

New 3D film to entice global travelers features some of Charleston's most iconic spots

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A film released this month to attract international travel to the U.S. features shots of some of Charleston's most iconic spots. The production of "Into America's Wild," which was commissioned by the public-private partnership Brand USA, took filmmakers to the Angel Oak on Johns Island, Cypress Gardens in Berkeley County, Middleton Place along the Ashley River and the Ravenel Bridge over Charleston Harbor.

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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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