



USA

VisitTheUSA.br

Brand USA

Market Information

BRAZIL

2020

About This Guide

Brand USA is pleased to present this guide in partnership with the U.S. Commercial Service and the National Travel and Tourism Office (NTTO). It includes snapshots of the economy in Brazil along with information about travel from this region (booking channels, consumer trends, U.S. international inbound visitation data, and key travel motivators and indicators).

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Brand USA



Who We Are

Our Mission

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 to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

Building on Success

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 with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

Photos: Iguazu Falls (left); Rio de Janeiro (right)



Our Partnerships

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

According to studies by Oxford Economics, over the past seven years, Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Learn More

For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

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A Message from Christopher L. Thompson



As the destination storytellers for the United States of America, Brand USA helps drive our nation's economy, create jobs, and bring the people of the world closer together. This guide is designed to assist you in generating business from the Brazil outbound-travel sectors. And, while it includes data from our fiscal year 2019, it's important to acknowledge the unprecedented impact of COVID-19 in 2020. The global

pandemic has resulted in tremendous loss for many families and has had a devastating impact on the travel industry. All of this makes Brand USA's work even more critical. We are uniquely positioned to help guide the industry out of this crisis.

Despite economic instability, Brazil ranked seventh overall in spend for international visitors to the United States in 2019 at \$11.3 billion. Brazil also ranked as the fifth largest overseas source market for inbound and seventh overall with 2.1 million visitors traveling from Brazil. Seventy-eight percent of those traveling to the United States from Brazil list vacation/holiday as the primary reason for their trip. And, the top five activities Brazilians enjoy while visiting the United States are shopping, sightseeing, going to amusement parks and theme parks, exploring national parks and monuments, and touring museums and art galleries.

Our forward-thinking marketing approaches allow us to capture the attention of global audiences in new, more compelling ways which ensure the United States stays top-of-mind as an aspirational travel destination. Brand USA uses many voices to showcase the diverse people and places across the United States in a way that inspires and encourages wanderlust. In FY2019, Brand USA launched the *United Stories* campaign giving voices to real travel experiences from a variety of perspectives including locals, international visitors, category experts and the creative class. We continued to stream content through the GoUSA TV streaming and YouTube channels,



which offer a variety of short, medium, and long-form content about a diversity of travel experiences.

As you consider resources, please know Brand USA has a dedicated travel-trade website which provides a more effective and efficient platform for industry professionals to navigate information about U.S. travel. In addition, please don't hesitate to reach out to our team about U.S. destinations, the opportunities we offer to enhance your marketing efforts, and the most effective ways to inspire travelers to book trips to the USA.

We look forward to working with you in the months ahead to generate business to the United States from Brazil.

Together, we are marketing the USA!

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Market Facts

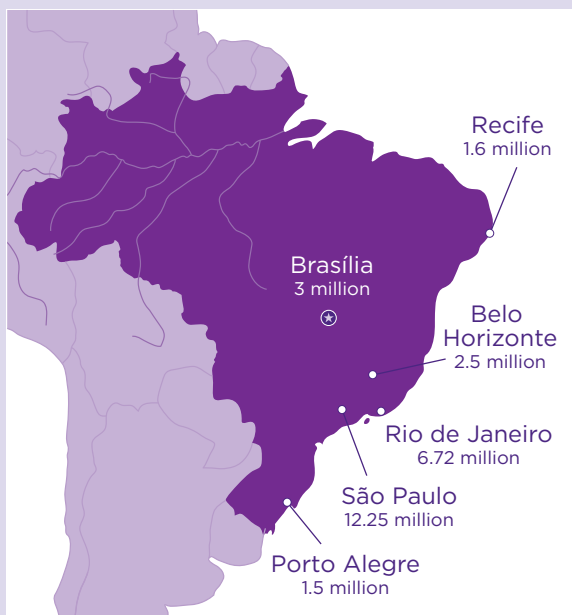


Geography

Area

8,515,770 km²

Largest Metropolitan Areas



Photos: Porto de Galinhas, Pernambuco (left); Estaiada Bridge, São Paulo (right)

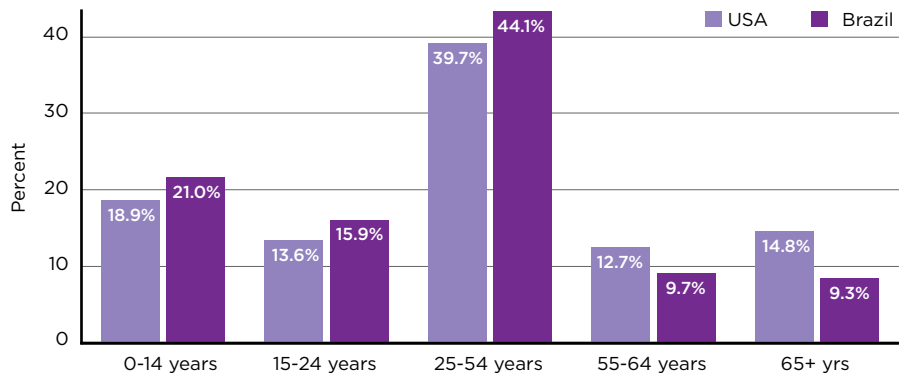
Source: CIA World Factbook 2019

Demographics

Population

	Brazil	USA
Population Size	211,049,518	329,256,465
Median Age	32.6 years	38.2 years
Population Growth Rate (2019 est.)	0.79%	0.8%

Population by Age



Economy

- **GDP:** \$1,868.63 billion
- **GDP Real Growth Rate:** -9.7%
- **GDP—Per Capita:** \$8,917
- **Unemployment Rate:** 12%
- **Inflation Rate:** 1.15%

Sources: CIA World Factbook 2019; Brazilian Institute of Geography and Statistics (IBGE)



Vacation Allocation and National Public Holidays

Salaried Brazilians earn an average of 30 days of paid vacation yearly. Most workers also receive a 13th month salary and a vacation bonus at the end of the year. Brazilians tend to travel during school vacations, especially during the summer time.

Brazil has eight national holidays, three religious holidays (Carnival, Easter, and Corpus Christi), and one or two annual state and city holidays.

Public and National Holidays 2020

- **New Year's Day:** Wednesday, January 1 (National Holiday)
- **Carnival:** Saturday, February 22 (Observance); Sunday, February 23 (Observance); Monday, February 24 (Optional Holiday); Tuesday, February 25 (Optional Holiday)
- **Good Friday:** Friday, April 10 (National Holiday)
- **Easter Sunday:** Sunday, April 12 (Observance)
- **Tiradentes:** Tuesday, April 21 (National Holiday)
- **Labor Day:** Friday, May 1 (National Holiday)
- **Corpus Christi:** Thursday, June 11 (Optional Holiday)
- **Independence Day:** Monday, September 7 (National Holiday)
- **Brazilian Patron Saint Day (Nossa Senhora Aparecida):** Monday, October 12 (National Holiday)
- **All Soul's Day:** Monday, November 2 (National Holiday)
- **Proclamation of the Republic:** Sunday, November 15 (National Holiday)
- **Black Consciousness:** Friday, November 20 (Observance)
- **Christmas:** Friday, December 25 (National Holiday)
- **New Year's Eve:** Thursday, December 31 (Optional Holiday)

Primary Travel Periods 2020

- **Winter Holidays:** July (four weeks of school vacation)
- **Summer Holidays:** December–February (six weeks of school vacation)
- **Christmas Holidays:** December–January (two weeks)

Travel Trends

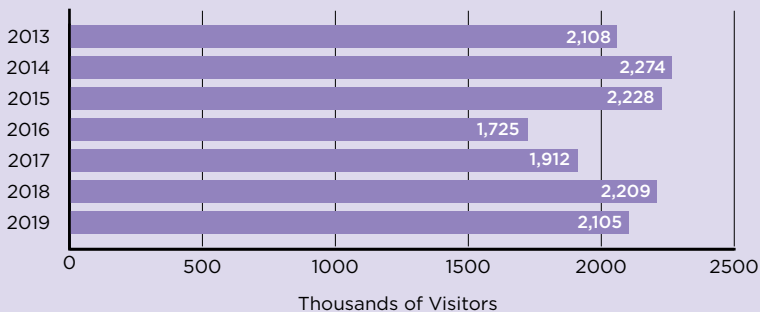


International Travel Trends

Spending Trends: Exports (Millions of U.S. Dollars)

	2013	2014	2015	2016	2017	2018	2019
Total Travel & Tourism Exports	\$12,600	\$14,122	\$14,073	\$11,206	\$11,585	\$12,135	\$11,338
Travel Receipts	\$9,672	\$10,642	\$10,541	\$7,726	\$7,765	\$8,440	\$7,707
Passenger Fare Receipts	\$2,928	\$3,480	\$3,532	\$3,480	\$3,820	\$3,695	\$3,631
Change (%) in Total Exports	11	12	-0	-20	3	5	-7

Visitation Trends: Arrivals

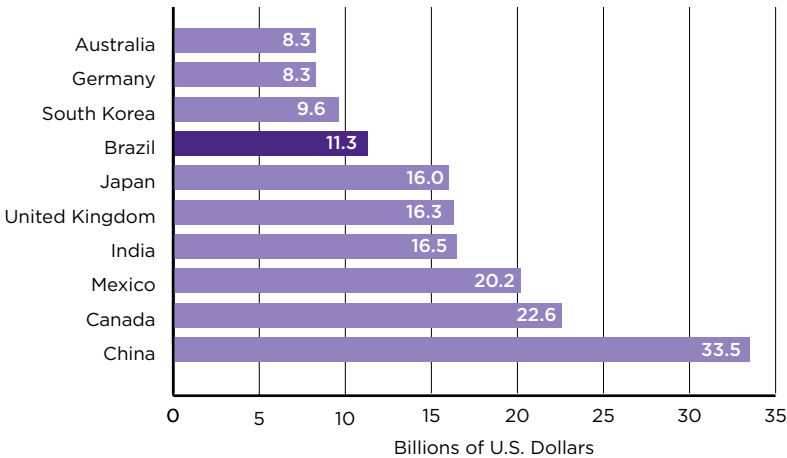


Photos: Amazon rainforest (left); Juscelino Kubitschek Bridge, Brasília (right)

Source: U.S. Department of Commerce, National Travel and Tourism Office

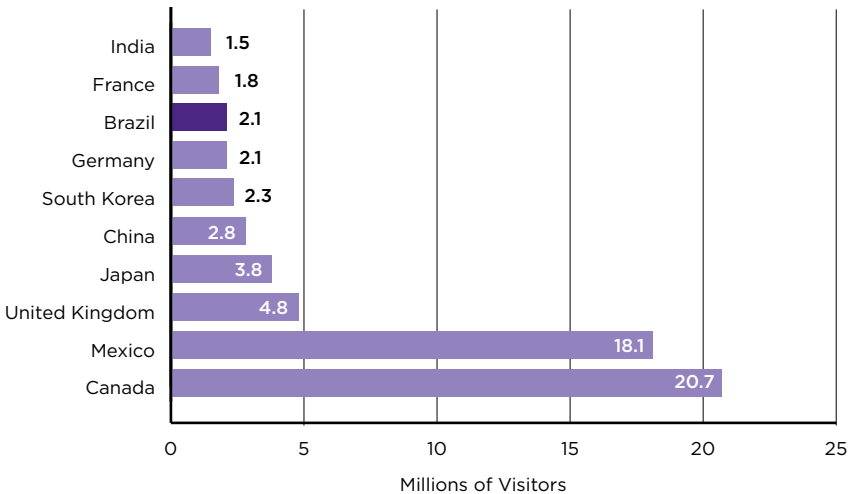
Inbound Travel Trends

Visitor Spending



International Arrivals to the USA

Top 10 Countries Generating Travel to the United States (Long-Haul Arrivals)



Source: U.S. Department of Commerce, National Travel and Tourism Office



Traveler Characteristics

Main Purpose of Trip

Purpose of Trip	2018 (%)	2019 (%)
Vacation/Holiday	74.6	70.9
Visit Friends/Relatives	10.2	13.2
Business	6.2	7.5
Convention/Conference/Trade Show	4.7	4.0
Education	3.8	3.4
Health Treatment	0.1	0.4
Religion/Pilgrimages	0.3	0.3
Other	0.1	0.2

All Purposes of Trip

Purpose of Trip	2018 (%)	2019 (%)
Vacation/Holiday	81.1	78.4
Visit Friends/Relatives	21.7	26.8
Business	10.2	9.9
Convention/Conference/Trade Show	7.0	6.6
Education	6.6	5.6
Health Treatment	0.3	0.6
Religion/Pilgrimages	0.9	0.5
Other	0.3	0.3

NET PURPOSES OF TRIP

Leisure & Visit Friends/Relatives	88.3	86.8
Business & Convention	15.6	14.8

Select Traveler Characteristics

Traveler Characteristics	2018	2019
Length of Stay in USA (Mean Nights)	16.1	16.7
Length of Stay in USA (Median Nights)	10	11
First International Trip to the USA	16.9%	18.3%

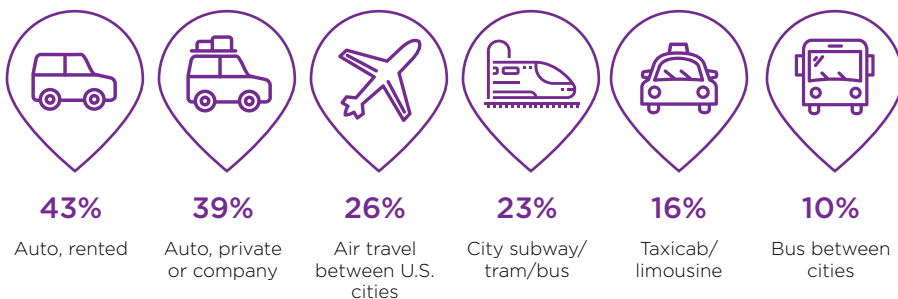
U.S. Destinations Visited (States, Cities, and Regions)

U.S. Destinations/Regions	2018 (%)	2019 (%)
REGIONS		
East North Central	5.40	5.01
Middle Atlantic	28.51	23.76
Mountain	7.06	6.85
New England	5.28	5.78
Pacific	9.39	9.85
South Atlantic	62.22	63.58
STATES/TERRITORIES		
New York	27.46	22.52
Nevada	5.17	5.06
California	8.56	9.16
Florida	55.42	58.12
Washington, DC	4.86	2.71
CITIES		
New York City	27.26	22.18
Las Vegas	5.15	5.01
Los Angeles	6.13	6.21
Miami	31.54	26.97
Orlando	35.39	40.88

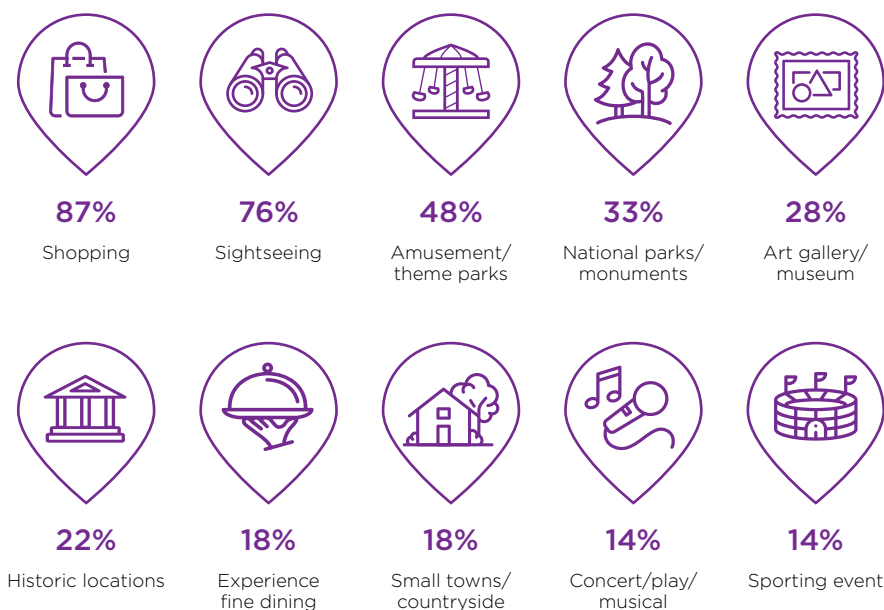
Source: U.S. Department of Commerce, National Travel and Tourism Office



Transportation Used in the USA



Activity Participation While in the USA



Source: U.S. Department of Commerce, National Travel and Tourism Office

Air Travel Information



Non-Stop Flights from Brazil to the USA

Airline	Flights From	Flights To	Frequency (week)
Azul Airlines	Belém	Fort Lauderdale (2)	2
American Airlines Gol Airlines	Brasília	Miami (11) Orlando (7)	18
Azul Airlines	Campinas	Fort Lauderdale (7) Orlando (7)	14
Gol Airlines	Fortaleza	Miami (5) Orlando (3)	8
American Airlines Gol Airlines Latam Airlines	Manaus	Miami (7) Orlando (1)	8
Azul Airlines Latam Airlines	Recife	Fort Lauderdale (1) Miami (2) Orlando (1)	4
American Airlines Delta Airlines United Airlines	Rio de Janeiro	Atlanta (7) Houston (7) Miami (7)	21
American Airlines Delta Airlines Latam Airlines United Airlines	São Paulo	Atlanta (7) Chicago (7) Dallas (7) Houston (7) Los Angeles (4) Miami (28) New York (21) Orlando (7) Washington, DC (14)	102

Flights have been affected by COVID-19. After June 15, 2020, Azul Airlines will have direct daily flights to New York. Gol Airline flights are suspended for now until 737 Max is approved for flying again.

Photos: Mount Corcovado, Rio de Janeiro (left); Bom Jesus St., Recife (right)
Source: National Civil Aviation Agency – ANAC & Mercado e Eventos



Flights from Copa Airlines through Panamá:

13 flights per day from Brazil to Panamá departing from:

- Belo Horizonte
- Brasília
- Manaus
- Porto Alegre
- Recife
- Rio de Janeiro
- Salvador
- São Paulo

Connecting to 13 destinations in the USA:

- Boston
- Chicago
- Denver
- Fort Lauderdale
- Los Angeles
- Las Vegas
- Miami
- New Orleans
- New York
- Orlando
- San Francisco
- Tampa
- Washington, DC

Note: Flights are subject to change without notice.

Market Snapshot



The election of Jair Bolsonaro for the Brazilian presidency was expected to have immediate results in the local economy. However, this is not what happened. Facing a strong opposition, the president was not able to implement several economic measures that could have positively affected the economy. After 16 years in the government, the left wing split from the administration in favor of the right wing, whose perspective is more aligned with U.S. and European governments. This can be verified by the 2019 agreements signed by Brazil, the Mercosul, and the European Union. The recently approved reform in the pension system is already generating positive reactions from foreign markets, increasing trust in Brazilian economic stability. Overall, the scenario for the upcoming fiscal year is economically optimistic.

In 2019, the Brazilian government also announced that it would waive visa requirements for visiting U.S. citizens, which will directly influence U.S. tourism into the country.

In 2019, the Brazilian government also announced that it would waive visa requirements for visiting U.S. citizens, which will directly influence U.S. tourism into the country. However, in the long run, this increase in tourism might increase flights available from the USA to Brazil, creating new channels for Brazilians to travel to the United States.

Economic instability has directly impacted Brazilians' spending abroad. The Central Bank disclosed information stating that this spending decreased by 5.4 percent in 2019 when compared to 2018. Among other factors, high



dollar rates have direct influence in spending abroad, with the currency reaching its historical peak in February 2020 with a rate of BRL4.38. Although Brazilians seem to be spending less abroad, high dollar rates did not reduce the number of Brazilian travelers who choose to travel overseas. In 2018, 2.2 million Brazilians visited the USA and, even though NTTD has not yet released 2019 numbers, it is estimated that 2019 will show similar results.

Brand USA Resources



Online Channels

Digital Marketing/Social Media

The majority of the USA Campaigns are driven by digital marketing strategies to engage, inspire, and prompt international travelers to visit the United States. A variety of channels and methods are used, including:

- Proprietary website platforms
- Social media channels
- Global digital marketing and social campaigns
- Rich media
- Targeted advertising

Proprietary Consumer Website Platforms

Brand USA has two online consumer identities in the marketplace:

- VisitTheUSA (VisitTheUSA.com), which includes a global site in English plus in-language sites in most markets where Brand USA markets the United States to international travelers
- 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)

Together, the VisitTheUSA and GoUSA website platforms are the consumer-facing online identities international travelers associate with travel to the United States

Photos: Fernando de Noronha (left); Santa Marta Favela, Rio de Janeiro (right)



Social Media Channels

In addition to the global and in-market VisitTheUSA and GoUSA proprietary websites, Brand USA leverages related social media accounts in consumer-facing content and communications. Each market where Brand USA has a fully developed marketing presence has a dedicated, in-language website and social channels, which Brand USA uses to reach consumers in its target markets.

The following handles are used for global, 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 initiatives:

- **Global:** #VisitTheUSA
- **Great Outdoors:** #OutdoorsUSA
- **Flavors/Culinary:** #TasteUSA
- **Market the Welcome:**
#USAWelcome
- **Road Trips:** #RoadTripUSA

In addition to leveraging these global channels, Brand USA currently has localized social media efforts in the following markets via the channels shown in the Digital Channels chart on the following page.

Digital Channels

Market	URL	Local Tagline	Channels		Hashtag
Australia	VisitTheUSA.com.au	Plan Your USA Trip Now	 @VisitTheUSA  @VisitTheUSA	 facebook.com/VisitTheUSAau  YouTube.com/VisitTheUSA	#VisitTheUSA
Brazil	VisiteosUSA.com.br	Planeje Sua Viagem Aos USA Agora Mesmo	 @VisiteOsUSA  @VisitTheUSA	 facebook.com/VisiteOsUSA  YouTube.com/VisiteOsUSA	#VisiteOsUSA
Canada: English	VisitTheUSA.ca	Plan Your USA Trip Now	 @VisitTheUSAcA  @VisitTheUSA	 facebook.com/VisitTheUSAcA  YouTube.com/VisitTheUSA	#VisitTheUSA
Canada: French	fr.VisitTheUSA.ca	Planifiez Votre Voyage Aux USA Dès Maintenant	 @VisitTheUSAcA  @VisitTheUSA	 facebook.com/VisitTheUSAcA  YouTube.com/VisitTheUSAfr	#VisitTheUSA
Chile	VisitTheUSA.cl	Planifica tu viaje a USA ahora	 @VisitTheUSAes  @VisitTheUSA	 facebook.com/VisitTheUSACl  YouTube.com/VisitTheUSAes	#VisitTheUSA
China	GoUSA.cn	即刻 定制 您的 USA 旅行 计划	<p>Sina Weibo (Chinese microblogging site/hybrid of Twitter and Facebook): http://weibo.com/GoUSAcn</p> <p>Tencent Weibo (Chinese microblogging site): http://t.qq.com/DiscoverGoUSA</p> <p>Youku (YouTube equivalent): http://i.youku.com/gousacn</p> <p>Weishi (Vine equivalent): http://www.weishi.com/u/23484775</p> <p>Wechat (Chinese mobile social network for texting, images, music and articles sharing, mobile only):</p> <p>美国国家旅游局</p> <p>Lofter (Photo sharing platform): http://GoUSA.lofter.com</p>		#VisitTheUSA
Colombia	VisitTheUSA.co	Planifica tu viaje a USA ahora	 @VisitTheUSAes  @VisitTheUSA	 facebook.com/VisitTheUSACo  YouTube.com/VisitTheUSAes	#VisitTheUSA
France	VisitTheUSA.fr	Préparez Votre Voyage Aux USA Dès Maintenant	 @VisitTheUSAFr  @VisitTheUSA	 facebook.com/VisitTheUSAFr  YouTube.com/VisitTheUSAFr	#VisitTheUSA
Germany	VisitTheUSA.de	Plant Jetzt Eure Reise In Die USA	 @VisitTheUSA  @VisitTheUSA	 facebook.com/VisitTheUSADe  YouTube.com/VisitTheUSADe	#VisitTheUSA
Global	VisitTheUSA.com	Plan Your USA Trip Now	 @VisitTheUSA  @VisitTheUSA	 facebook.com/VisitTheUSA  YouTube.com/VisitTheUSA	#VisitTheUSA
India	GoUSA.in	Plan Your USA Trip Now	 @GoUSAin  @VisitTheUSA	 facebook.com/GoUSAin  YouTube.com/GoUSAin	#USATrip
Japan	GoUSA.jp	今すぐ USAへの 旅の 計画を	 @GoUSAjp  @VisitTheUSA	 facebook.com/GoUSAjp  YouTube.com/GoUSAjp	アメリカ旅行
Mexico	VisitTheUSA.mx	Planifica Tu Viaje A USA Ahora	 @VisitTheUSAes  @VisitTheUSA	 facebook.com/VisitTheUSAMx  YouTube.com/VisitTheUSAes	#VisitTheUSA
Korea	GoUSA.or.kr	지금 USA 여행을 계획해보세요	 @GoUSAkr  @VisitTheUSA	 facebook.com/GoUSAkr  YouTube.com/GoUSAkr	#미국여행
Sweden	VisitTheUSA.se	Plan Your USA Trip Now	 @VisitTheUSA  @VisitTheUSA	 facebook.com/VisitTheUSAse  YouTube.com/VisitTheUSA	#VisitTheUSA
Taiwan	GoUSA.tw	N/A	N/A	 facebook.com/GoUSA.official	N/A
United Kingdom	VisitTheUSA.co.uk	Plan Your USA Trip Now	 @VisitTheUSAuk  @VisitTheUSA	 facebook.com/VisitTheUSAuk  YouTube.com/VisitTheUSA	#VisitTheUSA

GoUSA.tv Available on Roku, Apple TV, Amazon Fire, iOS, and Android. Also accesible via GoUSATV.com and YouTube.



Brand USA Traveler Research

In the summer of 2013, Brand USA launched its Global Market Intelligence program. As part of this program, Brand USA commissioned PhoCus Wright, Inc. to conduct proprietary consumer research in various international markets. Respondents were recruited from an online panel. For markets beyond North America, the results reflect responses from adults who travel outside of their continent for leisure. The Global Market Intelligence program is designed to gain insight into travelers' perceptions of the USA and its competitors, as well as general travel behaviors and preferences.

Top Five Motivations for Selecting Last Intercontinental Destination

Question: What motivates your desire to visit that destination? Select all that apply (N=1014).

Base: Brazil intercontinental travelers.



58%

Cultural/
historical
attractions



53%

Local lifestyle



53%

Shopping



49%

Dining/
gastronomy



48%

Urban attractions

Top Five Strongest Impressions of the USA

For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply (N=1014). Base: Brazil intercontinental travelers.

45%

Diverse

39%

Sophisticated

35%

Down-to-earth

34%

Creative

31%

Energetic

Top Five Channels Used in Destination Selection for Last Intercontinental Trip

Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Brazil intercontinental travelers (N=1014).



64%

Websites via computer



51%

Websites/ applications via smart phone



40%

Personal recommendations from family and friends



30%

Websites/ applications via tablet

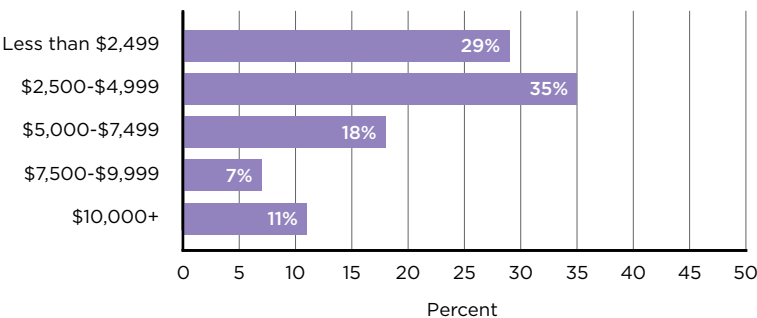


27%

Personal advice from travel professionals/ agents

Expected Household Travel Spend for Next Intercontinental Trip

Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/ Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Brazil intercontinental travelers (N=1014). (Conversion BRL to USD=0.2885).



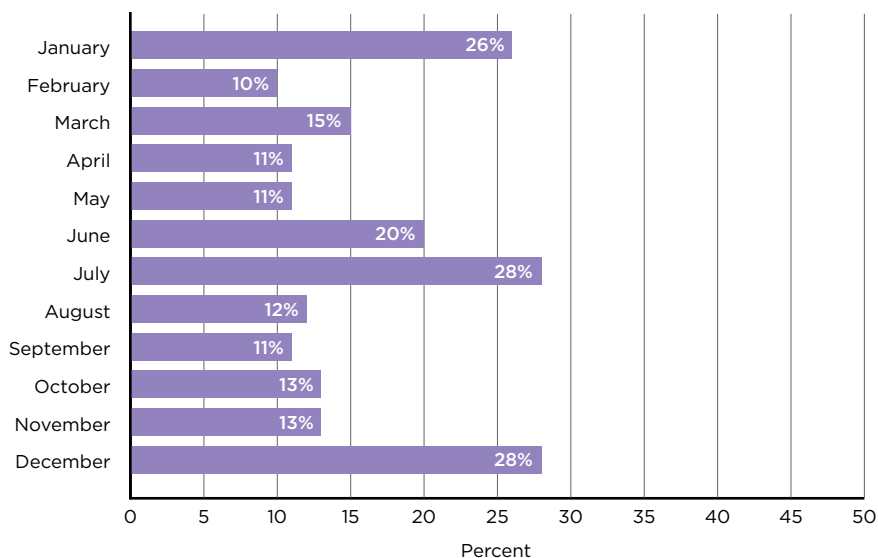
Mean: \$5,017 **Median:** \$3,751



Months Traveled (March 2017–March 2019)

Question: During what month(s) did you take your vacation(s)?

Base: Brazil intercontinental travelers (N=1014).



Destination Interest—Top 10 States

Question: You indicated in a previous question that you have interest in visiting the USA some time in the future. Which U.S. state(s) are you interested in visiting? Base: Brazil intercontinental travelers with interest in visiting the United States (N=994).

51%	50%	50%	25%	18%
New York	Florida	California	Hawaii	Texas
17%	11%	11%	10%	9%
Washington	Nevada	Alaska	New Jersey	Massachusetts

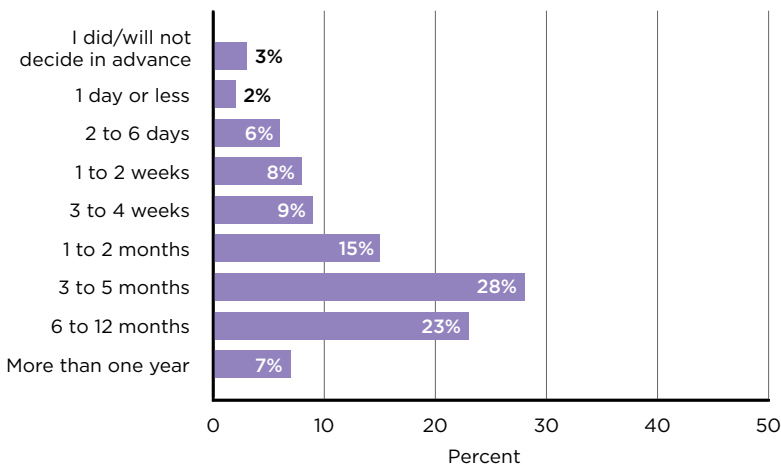
Expected Travel Party Size of Next Intercontinental Trip

Question: Who will travel with you on this holiday? Select all that apply. Base: Brazil intercontinental travelers (N=1014). Note: Totals may not add up to 100% due to rounding.



Destination Decision for Next International Trip

Question: How far in advance of your departure date did/will you decide on the destination? Base: Brazil intercontinental travelers (N=1014). Note: Totals may not add up to 100% due to rounding.

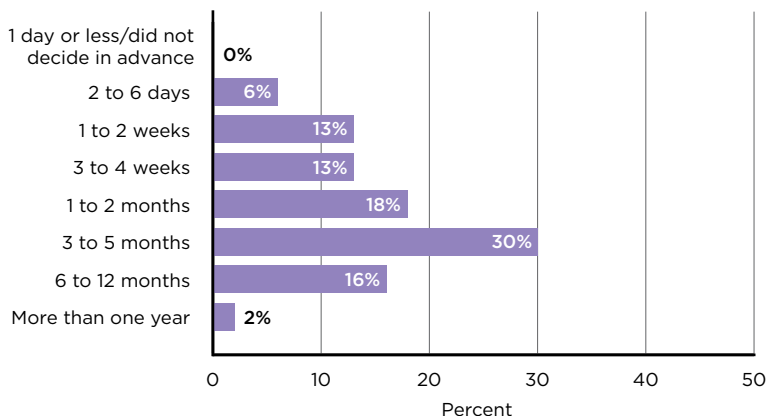




Air Booking for Next International Trip

Question: How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Brazil intercontinental travelers (N=1014).

Note: Totals may not add up to 100% due to rounding.



Net Promoter

Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries?

Base: Brazil intercontinental travelers (N=1014). Note: Totals may not add up to 100% due to rounding.



62%

I would bring it up to recommend as a destination



24%

I would tell people positive things about it if it were brought up



9%

I would tell people neither positive nor negative things if it were brought up



4%

I would tell people negative things if it were brought up

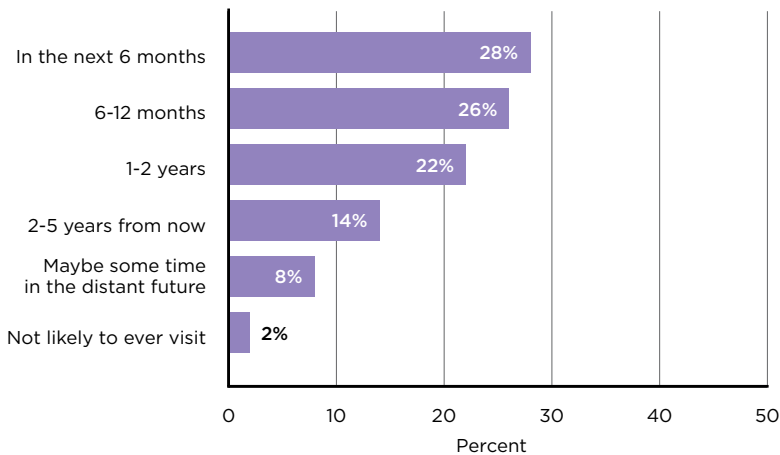


2%

I would bring it up to discourage people from traveling there

Likelihood of Travel to the USA

Question: When, if ever, are you likely to visit the following countries? Base: Brazil intercontinental travelers (N=1014).





Highlights of Success

Over the past seven years, Brand USA's marketing efforts have generated...

7.5 million
incremental visitors



nearly
\$25 billion
incremental spending

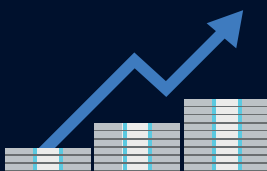


50,000+
incremental jobs
supported
each year

\$7.1 billion
federal, state &
local taxes



nearly
\$55 billion
total economic
impact



Brand USA Markets

Brand USA deploys its marketing efforts in a strategic combination of emerging and established markets that have the potential to drive the greatest returns in terms of visitation, spend, and market share.

Based on these market selection factors, Brand USA currently focuses the majority of its consumer marketing efforts in the following markets:

- Australia
- Brazil
- Canada
- Chile
- China
- Colombia
- France
- Germany
- India
- Japan
- Mexico
- South Korea
- Sweden
- United Kingdom

These 14 international markets generate more than 80 percent of inbound travel to the United States. In total, through the combined total of Brand USA's cooperative marketing platforms, contributed media, and trade outreach, the international marketing effort is present in more than 40 markets.

Brand USA Partnerships



About the U.S. Department of Commerce

Brand USA works in close concert with the U.S. Department of Commerce through the National Travel and Tourism Office (NTTO) and the U.S. Commercial Service.



The National Travel and Tourism Office (NTTO)

NTTO is the liaison between Brand USA and the federal government. The office works with Brand USA on behalf of the Secretary of Commerce, who appoints the Brand USA Board of Directors and approves Brand USA's annual objectives in consultation with the Secretary of State and the Secretary of Homeland Security. Additionally, NTTO facilitates the approval of matching funds for Brand USA and connects Brand USA to other federal agencies.

More broadly, NTTO creates a positive climate for growth in travel and tourism by reducing institutional barriers to tourism, administers joint marketing efforts, provides official travel and tourism statistics, and coordinates efforts across federal agencies through the Tourism Policy Council. The office works to enhance the international competitiveness of the U.S. travel and tourism industry and increase its exports, thereby creating U.S. employment and economic growth through:

- Management of the travel and tourism statistical system for assessing the economic contribution of the industry and providing the sole source for characteristic statistics on international travel to and from the United States;
- Design and administration of export expansion activities;

Photos: Barra de Guaratiba (left); Paraty (right)
Source: CIA World Factbook 2018, unless noted otherwise

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- Development and management of tourism policy, strategy and advocacy;
 - Technical assistance for expanding this key export (international tourism) and assisting in domestic economic development.

Contact:

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The U.S. Commercial Service

Brand USA works closely with the U.S. Commercial Service (USCS) to pursue our mutual objective of promoting the United States as the premier international travel destination.



The USCS is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. The USCS is a federal government agency with a domestic network of over 100 offices and a global network operating in over 75 countries. The mission of the USCS is to assist American companies in their export needs and to support foreign direct investment into the United States. As America's largest services export, travel and tourism is a key sector for the USCS.

The Commercial Service Global Travel and Tourism Team helps U.S. destinations and travel suppliers attract international visitors and grow international arrivals. This assistance can include: trade counseling, market research, vetting of potential partners, outreach to wholesale buyers, and support with international sales calls/trade shows/visits. To search for a domestic trade specialist near you, visit www.export.gov.

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