

Brand USA's Anne Madison discusses "America's Musical Journey" and more

RMWorldTravel - April 14, 2018

On the April 14, 2018 show, in an upbeat and fun exchange with the show's hosts, Robert, Mary, and Rudy, Anne Madison discusses Brand USA's newest giant-screen film "America's Musical Journey" and how the film uses music as a universal language, transcending cultural boundaries to invite and welcome international visitors to the United States. Anne discusses how the film and Brand USA's initiatives use storytelling and entertainment as driving forces to showcase the diversity of experiences and people the U.S. has to offer.

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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.