

CONNECTING THE WORLD WITH THE USA

About Brand USA

- Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership dedicated to the global promotion of the United States as a premier travel destination.
- Believes travel enriches lives and benefits communities through welcoming the people of the world to the USA.
- Contributes to community prosperity throughout the USA by marketing the welcome, driving international visitation, and clearly communicating U.S. travel policy.
- Operations are supported by a combination of nonfederal contributions from destinations, travel brands, private-sector organizations, and matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.
- Works closely with the U.S. travel industry to maximize travel's economic and social benefits.
- Collaborates with the federal government, led by the National Travel and Tourism Office at the U.S. Department of Commerce, to support the visitation and spend goals established by the National Travel and Tourism Strategy of 90 million visitors and \$279 billion annually by 2027.

Together, We're Marketing the USA

Brand USA showcases to global travelers the wealth of diverse U.S. experiences, from beach to mountain, city to rural, and national to cultural heritages all within a short drive from a gateway city. Now more than ever, the traveler is looking to emotionally connect with local communities to better understand a destination. To achieve this goal, Brand USA uses authentic storytelling and entertaining programming through its platforms GoUSA and Visit The USA to take consumers on immersive journeys across the United States' vast geography and spotlights the people and places that cultivate unique cultures and form the collective fabric of the USA.