

A brand new day for the USA

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Chris Thompson, president and CEO of Brand USA, explains why "marketing the welcome" is so important and the unique requirements needed to market a destination effectively in China in this wide-ranging conversation with PRWeek's Gideon Fidelzeid prior to the Fahlgren Mortine-hosted Travel & Tourism Roundtable..

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About Brand USA

Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent \$38.1 billion in the United States, leading to \$82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly \$11 billion in attributable tax receipts at the federal, state, and local levels.