

## The US's best musical cities

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America's Musical Journey is released in cinemas next month, tracing the routes of American music and presented by singer Aloe Blacc. In terms of client bookings and enquiries it's expected to do for music cities what America Wild: National Parks Adventure featuring Robert Redford did for the US national parks in 2016.

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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.