



U.S. Travel Industry Recognizes Top International Tour Operators and Buyers with 2023 Chairman’s Circle Honors

SAN ANTONIO (May 20, 2023)—The U.S. Travel Association and Brand USA on Saturday honored 60 of the world’s highest-producing tour operators and buyers of U.S. travel at its annual [Chairman’s Circle Honors](#) awards reception.

Held at San Antonio’s Tobin Center for the Performing Arts during the association’s 54th annual [IPW](#), this exclusive awards event—co-hosted by [Brand USA](#)—honored international travel buyers for outstanding efforts to attract global travelers to the U.S.

“The critical work of our Chairman’s Circle honorees is essential to attracting visitors to the U.S. and boosting inbound travel demand,” said U.S. Travel Association President and CEO Geoff Freeman. “International visitation is a key driver of the U.S. economy, and we appreciate the outstanding efforts of this year’s class of honorees for creating benefits that span practically every sector of the U.S. travel industry.”

Remarks thanking the select companies for building international inbound travel to the United States were delivered by Freeman and Brand USA President and CEO Chris Thompson.

“I am thrilled to celebrate the 2023 Chairman’s Circle Honors recipients for their outstanding achievements in promoting the unique experiences found across the United States,” said Thompson. “Each of these tour operators play an integral role in driving international visitation to and throughout the United States. Brand USA appreciates their collaboration and unwavering commitment to showcasing the very best of the USA to the world.”

This year marks the 10th anniversary of the Chairman’s Circle Honors awards. There are 17 organizations that have been honored each year since the award’s inception, and 12 new organizations that are first-time honorees this year.

The U.S. Travel Association’s Chairman’s Circle-level members, including top U.S. travel businesses and destinations, nominated the honorees.

[Click here](#) to see a list of 2023 Chairman’s Circle honorees.