NEWS RELEASE

# A Virtual Tour of the USA

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*(Translated)* To help explorers continue to travel as they stay at home, GoUSA TV is rolling out new programs. The spring lineup brings fresh perspectives from real people across the United States as they provide a personalized look into unique destinations.

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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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