

Brand USA Travel Week Europe dates and venue announced

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The biggest players in the United States and European travel industries will gather once again to discuss trends, challenges, innovations, and opportunities to increase international visitation to the United States. The event is scheduled to take place at London's etc. venues County Hall. Registration is now open to exhibitors and buyers with exhibitor registration closing on March 31 and buyer registration closing on June 17.

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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.