

United States eyes around two million visitors from India in 2018

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The U.S. is aiming to attract around two million visitors from India in 2018 as it undertakes a number of initiatives to promote the country as a preferred destination, a senior official of Brand USA said. Last year, it witnessed 1.17 million arrivals from India who spent USD 13.6 billion there, positioning India at number six in terms of visitor spending in America. "We are expecting almost two million arrivals from India in 2018. India was 11th by arrival numbers to US in 2016, but it was at number sixth in spending", Brand USA Global Trade Development Manager Suzana Shepard Durini told PTI.

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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.