

Brand USA Travel Week U.K. & Europe 2022: Exhibitor and Buyer Registration Now Open

April 27, 2022

The fourth annual Brand USA Travel Week U.K. & Europe will take place from Sept. 26 to 29 at Alte Oper, Frankfurt, Germany

WASHINGTON, D.C. (April 26, 2022) — Brand USA, the destination marketing organization for the United States, has announced that [Brand USA Travel Week U.K. & Europe 2022](#) will make its European debut at Alte Oper in Frankfurt, Germany, in-person from Monday, Sept. 26 to Thursday, Sept. 29 2022. For the fourth consecutive year, the event will bring together tourism industry professionals from the U.S., U.K., and Europe to discuss future bookings, explore travel trends, and enhance opportunities to drive visitation to the United States.

Building on last year's success, hosting more than 450 travel industry delegates, and facilitating more than 3,000 meetings, the program will provide critical market insights from marketers, strategists, and industry leaders that will inspire Brand USA Travel Week U.K. & Europe 2022 attendees through its forward-looking programming. In conjunction with Brand USA Travel Week U.K. & Europe 2022, Brand USA is launching its inaugural in-person Brand USA Media Forum: U.K. & Europe, 26 - 28 September 2022, and the second iteration of the Brand USA CEO Summit: U.K. & Europe, 26 - 27 September 2022.

Brand USA Travel Week U.K. & Europe 2022

U.S. exhibitors and U.K. and European buyers will participate in one-to-one "matchmade" appointments and attend a compelling enrichment series, networking sessions, and evening events. Hosted U.K. and European buyers will be recruited from countries across Europe, including and not limited to Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Scandinavia (Denmark, Norway, and Sweden), Spain, Switzerland, and the United Kingdom.

Brand USA Media Forum: U.K. & Europe, 26 - 28 September 2022

New for 2022, the Media Forum, kicking off on Monday, Sept. 26 evening, followed by two-days of pre-scheduled one-to-one meeting appointments from Tuesday, Sept. 27 to Wednesday, Sept. 28, will connect U.S. partner PR representatives with pan-European trade and consumer media. The event presents a platform for U.S. partners to share their latest destination news, story ideas, and discuss press trip opportunities.

Brand USA CEO Summit: U.K. & Europe, 26 - 27 September 2022

Brand USA will host its exclusive C-suite program for a second year, bringing leading U.S. partner CEOs to Europe, to discuss the latest happenings in their destinations. Last year saw an impressive delegation in attendance, including NYC & Company, Visit California, Destination DC, Visit Orlando, Lake Charles, and Louisiana Office of Tourism, connecting industry leaders from U.S. destination marketing organizations with U.K. and European travel trade and consumer media through press briefings, interviews, and networking opportunities.

"By 2023, a new era of travel will be firmly taking shape and Brand USA is committed to working with its partners to help define this new landscape. We look forward to seeing our airline partners rebuild connections across Europe with new routes and increased airlift; reconnecting with peers and strengthening business relationships; and most importantly reestablishing high-level consumer confidence in transatlantic travel. Brand USA Travel Week U.K. & Europe 2022 will leverage this momentum and we look forward to welcoming everyone to Frankfurt this September," said Brand USA President and CEO, Chris Thompson.

Registration is now **open** to exhibitors and buyers and will **close on July 1, 2022**. Registration is yet to open to U.K. and European media; further details to follow. Additional information about Brand USA Travel Week U.K. & Europe, including a link for buyers to register is available at [BrandUSATravelWeek.com](#).

Brand USA Travel Week U.K. & Europe 2022 will follow protocols and regulations set forth by the German government and the host venue, Alte Oper. Guidelines based on the latest protocols will be shared in advance of the event.

###

About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the United States in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past ten years Brand USA's marketing initiatives have helped welcome 8 million incremental visitors to the United States, benefiting the U.S. economy with more than \$58 billion in total economic impact and supporting, on average, more than 37,000 incremental jobs a year.

For industry or partner information about Brand USA, visit TheBrandUSA.com or follow us on [Facebook](#), [LinkedIn](#), and [X/Twitter](#). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website VisitTheUSA.com; follow Visit The USA on [Facebook](#), [TikTok](#), and [Instagram](#); and watch travel shows on [GoUSATV](#).

Media Contacts

Colleen Mangone

Director, Corporate Communications