

The logo for Visit The USA, featuring the letters 'USA' in a white, dotted font on a teal square background.

VisitTheUSA.com

Brand USA

A scenic photograph of a coastal landscape. In the foreground, a person stands on the edge of a large, golden-brown rock cliff. The cliffside is covered in green vegetation. In the background, a long pier extends into the blue ocean. The sky is clear and bright, suggesting a sunny day.

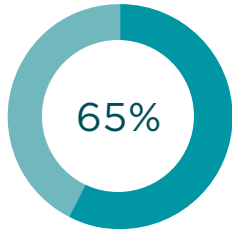
Market Profiles

2021 BRAND USA RESEARCH STUDY

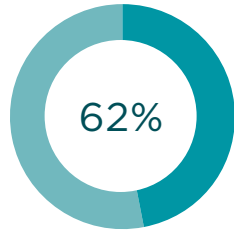


Brazil

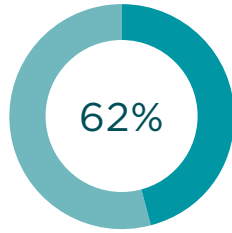
Top 5 Motivations for Selecting Last Intercontinental Destination



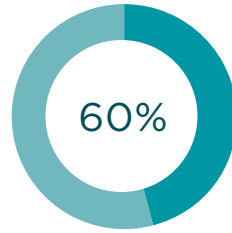
Shopping



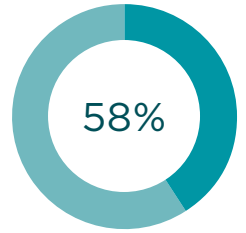
Cultural/historical attractions



Dining/gastronomy

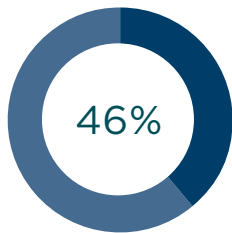


Urban attractions

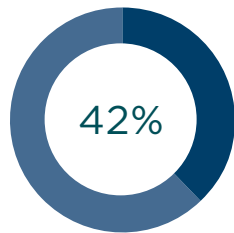


Local lifestyle

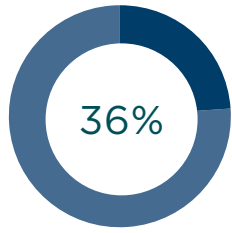
Top 5 Strongest Impressions of the USA



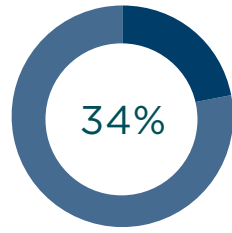
Diverse



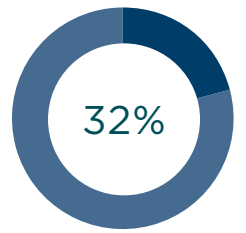
Sophisticated



Creative



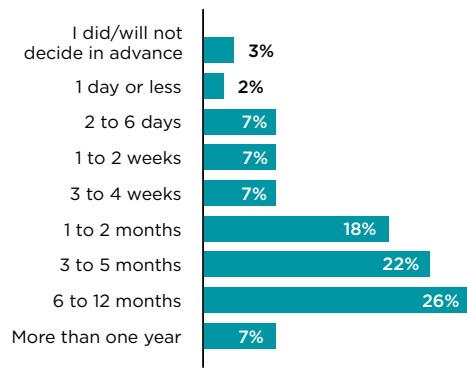
Down-to-earth



Energetic

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



73%

Websites via computer or laptop



61%

Websites or applications via mobile phone



48%

Personal recommendations from family or friends



35%

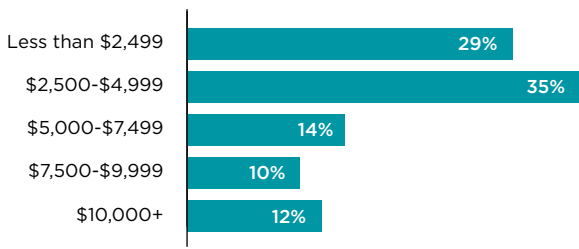
Websites or applications via tablet



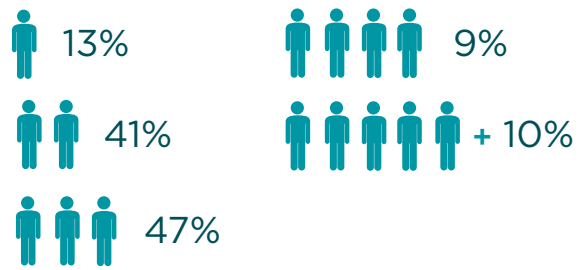
35%

Personal advice from travel professionals/travel agents

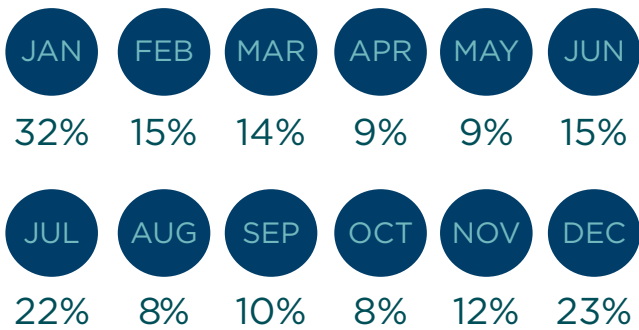
Expected Household Travel Spending for Next Intercontinental Trip



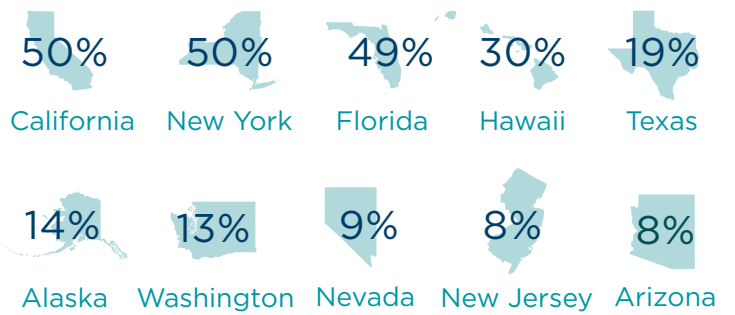
Expected Travel Party Size of Next Intercontinental Trip



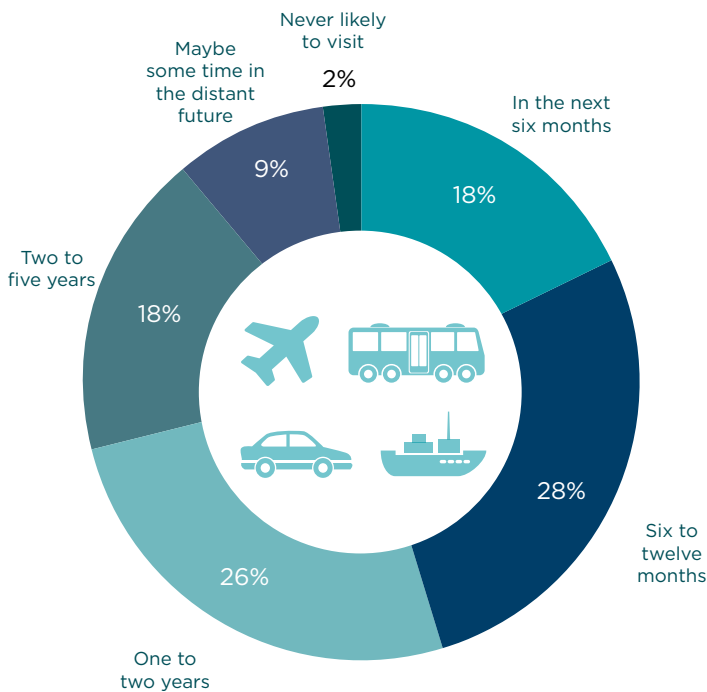
Months Traveled (March 2018–March 2020)



Destination Interest—Top 10 States



Likelihood of Travel to USA



Net Promoter

