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Frequently Asked Questions

What is Brand USA?

The Corporation for Travel Promotion—now doing business as Brand USA— was created for the purpose of encouraging travelers from all over the world to visit the United States of America. The public-private marketing entity was created in 2010 to work in close partnership with the travel industry to maximize the economic and social benefits of travel in communities around the country. Through its call-to-action “Discover America,” Brand USA will encourage and inspire travelers to explore America’s boundless possibilities. For industry or partner information about Brand USA, visit www.TheBrandUSA.com. Visit Brand USA’s consumer website at www.DiscoverAmerica.com.

What are the mission and goals of Brand USA?

The mission of Brand USA is to encourage increased international visitation to the United States and to grow America’s share of the global travel market. In doing so, we aim to bring millions of new international visitors who spend billions of dollars in the United States, creating tens of thousands of new American jobs.

What is Brand USA’s brand identity?

Brand USA was designed to capture the American spirit and create a fresh new brand identity that welcomes the world to come experience the boundless possibilities in America. It is not about patriotism, flag waving or chest beating. It is welcoming, unexpected and inclusive. It celebrates the idea that no one thing defines the USA – but that each visitor and each experience helps create the fabric of American culture.

What will the marketing program look like and where will it be seen?

Brand USA will execute a dynamic marketing program that will include, but not be limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Our marketing tools and audiences will be determined by analysis of existing and original market research as needed, and our tactics will be geared toward the cultural preferences of the markets in which they are deployed. We expect Brand USA’s first advertisements to be in-market in March 2012.





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How will Brand USA benefit the United States?

Boosting international tourism is one of the best levers we have to create new, outsource-proof U.S. jobs and spur economic activity. Visitor spending also provides much needed economic activity to local communities around the country. In fact, the average overseas visitor to the U.S. spends \$4,000 per trip, and it in turn takes just 35 new overseas visitors to support 1 new U.S. job.

Every sector of the economy will benefit from more heads in beds, more passengers on planes and trains, more visitors to destinations across the country, more diners at restaurants and more customers at local businesses across the country. We also expect that over time, Brand USA's activities will lessen some of the burdens of government in areas that have to do with communicating to international travelers.

Why does the United States need Brand USA? Isn't travel to the U.S. booming?

While the United States welcomed 60 million visitors in 2010, over the last decade, its world market share has plummeted as travel has exploded across the globe. The U.S. share of global travel spending fell from 17.2 percent in 2000 to an estimated 11.6 percent in 2010. Other countries including France, the United Kingdom and Australia, have promoted themselves successfully for years, and now the United States has chosen to get in the game, to repair and reinvigorate our nation's image and recapture our market share.

Which parts of the country will benefit from the new Brand USA?

Brand USA aims to reap benefits for all 50 states and the U.S. territories, including areas not traditionally visited by international travelers. Marketing will showcase attractions from all across the United States, including those that are "off the beaten path" in an attempt to create a trickle-down effect as we encourage first-time and repeat visitation. Our work will be particularly beneficial to the vast array of destinations and businesses that cannot currently afford to market themselves to international destinations.

How will Brand USA coordinate with cities and regions that already promote themselves overseas?

Brand USA will partner closely with existing brands, destination marketing organizations and Convention Visitor's Bureaus around the United States to take advantage of their knowledge base, leverage their existing networks abroad and amplify their reach.





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What are the next steps for Brand USA?

On November 7, 2011, Brand USA will reveal America's first unified global consumer brand to then world. In March 2012, we will launch our official marketing program in countries around the world.

How is the program structured?

Brand USA is governed by an 11-member Board of Directors appointed by the U.S. Secretary of Commerce. Each board member has expertise in the diverse regions and sectors of the travel and tourism industry. The executive leadership team, headed by CEO Jim Evans, is composed of some of the best marketing minds in the world. It will build the marketing and promotion program – working with key stakeholders, including the travel industry and government officials –from the ground up. Brand USA's headquarters are based in Washington, DC.

How is the program funded?

No taxpayer dollars are used to fund Brand USA. At least half of the program's budget will be funded by investment from the private sector. The remainder will come from the Electronic System for Travel Authorization (ESTA), which assesses a small \$14 fee on visitors traveling to the United States from countries that do not require a visa. Brand USA's annual budget is projected to be up to \$200 million.

