



Answers to Questions Received during Brand USA Board of Directors Meeting September 21, 2016

The following are answers to questions received during the quarterly Brand USA Board of Directors Meeting held on September 21, 2016.

The leadership of Brand USA thanks you for dialing in for or participating via webinar in the Brand USA Board of Directors Meeting held on September 21, 2016. If you missed the meeting, or would like to hear a replay of the meeting or review the meeting presentation, please visit TheBrandUSA.com and go to “Media & Events,” subcategory “Board Meetings,” or simply click on this [link](#). Here you’ll find presentations and recorded sessions from this and previous board meetings, as well as a summary of questions asked by members of the public during the meetings.

Please note: We have condensed and edited the questions received for space or clarity. In addition, we have removed names and other identifying information of those who posed questions.

Q: Where can we find the presentation slides from the most recent Board of Directors meeting?

A: Brand USA posts presentations from Board and Committee meetings at <http://www.thebrandusa.com/media-events/board-meetings>. You can find the presentation slides and a replay of the September 21, 2016 Board of Directors meeting by [clicking here](#).

Q: Is there information and data regarding per capita spend per country, including specific information on what travelers from each market spend during their travels to the United States?

A: Each year, Brand USA prepares proprietary market profile reports, which provide important insight into travelers’ perceptions of the USA, as well as general travel behaviors and preferences. Consumer profile reports are currently available for the following markets: Australia, Brazil, Canada, Chile, China, France, Germany, India, Japan, South Korea, Mexico, and the United Kingdom.

You can find more information on our consumer market profile reports can be found in our FY2016 (and upcoming FY2017) business plan and FY2016 annual report, by [clicking here](#).

Brand USA also utilizes the National Travel and Tourism Office (NTTO) at the U.S. Department of Commerce on inbound travel and tourism statistics in its marketing planning. You can access information and data collected by NTTO, as well as NTTO’s proprietary reports on visitation and spend by market, by [clicking here](#).

