

SELLING TIPS



Capitol Building,
Washington DC

How to sell America250

The 250th anniversary of US independence offers a fresh opportunity to sell history tours, says **Alice Barnes-Brown**

What is it: Taking place in 2026, 'America250' is the catchier name for the semiquincentennial of the Declaration of Independence, which was signed in 1776. A series of events is planned across the country, from a grand military parade in Washington DC and special exhibitions at major museums to smaller-scale festivals in towns and cities across the States.

How to get involved: If clients are travelling to the US next year, there will be plenty of opportunities to get involved – from battle re-enactments to tucking in to apple pie. Kelly Coughlan, brand manager at Tauck, says: "In 2026, travellers won't just learn about history – they'll feel it in the streets, the storytelling and the fireworks." Jackie Ennis, vice-president of global trade development at Brand USA, adds: "America's 250th anniversary is a landmark moment that creates exciting sales opportunities for travel agents. Brand USA is committed to providing resources that give agents the confidence to promote the US and to help them create truly memorable trips for their clients. It's a chance not only to drive bookings, but also to help travellers connect more meaningfully with the destinations and communities they visit." Travel agents can find curated itineraries, news and upcoming events at americathebeautiful.com/America-250.

Themed tours: To mark the occasion, Globus has launched a special Celebrating America: 250 Years Strong itinerary. Sales director Phil Shipman says: "Our new Small Group Discovery tour from Boston to Washington DC is specifically designed to commemorate the landmarks and destinations that formed the history of the US. Highlights include Boston's Freedom Trail, discovering the heritage of Philadelphia and walking in the footsteps of freedom fighters in Washington." Hayley Morris, head of trade sales and partnerships at Newmarket Holidays, says: "Our Washington, Philadelphia, New York and Boston tour is a brilliant option to promote around America250. The itinerary strikes a balance with natural attractions, big sights and off-the-beaten-path spots. It's an easy one to get excited about, for customers interested in the history of America."

Extended appeal: Appetite for the past extends beyond the first 13 colonies in the northeast: clients may also consider tours that explore other aspects of American history. In the south, they can learn about the emancipation of enslaved people by visiting former plantations and safehouses for freedom seekers on the Underground Railroad, or uncover Native American stories in the rugged west.