NEWS RELEASE

Brand USA Launches High-Level COVID-19 Indicator Dashboard

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WASHINGTON, D.C. (January 26, 2021) – Today, Brand USA, the destination marketing organization for the United States, launches its highly anticipated COVID-19 Indicator Dashboard—a gating criteria dashboard designed to provide high-level updates of current COVID-19-related conditions in global inbound markets for U.S. travel. The dashboard summarizes how individual markets are performing in relation to recovery targets, which have been designed to help determine when recovery is sufficient for effective marketing activity.

The COVID-19 Indicator Dashboard will help in decision-making related to international travel. Travel marketers can use these insights to help determine when effective marketing can take place or when to accelerate marketing efforts to assist in recovery. Dashboard users will also be able to compare different regions via an interactive map to see how travel recovery is trending in each market.

“We created a unique dashboard which features qualitative and quantitative data to provide the insights crucial to help restart international travel to the U.S. and map out the path to recovery,” said Christopher L. Thompson, Brand USA president and CEO. “This dashboard is an industry first and satisfies our goal to always provide our tourism partners and the travel industry with tools and data necessary to accelerate recovery and succeed in a rapidly changing world.”

The new data dashboard offers insights through five key avenues:

- **Government policy on inbound U.S./returning travel** – updated as policy changes are made
- **COVID-19 daily cases (source: Johns Hopkins)** – updated daily
- **Scheduled seat capacity of inbound flights to the U.S.** (source: SABRE) – updated weekly
- **Google Trends data** (index of “flights” as a search term topic) – updated weekly
- **Consumer sentiment** (intent to take an international leisure trip in the next 12 months) – updated monthly

To access the COVID-19 Indicator Dashboard, visit here. For more information about Brand USA, visit www.thebrandusa.com.

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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.

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