

# RENEWING BRAND USA WILL BOOST THE U.S. ECONOMY AND CREATE AMERICAN JOBS

The U.S. travel industry generates **\$2.5 trillion** in economic output, supports **15.7 million American jobs** and generates a **\$69 billion trade surplus** for the United States. **When travel thrives, so does America.**

Established by the Travel Promotion Act in 2010, and reauthorized in 2014, Brand USA is the public-private partnership responsible for promoting the U.S. as a travel destination and communicating official visa and entry policies to international leisure and business travelers.

Brand USA's ability to drive inbound travel to the U.S. is critical, particularly as America's share of global long-haul travel declines. More people are traveling than ever before, and the U.S. is losing out on this lucrative market to our competitors—many of whom are spending millions on marketing.

**Brand USA helps level the playing field.**

## BENEFITS OF BRAND USA

### ✓ BRAND USA BOOSTS THE PROFILE OF ALL OF AMERICA

It's not just about the big cities. Much of Brand USA's work is dedicated to telling the world about smaller U.S. destinations. **Brand USA partners with more than 900 local destination marketing organizations, benefitting every state in the U.S.**

### ✓ BRAND USA DOESN'T COST TAXPAYERS

Brand USA is funded solely by international visitors and the travel industry, without costing taxpayers a dime.

$$\begin{array}{r}
 \$14 \\
 \text{ESTA} \\
 \text{Fee}
 \end{array}
 =
 \begin{array}{r}
 \$10 \\
 \text{Travel} \\
 \text{Promotion} \\
 \text{Fund}
 \end{array}
 +
 \begin{array}{r}
 \$4 \\
 \text{Dept of} \\
 \text{Homeland} \\
 \text{Security}
 \end{array}$$

Half of Brand USA's budget comes from a **\$10 fee** assessed on travelers visiting the U.S. from one of the 38 approved countries in the Visa Waiver Program through the Electronic System for Travel Authorization (ESTA). The other half comes from contributions from the private sector.

## BRAND USA DELIVERS FOR OUR ECONOMY

### SINCE FY13 BRAND USA HAS:

**ADDED**  
**\$47.7 BILLION**  
IN ECONOMIC OUTPUT  
returning **\$25 FOR**  
EACH **\$1** spent

**CREATED**  
**52,000**  
AMERICAN JOBS

**GENERATED**  
**\$6.2 BILLION**  
IN FEDERAL, STATE,  
AND LOCAL TAXES,  
benefitting America from  
small towns to larger cities

### ✓ BRAND USA HELPS DRIVE DOWN THE NATIONAL DEBT

Funds collected in excess of \$100 million **go toward driving down the federal debt.**

- ✓ In FY19, **\$60 million** is expected to go toward driving down the debt.

⚠ Without Brand USA, the U.S. treasury would net only **\$100 million, losing \$8.5 billion in economic output** in the first year alone.



### BRAND USA'S FUTURE IS AT RISK, BUT A SOLUTION IS AVAILABLE

In the February 2018 budget caps deal, Congress extended the \$10 ESTA fee from 2021 to 2027, but diverted fees to the general fund, not Brand USA.

**Raising the ESTA fee a nominal amount** would fully fund Brand USA from 2020-2027, allowing the program to continue to operate at no cost to taxpayers while further **reducing the trade deficit by approximately \$190 million.**

## THE U.S. TRAVEL INDUSTRY ENCOURAGES CONGRESS TO:

**Secure Brand USA's funding through 2027 by ensuring its reauthorization this year.**