FROM 2.8%

737K

MENTIONS ON

MINDTRIP

+46% FROM 398K

CONSUMER WEBSITE CONTENT & PROMOTION PARTNER OPPORTUNITIES

CONSUMER WEBSITE PROMOTION & CONTENT

The Foundation · Destination content integrated directly into VisitTheUSA.com

HIGH-INTENT AUDIENCE

Adults 25+ with \$75K+ HHI demonstrating active U.S. travel intent through behavioral and contextual signals.

PLATFORM INTEGRATION

Destination landing pages, thematic editorial features, carousel placements, and onsite promotion on VisitTheUSA.com.

MINDTRIP AI

Partner content integrated into AI-powered trip planning through customized prompts — guiding high-intent travelers from inspiration to active itinerary building.

BRAND ALIGNED

Creatively aligned with America The Beautiful — opportunity to leverage thematic pillars: Family, Luxury, Outdoors, Arts & Culture, Road Trips.

PROGRAMMATIC MEDIA EXTENSION

The Extension · Scalable programmatic campaigns that amplify destination content

PRECISION TARGETING

Three audience layers — core demographics, retargeting, and lookalike modeling — plus thematic segmentation.

RIGHT TRAVELER, RIGHT MARKET

Target the markets that matter most and deliver quality impressions through native and display formats — reaching travelers with genuine intent to visit the USA.

BRAND ALIGNED

Campaigns operate within the America The Beautiful creative framework — ensuring brand consistency and maximum impact.

THEMATIC AUDIENCE ALIGNMENT

Advanced segments spanning Arts & Culture, Family, Outdoors, Luxury, and Road Trips mirror Brand USA's content pillars.

A person wearing a bright yellow winter jacket stands in a snowy, mountainous landscape at night. The sky is filled with vibrant, dancing aurora borealis in shades of green, blue, and purple. The ground is covered in snow, and the background shows snow-covered mountains and evergreen trees. The overall scene is serene and awe-inspiring.

ACTIVATE

OPTIMIZED AUDIENCE CAMPAIGNS

From America The Beautiful storytelling to bookings — strategic partnerships with Agoda, Booking.com, Expedia, and Kayak turn intent into action.



TARGET

Data-driven targeting reaches high-intent international travelers in Brand USA's 8 priority markets.



AMPLIFY

Harnessing the America The Beautiful platform to scale reach and multiply impact up to 3.75x.



CONNECT

Immersive, high-impact media experiences across trusted travel environments — driving to VisitTheUSA.com.



ACTIVATE

Turns traveler intent into action through strategic partnerships with Agoda, Booking.com, Expedia, and Kayak.

OPTIMIZED AUDIENCE CAMPAIGN SCHEDULE

FY27 activation calendar by market.

MARKET	FALL	WINTER	SPRING
Australia	●		
Brazil			●
Canada	●		●
France			●
Germany			●
India			●
Mexico		●	
United Kingdom		●	●

FY27 BRAND USA EVENTS





MAJOR TRADE EVENTS

2027

DATE	EVENT	DATE	EVENT
Oct 26–29	Canada Connect 2026	Mid-Apr / Late May	<i>Destination Immersion UK & Ireland *</i>
Jan 11–15	Mexico Sales Mission	May 3–7	IPW, New Orleans
Jan 17–22	Travel Week India	May 11–13	IMEX, Frankfurt
Feb 18	Australia B2B	Jul 12–16	South Korea & Japan Sales Mission
Feb 22–23	New Zealand Expos	Oct 11–15	<i>Nordic Roadshow (Discover America) *</i>
Mar 14–19	Travel Week Latin America	Oct 18–21	<i>Travel Week UK & Europe *</i>
April	<i>SE Asia Sales Mission *</i>	Nov 8–12	<i>Canada Connect 2027 *</i>

** Pending confirmation*



FY27 GLOBAL COMMUNICATIONS

CONTENT & STORYTELLING



SPORTS & LIVE ENTERTAINMENT



LUXURY



OUTDOOR



FAMILY



ROAD TRIP



SCREEN TOURISM & POP CULTURE



ARTS & CULTURE

NEWS RELEASE

What's New in the USA for 2026: Spring Update

Mar 16, 2026 SHARE in f



RIO DE JANEIRO, BRAZIL (March 16, 2025) — As the United States approaches its 250th anniversary, 2026 is shaping up to be a landmark year across the country. As the nation's destination marketing organization, Brand USA invites global travelers to discover what's new—from major new attractions and luxury hotels to milestone cultural events and expanded international air service. With so much on the horizon, travelers will find new reasons to explore every corner of the U.S.

"Across the United States, destinations are unveiling what's next—from transformative new products and live events to reimagined visitor experiences—creating fresh energy and reasons to visit. When combined with mega events on deck like the FIFA World Cup, America's 250th, and the Route 66 centennial, new offerings heighten demand. For international travelers looking to enjoy what's hot and trending, the moment to start planning a trip to the USA is now," said Fred Dixon, president and CEO of Brand USA.

AMERICA THE BEAUTIFUL VISITING JOURNALIST PROGRAM

We're always looking to partner with destinations to host international media and showcase authentic experiences across the USA. Let us know if you'd be interested in participating in a future opportunity.







CONNECT WITH US
press@thebrandusa.com

FY27 PARTNER OPPORTUNITIES BY REGION

A group of hikers is seen from behind, walking along a rocky, dirt trail on a mountain ridge. The lead hiker is a woman in a blue athletic top and purple shorts, carrying a green water bottle. Behind her is another woman in a yellow top and light green pants, and further back, a man in a teal shirt. The landscape is rugged with green shrubs and rocky outcrops. In the distance, more mountain peaks are visible under a vast, bright blue sky with wispy white clouds.

AMERICA THE BEAUTIFUL: PARTNER INTEGRATION OPPORTUNITIES

Market programs partners can integrate with — across the Inspire, Engage, and Activate journey.

CREATIVE PLATFORM AMERICA THE BEAUTIFUL — Reinforcing human connection and empathy between the American people and visitors

INSPIRE

America The Beautiful Inspiration Program*

Brand USA Event OOH Opportunities (pending)* **NEW**

JC Decaux OOH (UK)

ENGAGE

American Originals Programs* **NEW**

VisitTheUSA.com Opportunities

Brand USA Events

World Ready Program

USA Discovery Program

British Airways (UK)

Hindustan Times (India)

Silver Travel Advisor (UK) **NEW**

Ströer Media (Germany)

Tata CLiQ (India)

The Telegraph (UK)

The Times / Sunday Times (UK) **NEW**

Travelweek Canada (Canada)

ACTIVATE

Optimized Audience Campaigns**

America Unlimited (Germany) **NEW**

Canada Loyalty Marketing (Canada)

CANUSA (Germany)

Despegar (Brazil & Mexico) **NEW**

Hays Travel (UK)

Helloworld (Australia)

PriceTravel (Mexico)

Trailfinders (UK) **NEW**

Travelbag (UK)

Voyage Privé (France)



2027 MARKET-BASED STRATEGIES



EUROPE

Brand USA engagement & partner opportunities

BRAND USA ENGAGEMENT

IN-MARKET OFFICES

Trade & PR representation

U.K. & Ireland · France · Germany, Switzerland,
Austria · Spain · Italy · Benelux

ENGAGING WITH THE TRADE

- 'Always-On' Travel Agent Training
- Destination Immersions & Agent Fams (UK/Ireland 2027, Europe 2027)
- Joint Tour Operator Campaigns

ENGAGING WITH CONSUMERS

PAID MEDIA *(tentative): U.K. and Ireland*

- Content-driven media partnerships
- Tour operator co-op campaigns

PARTNER OPPORTUNITIES

MARKET PROGRAMS

- The Times / Sunday Times (UK)
- Silver Travel Advisor (UK)
- The Telegraph (UK)
- British Airways Sales Campaigns (UK)
- Ströer Media (Germany)
- Trailfinders, Hays Travel, Travelbag (UK)
- America Unlimited, CANUSA (Germany)
- Voyage Privé (France)
- Brand USA Travel Week UK/Europe OOH (Netherlands)

EVENTS

- IMEX Frankfurt 2027
- Brand USA Travel Week U.K. & Europe 2027 (London)

OPTIMIZED AUDIENCE

UK

GERMANY

FRANCE

EUROPE: NEW PROGRAMS



THE TIMES & THE SUNDAY TIMES



HIGH VALUE READERSHIP

The Times and The Sunday Times reach 14.7 million UK adults monthly across print and digital, providing scaled access to a high-value, affluent audience. The U.S. is the most popular long-haul destination outside of Europe among Times readers, with 27% actively considering it for a holiday.

MULTI-CHANNEL EXPOSURE

These opportunities feature multi-channel strategies that combine high-impact print advertorials with premium digital formats, including native content, targeted display, and social experiences, to deliver consistent exposure.

EDITORIAL INFLUENCE

Leverages a trusted editorial environment where travel content plays a key role in shaping destination consideration and inspiring travel decisions.

DRIVES CONSIDERATION

Designed to build awareness and consideration among high-value travelers during key moments in the travel planning journey.

SILVER TRAVEL ADVISOR

SILVER TRAVEL ADVISOR

HIGH VALUE TARGETED AUDIENCE

Direct access to a highly engaged UK 50+ audience with strong travel frequency, purchasing power, and preference for experience-led travel.

MULTI-CHANNEL ENGAGEMENT

Integrated campaign combining digital, email, social, and print to deliver targeted reach and sustained engagement.

TRUSTED ADVISORY ENVIRONMENT

Leverages expert-led content and a high-trust platform that guides travelers through the decision-making process.

DRIVES CONSIDERATION AND CONVERSION

Designed to influence travel decisions and generate high-quality engagement among an experience-focused audience.

TRAILFINDERS



HIGH INTENT TRAVEL AUDIENCE

Access a large base of active UK & Ireland travelers with strong engagement across digital and email channels, driving high booking intent.

BESPOKE, CONSULTATIVE TRAVEL PLANNING

Showcase destinations through expert-led, tailor-made itineraries designed to meet the needs of high-value, experience-driven travelers.

FULL-FUNNEL CAMPAIGN EXECUTION

Integrated campaigns combining digital, social, email, and retail touchpoints to engage, retarget, and convert travelers throughout the booking journey.

DRIVES BOOKINGS & MEASURABLE PERFORMANCE

Campaigns are supported by in-house strategy, creative, and performance tracking tied directly to bookings and ROI.

AMERICA UNLIMITED



**America
Unlimited**

USA & Kanada Reisen

HIGH VALUE, HIGH-INTENT AUDIENCE

Reach high-value German travelers in the mid to premium segment with strong intent to book long-haul U.S. travel.

TAILOR-MADE TRAVEL EXPERIENCES

Showcase destinations through highly customized itineraries across self-drive, city stays, and experiential journeys.

PERFORMANCE-DRIVEN CAMPAIGN DELIVERY

Multi-channel, performance-led campaigns designed to drive measurable demand through targeted media, content, and CRM activation.

MEASURABLE BOOKINGS & ROI

Comprehensive reporting across bookings, revenue, and engagement to demonstrate clear campaign performance and economic impact.

SOUTH AMERICA

Brand USA engagement 360 & partner opportunities

BRAND USA ENGAGEMENT

IN-MARKET OFFICES

Trade & PR representation

Brazil · Colombia · Argentina (new trade projects)

ENGAGING WITH THE TRADE

- 'Always-On' Travel Agent Training
- Product Manager & Agent Fams
- Joint Tour Operator Campaigns
- Latin America Destination Immersion 2027
- B2B-focused Luxury activities
- Focused trade education on Tier 2 destinations

ENGAGING WITH CONSUMERS

PAID MEDIA (tentative): Brazil and Argentina

PARTNER OPPORTUNITIES

MARKET PROGRAMS

- Despegar (pending)
- Brand USA Travel Week Latin America OOH (pending)

EVENTS

- Brand USA Travel Week Latin America 2027
- Latin America Destination Immersion 2027

OPTIMIZED AUDIENCE CAMPAIGNS

BRAZIL

ASIA PACIFIC

Brand USA engagement 360 & partner opportunities

BRAND USA ENGAGEMENT

IN-MARKET OFFICES

Trade & PR representation

Korea · Japan · Australia & New Zealand ·
Southeast Asia · India

ENGAGING WITH THE TRADE

- 'Always-On' Travel Agent Training
- Australia Destination Immersion 2027
- Joint Tour Operator Campaigns
- Future: Japan & S. Korea PR Mission 2027

ENGAGING WITH CONSUMERS

PAID MEDIA *(tentative): Australia and India*

- Content-driven media partnerships

PARTNER OPPORTUNITIES

MARKET PROGRAMS

- Hindustan Times (India)
- Tata CLiQ (India)
- Helloworld (Australia)
- Brand USA Travel Week India OOH
(pending)

EVENTS

- IMM Asia 2026
- Brand USA Travel Week India 2027
- Australia B2B Sydney 2027
- New Zealand Expos 2027
- IMM Australia 2027
- Japan & S. Korea Sales Mission 2026 &
2027
- Southeast Asia Sales Mission 2027

OPTIMIZED AUDIENCE CAMPAIGNS

AUSTRALIA

INDIA

CANADA & MEXICO

Brand USA engagement 360 & partner opportunities

BRAND USA ENGAGEMENT

IN-MARKET OFFICES

Trade & PR representation

Mexico · PR representation in Canada

ENGAGING WITH THE TRADE

- 'Always-On' Travel Agent Training
- Product Manager & Agent Fams
- Joint Tour Operator Campaigns

ENGAGING WITH CONSUMERS

PAID MEDIA *(tentative): Canada and Mexico*

- OTA & loyalty program promotions
- Publication Partnership

PARTNER OPPORTUNITIES

MARKET PROGRAMS

- Canada Loyalty Marketing
- Travelweek Canada
- PriceTravel (Mexico)
- Despegar *(pending — Brazil & Mexico)*

EVENTS

- Canada Connect 2026 & Discover America Media Event 2026
- IMM North America 2027
- ACTA & consortia engagement
- Mexico Sales Mission 2027

OPTIMIZED AUDIENCE CAMPAIGNS

CANADA

MEXICO

PARTNER RESOURCES



PARTNER SUCCESS PORTAL ROADMAP



AGENTS OF CHANGE WEBINARS

Monthly webinars for partners — past sessions on-demand, upcoming sessions open for registration at thebrandusa.com/events/webinars.

Upcoming Sessions

- AI as Your Chief of Staff — A Personal Operating System Using Claude Code
- From Conversation to Knowledge - How AI Turns Your Calls Into Strategy
- Ditch the Deck - AI-Powered Presentations That Actually Impress



AI EDUCATION AT IPW

8 sessions across 3 days in the Brand USA booth — from C-suite strategy to hands-on workshops.

- AI Traveler Intelligence: first-look chatbot data connecting AI conversations to ad performance
- AI for Leadership and AI for Sales: practical sessions for every level
- AI Confessional Happy Hour: stories and a Claude skills help desk
- Hands-on workshops: Build a Personal OS and Turn This Week Into Next Week





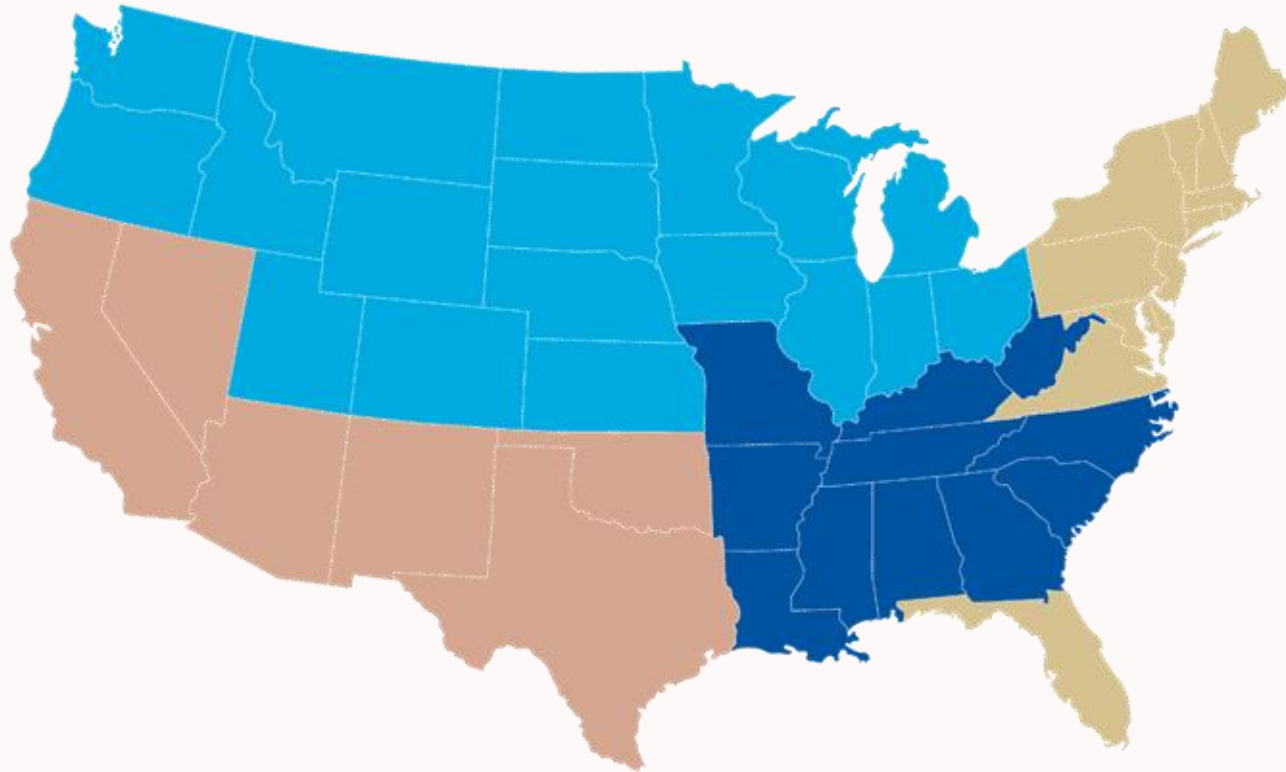
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**GREATER FORT
LAUDERDALE 2026**



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THANK YOU

CONSUMER

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