BRAND USA
Building on Success
About Brand USA

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation’s first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry travel policies and procedures, Brand USA began operations in May 2011.

Now in our eighth year of operation, we’re building on success by expanding and enhancing our international marketing efforts, which include consumer-focused USA Campaigns, cooperative marketing programs, and global trade outreach—all of which deliver a welcoming message and inspire millions of international travelers to visit the USA.
Brand USA’s mission is to increase incremental international visitation, spend, and market share to fuel the nation’s economy and enhance the image of the USA worldwide.
The Power of Partnerships

It’s a big job to invite the world to visit the USA, and we couldn’t do it without our partners. Since our founding, over 900 leading organizations worldwide—inside and outside the travel industry—have helped us welcome millions of visitors to the United States.

Here is some of what we’ve accomplished together so far:

• Welcomed nearly 7 million incremental international visitors to the USA over the past six years, which has benefited the U.S. economy with $47.7 billion in total economic impact and supported, on average, nearly 52,000 incremental jobs a year (source: Oxford Economics).

• Established consumer and trade marketing initiatives in more than 40 international markets, which generate 90 percent of all inbound travel to the United States.

• Increased the number of international travelers who come to the United States to, through, and beyond the gateways.

• Created the first connected TV channel by a national destination marketing organization.

• Delivered trailblazing content that resonates with travelers worldwide and can be enjoyed on virtually any platform—from mobile to the giant screen and everything in between.

• Produced award-winning giant-screen films that are inspiring travelers to come to the USA.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.
Over the past six years, Brand USA’s marketing efforts have generated...

- Organized the industry’s first MegaFam program—which has brought hundreds of top-tier travel buyers to the USA who are now promoting the United States as their top destination.
- Pioneered a range of cooperative marketing programs and platforms that are enabling U.S. destinations and travel brands to connect with international travelers like never before.
- Established partnerships with organizations from all 50 states, the five territories, and the District of Columbia.
- Maintained a partnership retention rate of over 90 percent.
- Built a model public-private partnership—working with all tourism-related federal agencies to promote and leverage the economic and social benefit of travel and extend a warm welcome to international travelers throughout the world.
- Supported our federal partners in accurately communicating information about U.S. entry policies and, importantly, correcting misperceptions about those policies.
- Kept overhead expenses to 10 percent each year since our founding—devoting more than 90 percent of Brand USA’s resources toward marketing and programs to increase international visitation.

Hilton Head, South Carolina (left); Jay Pritzker Music Pavilion, Chicago, Illinois (right)
Statement of Purpose

Our vision is to be the best-in-class national destination marketing organization—earning the USA the largest share of the global travel market and significantly contributing to job creation, gross domestic product (GDP), export growth, and tax revenues.

Our mission is to increase incremental international visitation, spend, and market share to fuel our nation’s economy and enhance the image of the USA worldwide.

We will realize our vision and accomplish our mission by staying true to these foundational elements:

Foundational Elements

Create Innovative Marketing
Promote the entirety of the USA with innovative marketing that supports all 50 states, five territories, and the District of Columbia to, through, and beyond the gateways.

Market the Welcome
Inspire, welcome, and thank travelers while accurately communicating vital and compelling information about visa and entry policies.

Build and Maintain Trust
Build and maintain trusted relationships with stakeholders worldwide through inclusive, proactive, and transparent outreach with a commitment to compliance and integrity through words, actions, and results.

Add and Create Value
Add and create value by pioneering cooperative marketing platforms and programs that leverage and grow the USA brand in ways our partners would be challenged or unable to do on their own.

Drive Results
Maximize and optimize the return on investment of Brand USA’s resources by deploying the right messages, through the right channels, in the right markets, at the right times and at the right levels of investment.

While specific objectives, goals, strategies, and measures will be developed on an annual basis to successfully realize our purpose, these elements establish the foundation for all we do. As we track our progress in pursuit of this purpose, the true measure of our success will be the degree by which we create sustainable funding sources and meet our responsibility to drive significant, year-over-year increases in incremental international visitation, spend, and market share and how our country benefits in economic prosperity and growth as a result of our efforts. We will build upon the effectiveness of our overall destination marketing strategies by leveraging the strength of federal resources, including embassies and consulates worldwide.
In total, Brand USA has active marketing initiatives in more than 40 international markets, including:

- Albania
- Angola
- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Ecuador
- El Salvador
- Equatorial Guinea
- Finland
- France
- Gabon
- Germany
- Guatemala
- Guyana
- Honduras
- Hong Kong
- Hungary
- India
- Indonesia
- Ireland
- Italy
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- Luxembourg
- Mexico
- Morocco
- Mozambique
- Nepal
- Netherlands
- New Zealand
- Norway
- Oman
- Panama
- Paraguay
- Peru
- Philippines
- Portugal
- Romania
- South Africa
- Tanzania
- Ukraine
- United Arab Emirates
- Uruguay
- Vietnam
- Zambia
- Zimbabwe
How We Market the USA

Each year, Brand USA deploys a number of market-driven strategies to increase inbound visitor travel to the United States and drive tourism dollars to communities in all 50 states, the five territories, and the District of Columbia.

These ongoing initiatives include the USA Campaigns, cooperative marketing programs, and trade outreach that, in total, promote the United States in its entirety, and add and create value for our partners. We also collaborate closely with our federal partners, led by the National Travel and Tourism Office (NTTO) at the Department of Commerce, to support our shared objectives to increase incremental visitation and spend, communicate U.S. entry policy, and correct misperceptions about those policies.

The USA Campaigns (Direct to Consumer)

Our USA Campaigns are fundamental to Brand USA’s ability to create broad-based awareness and inspire travel to the United States. The USA Campaigns include any combination of macro-level promotion and advertising messages via broadcast, digital, and social media platforms, as well as high-profile global marketing/storytelling initiatives, such as giant screen film production and connected TV. The USA Campaigns are further supported by consumer-faced public relations and media relations.

Digital Marketing and Rich Storytelling

The creative elements featured in our campaign advertising are influenced by consumer research and enhanced by insights gathered from consumer testing in target markets. In addition to the tangible results these campaigns deliver, they provide opportunities for our partners to reach international travelers through cooperative marketing opportunities. Brand USA uses online video as one of the most effective ways to connect with consumers through digital platforms. By creating and cultivating culturally relevant content steeped in storytelling on our primary digital channels (proprietary and third party), we are able to increase familiarity and affinity for the USA with consumers in our target markets and significantly enhance consumer engagement with powerful search engine optimization.

Brand USA focuses on storytelling because we know the best way to move people — both literally and emotionally — is by showcasing the exceptional, diverse and real experiences found in our destinations. Storytelling also has the versatility to reach consumers at every stage of the travel lifecycle and on virtually any device or platform.
Brand USA delivers trailblazing content to consumers across a variety of platforms, screens, and devices—from mobile to desktop to out-of-home to giant movie screens. Two particular innovations include cinematic and OTT (over-the-top) video initiatives. Our cinematic efforts include the giant-screen film productions: National Parks Adventure was released in 2016 and America’s Musical Journey in 2018. We’ve also launched a connected TV channel, called GoUSA TV, on Roku, Apple TV, and Amazon Fire. GoUSA TV features best-in-class original, curated, and licensed video content to inspire, invite, and welcome travelers to visit the USA.

Website

Brand USA has two online consumer identities in the marketplace:

- VisitTheUSA (VisitTheUSA.com), which is active in the Americas, Europe, and Australia
- GoUSA, which is active in Asian markets, including China and Hong Kong (GoUSA.cn), Taiwan (GoUSA.tw), India (GoUSA.in), Japan (GoUSA.jp), and South Korea (GoUSA.or.kr)

With simple navigation, state-of-the-art technology, and a capacity for personalization, our consumer sites provide consumers with a responsive online experience, which conveys the wide spectrum of diverse travel opportunities available across the United States. The site is actually a network of 15 sites which are geo-targeted and can be customized to accommodate the culture and general preferences of each particular market: Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Japan, Mexico, South Korea, Sweden, the United Kingdom, and our global site.

Social Marketing

Brand USA employs social media messaging (through social platforms such as Facebook, Instagram, WeChat, and others as appropriate to the market) to inspire, engage, and activate international travelers to visit the United States. Our “always on” social campaign shares personal and inspirational posts that include influencer content and interactive elements to drive engagement.

The following handles are used for global and consumer-facing promotions in English:

- Website: VisitTheUSA.com
- Twitter: @VisitTheUSA
- Facebook: Facebook.com/VisitTheUSA
- YouTube: YouTube.com/VisitTheUSA
- Instagram: VisitTheUSA

The following campaign hashtags support global and thematic promotions and consumer initiatives:

- Global: #VisitTheUSA
- Flavors/Culinary: #TasteUSA
- Road Trips: #RoadTripUSA
- Music: #MusicUSA
- Great Outdoors: #OutdoorsUSA
- Market the Welcome: #USAWelcome
Brand USA currently has localized digital efforts in the following markets via the channels shown below.

<table>
<thead>
<tr>
<th>MARKET</th>
<th>URL</th>
<th>LOCAL TAGLINE</th>
<th>FACEBOOK</th>
<th>TWITTER</th>
<th>HASHTAG</th>
<th>INSTAGRAM</th>
<th>YOUTUBE</th>
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</thead>
<tbody>
<tr>
<td>Australia</td>
<td>VisitTheUSA.com.au</td>
<td>Plan Your USA Trip Now</td>
<td>Facebook.com/VisitTheUSAau</td>
<td>@VisitTheUSA</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>YouTube.com/VisitTheUSA</td>
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<td>VisitosUSA.com.br</td>
<td>Planeje Sua Viagem Aos USA Agora Mesmo</td>
<td>Facebook.com/VisitTheUSA</td>
<td>@VisitTheUSA</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>YouTube.com/VisitTheUSA</td>
</tr>
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<td>Plan Your USA Trip Now</td>
<td>Facebook.com/VisitTheUSAca</td>
<td>@VisitTheUSAca</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>YouTube.com/VisitTheUSA</td>
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<td>Planifiez Votre Voyage Aux USA Dés Maintenant</td>
<td>Facebook.com/VisitTheUSAca</td>
<td>@VisitTheUSAca</td>
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<td>YouTube.com/VisitTheUSAFr</td>
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<td>VisitTheUSA.cl</td>
<td>Planifica tu viaje a USA ahora</td>
<td>Facebook.com/VisitTheUSAcl</td>
<td>@VisitTheUSAes</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>(Spanish) YouTube.com/VisitTheUSAes</td>
</tr>
<tr>
<td>China</td>
<td>GoUSA.cn</td>
<td>即刻 定制 您的 USA 旅行计划</td>
<td>n/a</td>
<td>Sina Weibo (Chinese microblogging site/hybrid of Twitter and Facebook): <a href="http://weibo.com/GoUSAcn">http://weibo.com/GoUSAcn</a></td>
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<td>Tencent Weibo (Chinese microblogging site): <a href="http://t.qq.com/DiscoverGoUSA">http://t.qq.com/DiscoverGoUSA</a></td>
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<td>Colombia</td>
<td>VisitTheUSA.co</td>
<td>Planifica tu viaje a USA ahora</td>
<td>Facebook.com/VisitTheUSAco</td>
<td>@VisitTheUSAes</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>(Spanish) YouTube.com/VisitTheUSAes</td>
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<td>France</td>
<td>VisitTheUSA.fr</td>
<td>Préparez Votre Voyage Aux USA Dès Maintenant</td>
<td>Facebook.com/VisitTheUSAfr</td>
<td>@VisitTheUSAfr</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>YouTube.com/VisitTheUSAfr</td>
</tr>
<tr>
<td>Germany</td>
<td>VisitTheUSA.de</td>
<td>Plant Jetzt Eure Reise In Die USA</td>
<td>Facebook.com/VisitTheUSAde</td>
<td>@VisitTheUSA</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>YouTube.com/VisitTheUSAde</td>
</tr>
<tr>
<td>India</td>
<td>GoUSA.in</td>
<td>Plan Your USA Trip Now</td>
<td>Facebook.com/GoUSAin</td>
<td>@GoUSAin</td>
<td>#USATrip</td>
<td>VisitTheUSA</td>
<td>YouTube.com/GoUSAin</td>
</tr>
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<td>Japan</td>
<td>GoUSA.jp</td>
<td>今すぐ USAへの旅の計画を</td>
<td>Facebook.com/GoUSAjp</td>
<td>@GoUSAjp</td>
<td>アメリカ旅行</td>
<td>VisitTheUSA</td>
<td>YouTube.com/GoUSAjp</td>
</tr>
<tr>
<td>Mexico</td>
<td>VisitTheUSA.mx</td>
<td>Planifica Tu Viaje A USA Ahora</td>
<td>Facebook.com/VisitTheUSAmx</td>
<td>@VisitTheUSAes</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>(Spanish) YouTube.com/VisitTheUSAes</td>
</tr>
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<td>Korea</td>
<td>GoUSA.or.kr</td>
<td>지금 USA 여행을 계획해보세요</td>
<td>Facebook.com/GoUSAkr</td>
<td>@GoUSAkr</td>
<td>#미국여행</td>
<td>VisitTheUSA</td>
<td>YouTube.com/GoUSAkr</td>
</tr>
<tr>
<td>Sweden</td>
<td>VisitTheUSA.se</td>
<td>Plan Your USA Trip Now</td>
<td>Facebook.com/VisitTheUSAse</td>
<td>@VisitTheUSA</td>
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<td>VisitTheUSA</td>
<td>YouTube.com/VisitTheUSA</td>
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<td>Taiwan</td>
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<td>Facebook.com/VisitTheUSA</td>
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</tr>
<tr>
<td>United Kingdom</td>
<td>VisitTheUSA.co.uk</td>
<td>Plan Your USA Trip Now</td>
<td>Facebook.com/VisitTheUSAuk</td>
<td>@VisitTheUSAuk</td>
<td>#VisitTheUSA</td>
<td>VisitTheUSA</td>
<td>YouTube.com/VisitTheUSA</td>
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</tbody>
</table>
Out-of-Home
Out-of-home advertising, which includes signage (print and digital), video, and billboards, is utilized in select markets to reach international travelers when they are on the go. These include, but are not limited to, public transportation and transit hubs (railway, taxi, bus, highway, etc.) and commercial locations (city centers, retail venues, cinema, etc.).

Print
Through print advertisements and advertorials featuring vibrant imagery, inviting messaging, and clear calls to action, Brand USA inspires travelers to visit the USA.

Cooperative Marketing
Cooperative marketing platforms and programs make up the majority of our marketing efforts and deliver an array of marketing options to increase international traveler awareness, visitation, and spend. They also provide opportunities for partners of all shapes and sizes to participate and are an important way we promote travel experiences in the United States to, through, and beyond the gateways. Cooperative marketing programs are built upon the framework of the USA Campaigns, but integrate more specific travel experiences and messages. Brand USA has two major cooperative marketing categories: Brand USA Originals and Brand USA Affinity Programs.

Brand USA Originals
Brand USA Originals are cooperative marketing programs developed and offered exclusively by Brand USA. They include proprietary programs developed by Brand USA and those created in partnership with influential travel media and lifestyle brands.

Included in these offerings are market-specific programs in which Brand USA connects partners with its in-country experts to ensure cooperative marketing efforts are deployed to effectively reach prospective travelers with messages and calls to action that are timed to make the most impact. Programs are designed for either partner launch or expansion in established or emerging markets. These programs are ideal for cities, states, hotels, and attractions focused on specific markets or entering a market for the first time.

Brand USA Affinity Programs
Affinity programs are cooperative marketing programs Brand USA has developed with media, online travel agencies (OTAs), or other travel-related publishers to advertise and promote U.S. destinations, experiences, attractions, and other travel opportunities. They are a particularly valuable way to highlight partner offers and activate U.S. travel experiences.
Trade Outreach and Training (B2B Marketing and Education)

Brand USA currently works with an expansive network of international representatives, Visit USA committees, tour operator advisory boards, and others around the globe to support participation in numerous trade activities, including:

**Brand USA Travel Week**

Brand USA Travel Week provides a game-changing business platform for U.S. suppliers to engage with key buyers, who have a keen interest in leveraging opportunities to grow arrivals to the U.S. The event will focus on B2B appointments, a series of enrichment workshops and seminars, as well as networking opportunities and evening receptions. Brand USA Travel Week will act as a vehicle to support growth in the U.S. travel sector and will create more opportunities than ever before to inspire travelers to visit the USA to, through and beyond the gateways.

**Trade Shows**

Throughout the year, Brand USA hosts a series of USA-branded pavilions at influential travel and trade shows—providing participating U.S. exhibitors the opportunity to reach 1.6 million international travel buyers and sell future travel to the United States.

Brand USA serves as the unifying element at these shows, representing U.S. travel and tourism interests on a global scale, with destinations, travel brands, federal partners, and other organizations participating as exhibitors. Participating organizations retain their own identity yet benefit from being part of a more visible, collaborative United States effort. To further amplify the USA’s and participating partners’ presence, Brand USA also organizes related events before, during, and after many of these shows.

Brand USA pavilions provide exhibitors:
- Market analytics and insights
- Marketing, advertising, and public relations and media exposure
- Increased global exposure and coherent branding
- Customer engagement and entertainment opportunities

**Sales Missions, Road Shows, and Themed Events**

Sales missions are another essential component of Brand USA’s trade outreach. Through these Brand USA-hosted events we invite travel industry professionals in key markets to meet with U.S. organizations at designated international locations.
Through a series of planned events, Brand USA and participating partners connect directly with international travel buyers, including tour operators, airlines, travel agents, incentive and meeting planners, and media. These connections allow us to provide a more in-depth look at U.S. destinations and experiences in order to increase the quantity and diversity of travel bookings to the United States.

Our outreach also includes taking participants directly to the travel trade in international markets via road show events. Brand USA and partner organizations are able to connect directly with tour operators, travel agents, and travel buyers through a series of seminars, receptions, and events in which participants acquire the knowledge and information needed to better promote the United States as a travel destination.

Based on market need and opportunity, Brand USA also organizes custom, themed events in key international markets that position and promote the United States as the go-to travel destination. These events are generally celebratory programs, themed around specific holidays and experiences, to help promote U.S. destinations, travel brands, and other organizations.

**MegaFams and Other Familiarization Tours**

Familiarization tours, or “fams,” with the travel trade are an integral part of the organization’s marketing strategies to create awareness of diverse U.S. destinations and travel experiences. These tours bring groups of travel agents and tour operators to destinations in the United States to familiarize them with new experiences and itineraries they can offer to customers back home. Brand USA also partners with certain airlines to organize “MegaFams,” which are the largest multi-itinerary, simultaneous familiarization tours conducted in the United States.

MegaFams are especially effective in motivating the travel trade to sell destinations to, through, and beyond the gateways to their clients because the itineraries include a broad range of travel experiences, attractions, and brands from the popular gateway cities to off-the-beaten-path encounters.

Through Brand USA MegaFam experiences, travel agents and tour operators become better informed, empowered, and inspired to sell a multitude of U.S. destinations.

**Product Development**

Brand USA develops and distributes new travel product to key travel trade in order to assist them in bringing more visitors to the USA while driving those visitors to, through, and beyond the gateways. These efforts include a dedicated travel trade platform that is a one-stop shop for industry professionals looking to better promote the USA. The travel trade platform includes translated itineraries, key industry events, travel policy information, directory of receptive tour operators, trip planning tools, and more.

**Training Initiatives**

Two distinct Brand USA travel trade training initiatives provide the tools and information international travel buyers need in order to sell, up-sell, and cross-sell U.S. travel destinations and experiences.

**USA Discovery Program**

This online, experience-based, hands-on training platform features a variety of destination modules to inspire and motivate the travel trade to sell destinations of all shapes and sizes, as well as both well-known and unexpected experiences, to their customers. Travel agents and tour operators earn specialist badges as they complete each section.

**Training Seminars**

Brand USA also presents in-market training seminars to the travel trade that focus on a specific experience or region in the United States—providing a targeted approach to promoting U.S. travel destinations.

**Media and Public Relations (Consumer and Trade)**

Brand USA works with media outlets to promote the entirety of the United States and offers a number of programs that provide partners opportunities to increase awareness and inspire travel to their destinations through the power and credibility of earned media coverage.

Leveraging its access to and relationships with journalists, plus its online newsroom platform and ongoing scheduling of visiting journalist familiarization tours, Brand USA promotes destinations and travel experiences in every state, the five territories, and the
District of Columbia with extensive media coverage in both travel trade and consumer media, including broadcast, print, and online.

A core part of this strategy is the Visiting Journalist Program, which showcases the diversity and depth of experiences available across the USA to inspire international visitors to plan their USA trip now.

Through this program, Brand USA proactively reaches out to influential travel writers to visit and write about the USA, as well as responds to requests from journalists seeking assistance to travel to and write about U.S. destinations and attractions. The Visiting Journalist Program is primarily focused on working with influential travel writers who write for media outlets (print, digital, and broadcast) that reach targeted consumers. All journalists are fully vetted and pre-approved for participation in the program.

**Federal Partner Collaboration**

As a public-private partnership created to promote the United States as the premier international destination and communicate U.S. travel policies and procedures, Brand USA works closely with a variety of federal government partners. This work is conducted in collaboration with the National Travel and Tourism Office at the U.S. Department of Commerce, to advance the United States’ national travel and tourism strategies.

Through this collaboration, Brand USA conducts joint activities and leverages federal assets to support international marketing efforts and policy communications.

Brand USA’s work with U.S. government partners is designed to maximize the economic and social benefits of travel to the United States by:

- Developing integrated country plans and joint promotions and communications to promote travel to the USA.
- Providing useful information to travelers, the travel trade, media, and other stakeholders regarding entry requirements, required documentation, fees, processes, and information concerning declared public health emergencies; and identifying, countering, and correcting misperceptions regarding United States entry policies.
- Marketing the welcome by outfitting dozens of U.S. embassies and consulates and international arrivals halls at key airports with high-impact that welcomes international travelers and encourages them to return.
- Promoting official tourism years with our federal partners.
- Coordinating with Visit USA committees to amplify each other’s efforts in market to promote the USA as a premier travel destination.
Connect With Us

To follow our progress and announcements of new initiatives, please connect with us via our social media channels.

For industry or partner information about Brand USA, please visit or connect with us on the following Brand USA corporate channels:

**Website:** TheBrandUSA.com

**Twitter:** @BrandUSA

**YouTube:** YouTube.com/BrandUSATV

**LinkedIn:** LinkedIn.com/Company/BrandUSA

For information about exceptional and unexpected travel experiences in the United States, please visit or connect with us on our consumer channels:

**Website:** VisitTheUSA.com

**Twitter:** @VisitTheUSA

**Facebook:** Facebook.com/VisitTheUSA

**YouTube:** YouTube.com/VisitTheUSA

**Instagram:** VisitTheUSA

**GoUSA TV:** Download the app and watch us on Roku, Apple TV, and Amazon Fire

To receive our news and updates, please visit TheBrandUSA.com and enter your email address at the bottom of the home page.

Together, we are marketing the USA.