

# USA's Big Year for Tourism & How Brand USA's Movies + Agents Helped

*KarryOn - May 23, 2019*

Blockbuster movies, a streaming app, music campaigns & industry excursions – Brand USA is seeing a return on years of creative marketing & passionate hard work.

New figures revealed that Brand USA's efforts, including the recently released America's Musical Journeys flick, the specialist badges and the carefully-created streaming shows, have consistently driven visitor results for the USA over the last six years, and even helped deliver record-breaking numbers over 2018.

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## About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the United States in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past ten years Brand USA's marketing initiatives have helped welcome 8 million incremental visitors to the United States, benefiting the U.S. economy with more than \$58 billion in total economic impact and supporting, on average, more than 37,000 incremental jobs a year.

For industry or partner information about Brand USA, visit [TheBrandUSA.com](https://TheBrandUSA.com) or follow us on [Facebook](#), [LinkedIn](#), and [X/Twitter](#). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website [VisitTheUSA.com](https://VisitTheUSA.com); follow Visit The USA on [Facebook](#), [TikTok](#), and [Instagram](#); and watch travel shows on [GoUSATV](#).