

Chris Thompson Announces Retirement as President and CEO of Brand USA

July 31, 2023

WASHINGTON, D.C. (July 31, 2023) -- Brand USA, the destination marketing organization for the United States, announces the impending retirement of Chris Thompson as President and CEO, effective May 31, 2024. After a successful tenure of leading the organization, Thompson has decided to step down and pursue life beyond work.

During his time as President and CEO, Thompson has played a pivotal role in promoting the United States as a premier travel destination. Under his leadership, Brand USA has achieved remarkable milestones, including increased international visitation, and enhanced global awareness of the diverse offerings across the country.

Thompson's strategic vision and unwavering commitment to excellence have been instrumental in driving Brand USA's success. His dedication to fostering partnerships with industry stakeholders, government agencies, and international organizations has strengthened the organization's position as a global leader in destination marketing.

"It has been an incredible privilege to serve as President and CEO of Brand USA," said Thompson. "I am immensely proud of what we have accomplished together, and I am confident that the organization will continue to thrive under new leadership."

The Brand USA Board of Directors expressed their gratitude to Thompson for his exceptional leadership and significant contributions to the organization. "Under Chris's strategic guidance, the Brand USA team has kept the USA the preferred travel destination in the world", stated Todd Davidson, Chair of the Brand USA Board and CEO of Travel Oregon. "Chris's integrity, tenacity, passion and belief in the power of the travel and tourism industry to bring prosperity to all Americans, fueled the advancement of the US travel and tourism industry and established an organizational foundation of innovation, resiliency and future-focused confidence. We all wish him the very best in his retirement."

The search for a new President and CEO is commencing, and Brand USA is committed to finding a successor who will build upon Thompson's legacy and continue to drive the organization forward. The Board of Directors will work closely with an executive search firm to identify a candidate with the necessary expertise, vision, and passion for promoting the United States as a global travel destination.

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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](#).

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