NEWS RELEASE

Brand USA enticing India tourists through music

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The USA has many attractions for tourists and locals alike, but perhaps one of the lesser-known ones is music which has been a part of the American tradition since its beginnings. Brand USA Launches Giant Screen Film “America’s Musical Journey” on GoUSA TV. International audiences can stream the film and new companion series, “America’s Treasures: Musical Cities” subscription-free, ahead of the holiday season

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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.

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