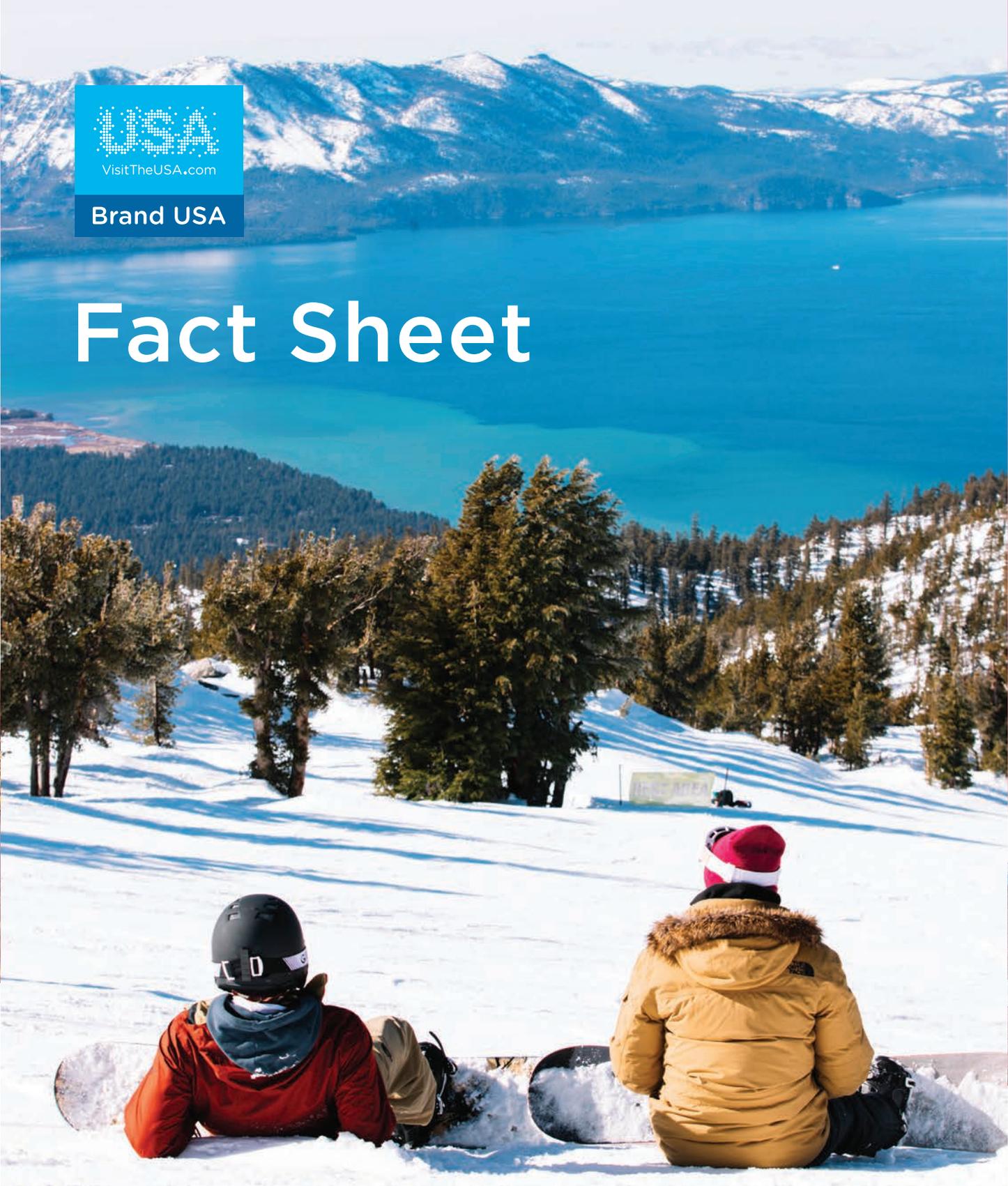




VisitTheUSA.com

Brand USA

Fact Sheet





MISSION STATEMENT

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.

ABOUT BRAND USA

Brand USA...

- Was 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.
- Encourages international travelers to explore endless travel experiences across the USA.
- Develops marketing initiatives to bring visitors to the USA who patronize small businesses and gain a better understanding of the vast multicultural nature of our USA small town and big cities.
- Began operations in May 2011 and since then has worked with 900 partner organizations.
- In December 2019, was reauthorized through September 2027.

Brand USA's operations are supported by a combination of non-federal contributions from

DESTINATIONS

TRAVEL BRANDS

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.

BRAND USA: CONNECTING THE WORLD WITH THE USA



USA Campaigns

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



Cooperative Marketing Programs

These include consumer campaigns, cooperative marketing, and travel trade outreach, each of which is supported by in-market public relations. In addition, Brand USA collaborates with the federal government, led by the National Travel and Tourism Office at the U.S. Department of Commerce, to maximize the economic and diplomatic benefits of inbound travel, and to communicate visa and entry policies and correct misperceptions about those policies.



Trade Outreach





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

7.7 million

incremental visitors



nearly

\$25.5 billion

incremental spending



\$7.3 billion

federal, state & local taxes

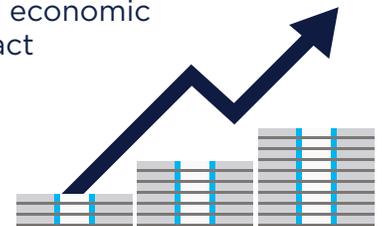


45,000+

incremental jobs supported each year

\$56 billion

total economic impact



Importantly, these results provide a direct benefit to the entire U.S. economy—and not solely industries traditionally associated with travel and tourism. **Nearly 50 percent of Brand USA-generated economic impact and employment support accrues to industries such as manufacturing, finance, insurance, real estate, retail, and beyond.**