



BRAND USA 2018 ROI STUDY MESSAGE POINTS

Brand USA holds itself accountable to its mission to increase incremental visitation, spend, and market share for the United States.

A new study by Oxford Economics demonstrates that for the sixth consecutive year, Brand USA, in collaboration with our more than 900 partners, is accomplishing its mission.

The ROI results for Brand USA's marketing efforts in FY2018 again show a strong ROI with significant impact on visitation, spend, and jobs:

- 1.13 million incremental international visitors who spent
- \$4.1 billion on travel and fare receipts with U.S. carriers, and generated
- \$1.17 billion in federal, state, and local taxes and
- \$8.9 billion in total economic impact, and supported
- 52,305 incremental jobs

The resulting FY2018 marketing ROI was 32:1—meaning that every \$1 Brand USA spent on marketing generated \$32 in spend by international visitors. When you take into consideration Brand USA's total budget (marketing spend and overhead expenses), the overall ROI for FY2018 was also strong at 28:1 (which is a testament to Brand USA's ability to consistently manage its overhead to be close to 10% each year and ensure the vast majority of our budget is dedicated to marketing the USA to international travelers).

Considering the cumulative results since the first year we reported our ROI (FY2013), the study reveals that over the past six years, Brand USA has generated:

- 6.6 million incremental visitors who spent
- \$21.8 billion on travel and fare receipts with U.S. carriers, and generated
- \$6.2 billion in federal, state, and local taxes and
- \$47.7 billion in total economic impact, which has supported, on average,
- Nearly 52,000 incremental jobs each year, with a
- Marketing ROI of 28:1 and overall ROI of 25:1

The sixth annual study includes an econometric analysis of the impact of Brand USA's marketing efforts across the markets where Brand USA was active in FY2018.

- Australia, Brazil, Canada, China, Germany, India, Japan, South Korea, Mexico, and the United Kingdom, as well as other markets where Brand USA's global marketing efforts were active during the year. (To track our progress in these markets, we look at several key performance indicators—advertising impression delivery, consumer response, and market share among competitors.)
- Strong market presence and higher spending per visitor drove strong returns in Asia and Latin America with an average ROI of 67.6 to 1.
- The average ROI remained solid, while more modest, in the mature markets of North America and Europe.
- Total visits generated tallied 1.1 million. This was 1.4% of all visitors to the U.S. in 2018 (based on Tourism Economics estimates).



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The study results are valid and verified.

- The study was conducted by Oxford Economics, the worldwide leader in economic impact studies, and used by destinations worldwide.
- The FY2018 study utilizes marketing performance inputs including advertising impressions and website engagements, as well as market share analysis and other inputs that help ascertain Brand USA's impact on incremental visitation and the economy.
- In addition, this analysis fully considered external factors outside of Brand USA's marketing efforts such as macroeconomic conditions, currency exchange rates, direct marketing investments by others, policy changes such as visa waiver status of international markets, and other general market dynamics.
- The Oxford Economics methodology assures an independent analysis and a high level of confidence that the economic impact credited to Brand USA's activities are valid.