



Fred Dixon is president and chief executive officer of Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, Fred is responsible for accelerating the organization's efforts to build and execute effective marketing strategies to increase U.S. travel exports, create jobs, strengthen the economy, and help enhance the image of the United States with people all over the world.

Fred Dixon began his tenure as Brand USA's President and CEO on July 15, 2024. He brings with him more than 30 years of experience in the travel and tourism industry.

Immediately prior to joining Brand USA, he served as President and CEO of NYC Tourism + Conventions for 10 years where he developed and implemented New York City's tourism, meetings, and events strategy and programming to grow business and leisure travel from across the USA and from around the world.

Under his leadership of NYC Tourism + Conventions, international visitation more than doubled to more than 13 million travelers; the result of a long-term strategy to create a global

network of outposts comprising sales, marketing, and press professionals in diverse feeder markets including Australia, China, Mexico, Brazil and the UK.

Dixon is highly respected within the travel industry and serves on several association boards and committees. He is the Immediate Past Chair of Destinations International, serves on the New York Convention Center Operating Corporation Board, the board of IGLTA, the International LGBTQ+ Travel Association, the U.S. Travel Association Executive Committee, and is a trustee for the FIFA World Cup 2026 NYNJ Host Committee.

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