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## Fact Sheet

### ABOUT BRAND USA

- Brand USA is a non-profit private-public partnership with the mission of promoting increased international travel to the United States.
- Brand USA is the first nationally coordinated program to market the U.S. abroad.
- Initially established as the Corporation for Travel Promotion by the Travel Promotion Act, federal legislation passed in March 2010, the organization is now doing business as Brand USA to clearly align brand strategy and corporate messaging.

### OBJECTIVES & BENEFITS

- Boosting international tourism is one of America's best levers for creating jobs, growing exports and driving economic growth.
- Virtually every sector of the U.S. economy will benefit from increased international visitation, from hotels and restaurants, to transportation and retail.
- Through the Travel Promotion Act, Brand USA is charged with providing useful information to those interested in traveling to the U.S.; identifying and addressing perceptions regarding U.S. entry policies; and maximizing the economic and social benefits of travel to all areas of America.

### ECONOMIC IMPACT OF TRAVEL & TOURISM

- In 2010, international travel to the United States supported 1.8 million jobs.<sup>1</sup>
- The average overseas visitor to the U.S. spends \$4,000 per trip.<sup>2</sup>
- Every \$140,000 of overseas visitor spending in the U.S. supports one new American job.<sup>3</sup>
- Travel and tourism is the nation's largest services sector export, representing 25% of service exports and 7% of all U.S. exports.<sup>4</sup>

### PROGRAM STRUCTURE

- Brand USA is led by CEO Jim Evans and a world-class team of professionals.
- The organization is governed by a Board of Directors, appointed by the U.S. Secretary of Commerce. Each brings expertise in diverse regions and sectors of the travel industry.
- Brand USA is accountable to its board of directors and to the federal government through quarterly updates to the Department of Commerce and annual updates to the U.S. Congress.

### FUNDING

- Brand USA is not funded by U.S. taxpayers.
- At least half of the program's budget is funded by the private sector, with the remainder coming from the Electronic System for Travel Authorization (ESTA), which assesses a small fee on visitors traveling to the United States from countries that do not require a visa.
- The annual budget is projected to be up to \$200 million.

### UPCOMING MILESTONES

- On November 7<sup>th</sup> Brand USA will be unveiled before an international audience in London.
- Brand USA will launch its global marketing campaign in March of 2012.

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<sup>1</sup> U.S. Travel Association

<sup>2</sup> U.S. Travel Association, based on Department of Commerce data

<sup>3</sup> Ibid.

<sup>4</sup> Office of Travel and Tourism Industries, U.S. Department of Commerce

