

## **Brand USA's 'Hear the Music, Experience the USA' plays on destination's strengths**

*TravelWeek - May 10, 2019*

The 37th edition of Canadian Music Week proved an appropriate platform for Brand USA's 'Hear the Music, Experience the USA' campaign, showcased with a travel industry event yesterday hosted by Brand USA and several of its tourism board partners.

###

### **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.