



July 2020 Board of Directors Meeting

Questions from the Public

Question 1

When you speak about tour operators, how can Brand USA assist or work with inbound tour operators/receptive operators?

Answer

Receptive/Inbound operators are a critical piece of the attracting international visitors to the USA. We will be working with identified key operators in core markets for coop campaigns and we will ensure that all destinations and partners are included in those initiatives

Question 2

1. Understanding Brand USA is a marketing organization, how much of a role does it play in being a smart, consistent leader in welcoming incoming international travelers. Does the Board think that the role of Brand USA should also include destination management and development as well as marketing of USA as an international destination?
2. Are there any discussions on travel bridges or reciprocal travel memos in the works with kindred countries?

Answer

As the destination marketing organization for the United States, and a public-private partnership between the travel industry and the federal government, Brand USA has an important role to play in communicating a welcoming message to international travelers. In fact, our marketing campaigns are created to convey a sense of welcome to visitors from around the world through the imagery, language, and voices they contain. In addition, Brand USA works with the federal government to provide a welcoming environment for travelers seeking a visa and arriving at our ports of entry. We maintain a laser focus on this important mission and in helping our partners maintain their own readiness to return to the international marketplace when the time is right.

Questions related to U.S. government travel policy should be directed to the relevant federal agency or to the National Travel and Tourism Office at the U.S. Department of Commerce.

Questions related to policy or legislative advocacy for the travel industry should be directed to the U.S. Travel Association.



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Brand USA

Questions from the Public

Question 3

Will Brand USA work together with our company in our weekly webinar? Our market segment is SE Asia and Japan. If so, who should we contact?

Answer

The best contact for this inquiry is Jackie Ennis, Vice President of Global Trade Development. She may be reached at JEnnis@TheBrandUSA.com.

Question 4

When will there be information on registering and pricing for the Euro Virtual travel week in October?

Answer

We will reach out to industry partners regarding Brand USA Travel Week participation beginning in mid-August.

Question 5

Can you share what the budget reduction percentage is from Fiscal Year 2020 to Fiscal Year 2021?

Answer

Brand USA's FY2021 budget reflects the organization's revenue projections and maps to the framework and objectives laid out in this document.

On the revenue side, Brand USA projects total cash and in-kind contributions collected and submitted for matching funds to be approximately \$60 million. However, Brand USA forecasts the majority of partner contributions to occur in the latter part of the fiscal year, which means not all matching funds will be received prior to September 30, 2021.

On the framework side, Brand USA will maintain a state of readiness until such time as sufficient gating criteria are met to transition to recovery mode. During state of readiness, Brand USA will manage expenses to a lower target than this budget. Therefore, the FY2021 budget assumes the launch of recovery marketing around April 1, 2021.

During FY2020, Brand USA's post-reauthorization, pre-COVID-19 expenditure budget for the year was approximately \$150 million. During FY2021, if gating criteria to transition from state of readiness to recovery are met around April 1, the expenditure budget will be approximately \$77 million. While Brand USA will begin the next fiscal year managing to a lower expenditure target, the FY2021 budget could be just over 50 percent of the FY2020 as it stood before COVID-19.



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Brand USA

Questions from the Public

Question 6

Can you share a link for the board of directors' positions?

Answer

The Federal Register Notice for the Brand USA board of directors is located here:

<https://www.federalregister.gov/documents/2020/07/02/2020-14250/corporation-for-travel-promotion-board-of-directors>.

Question 7

Since the industry recovery is based on containment of the virus, which advocacy initiatives does Brand USA have to lobby for nationwide virus containment?

Answer

The Travel Promotion Act prohibits Brand USA from engaging in lobbying or advocacy activity. The U.S. Travel Association is the umbrella advocacy organization for the industry and is engaged on these critical issues to allow travel to safely resume.

Question 8

Who oversees the India market at Brand USA?

Answer

The best contact for this inquiry is Jackie Ennis, Vice President of Global Trade Development. She may be reached at JEnnis@TheBrandUSA.com.