

## **‘Into America’s Wild’ & a History Sidebar on Brand USA**

*The Travel Vertical - November 05, 2019*

Brand USA, a public-private partnership, was created by the bipartisan Travel Promotion Act of 2009. It was funded by 14 founding partners, commenced operations in May 2011 and was reauthorized by Congress in 2014. Since its founding, Brand USA has worked with more than 900 partners. “It must be noted that Brand USA does not cost American taxpayers a dime,” a Congressional hearing was told last week.

However, without new action by Congress, the agency will expire in September 2020 because of the 2018 congressional budget cap agreement that diverted Brand USA’s funding to general revenue.

###

### **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.