

Brand USA CMO Tom Garzilli talks to Graham McKenzie about Travel Week in London & future plans

Travel Mole - September 09, 2019

Listen to Travel Mole's Graham McKenzie's interview with Brand USA's CMO Tom Garzilli.

###

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 USA 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 five years Brand USA's marketing initiatives have helped welcome 5.4 million incremental visitors to the USA, benefiting the U.S. economy with more than \$38 billion in total economic impact and supporting, on average, more than 51,000 incremental jobs a year.

For industry or partner information about Brand USA, visit TheBrandUSA.com. 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 and follow Visit The USA on [Facebook](#), [Twitter](#), and [Instagram](#).