

CEO Noel Irwin Hentschel and AmericanTours International Honored for Bringing 20 Million Tourists to America by USTA and Brand USA

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Celebrating 42 years of global success, AmericanTours International (ATI) and Co-Founder, Chair/CEO Noel Irwin Hentschel with COO Nick Hentschel were honored by the United States Travel Association (USTA) and Brand USA for outstanding achievements in Destination Management of Visit USA. ATI's recognition as leading in creative product development and marketing of all 50 states with proprietary technology and extraordinary customer service for international clientele is notable. ATI marks a milestone of bringing 20 million global tourists to America, generating significant economic contribution and job creation nationwide. ATI clients contributed over \$100 billion into the U.S. economy, improving trade and international relations.

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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.