

WHAT OTHERS ARE SAYING ABOUT BRAND USA

Brand USA's Influence in the States



10/15/2018

"Brand USA is a public-private partnership, with no federal taxpayer funds used whatsoever. It affords smaller and medium-sized DMOs [Destination Marketing Organizations] like ours to stretch marketing investments, funded by a small fee assessed to international travelers approved to visit the U.S. under the selective and secure Visa Waiver Program."

Judy Ryals, President/CEO of the Huntsville/Madison County Convention & Visitors Bureau



09/23/2018

"Our signature industries, such as bourbon and horses, attract foreign visitors as do our culinary destinations and Southern hospitality... However, it remains a difficult task to market a local region like Central Kentucky effectively to audiences abroad because we aren't as well-known as larger American cities... Brand USA, our country's international marketing arm, partners with organizations like ours to help us promote our local destinations."

Mary Quinn Ramer, president of VisitLEX

reno gazette journal

10/05/2018

"As we led the nation in advertising to the Chinese market, Nevada has plans to partner with Brand USA to begin a strategic marketing campaign in India. This partnership will allow a coordinated effort into the new market and poses to grow our economy even more. Brand USA makes these efforts affordable and efficient."

David C. Peterson, Interim Director for the Nevada Department of Tourism and Cultural Affairs



The Gazette

08/15/2018

"Partnering with Brand USA will be an integral part of the CVB's goal to increase length of stay as international travelers spend more and have a longer length of stay."

Doug Price, President & CEO of the Colorado Springs Convention and Visitors Bureau



10/12/2018

"[international travelers are] an enormous jolt for economies worldwide, and especially right here in the United States. As our country's second-ranked export, international inbound travel supports \$1.2 million American jobs and represents an \$84 billion trade surplus... Our partnership with Brand USA has enabled San Diego to reach eight international markets, including China, Mexico and the United Kingdom."

Joe Terzi, CEO of the San Diego Tourism Authority



10/12/2018

"Over the last two years we partnered with Brand USA to develop print and digital campaigns targeting global travelers from countries as far away as Germany. Through their platforms, we have a vast array of tools to leverage countless of options to reach our target audiences, such as magazine inserts or video promotion of Rapid City across several international websites."

Julie Schmitz Jensen, President & CEO of Visit Rapid City



10/09/2018

"One in 19 Kansas City area workers owe their jobs to the travel and tourism industry and with the steady growth in visitors, the Kansas economy is stronger now than it has been in over a decade. These positive trends did not just appear, local travel leaders have worked hard with our elected officials to support and pass pro-travel polices that attract and welcome foreign visitors to Kansas."

Kevin Fern, executive director of Visit Shawnee
Bridgette Jobe, executive director of Kansas City Kan. Convention & Visitors Bureau, Inc.



WHAT OTHERS ARE SAYING ABOUT BRAND USA

Congress Urges Reauthorization

TRAVEL WEEKLY

10/04/2018

70 members of Congress (in a letter to House leadership):

“Despite its success, Brand USA’s future was recently and inadvertently put at risk... We respectfully urge you to work with us to identify a legislative solution this year that will support reauthorization and funding for this important program.”

U.S. Representative Gus Bilirakis (R-FL):

“The Congressional Budget Office (CBO) estimated that my legislation [which re-authorized Brand USA] would cut the deficit by \$264 million over the five-year period during which the program was reauthorized... the continuation of a well-established program that fosters more tourism, creates tens of thousands of jobs, increases revenue, and lowers the deficit without cost to taxpayers is a no-brainer.”

07/20/2018



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09/11/2018

Senators Roy Blunt (R-MO) and Dean Heller (R-NV):

“Our market share of total long-haul travel fell from 13.6 percent in 2015 to 11.9 percent last year. That’s a missed opportunity of seismic proportions—7.4 million fewer visitors, \$32 billion in missed spending, and 100,000 fewer U.S. jobs than if we’d kept our market share of just two years ago.”



09/11/2018

Senators Roy Blunt (R-MO) and Dean Heller (R-NV):

“Other countries spend what we would consider to be insane amounts of per-capita tax dollars on this kind of activity. Not so for Brand USA, whose funding comes from a fee on foreign travelers entering the U.S. along with matching private-sector funds kicked in by the travel and tourism industry.”



10/25/2018

Senator Catherine Cortez Masto (D-NV):

“I strongly support Brand USA because of the enormous value it adds to Nevada’s economy, and because this public-private partnership... doesn’t cost American taxpayers a single dime. The Nevada Tourism Commission’s latest effort to boost rural tourism across the state is working closely with Brand USA to highlight Nevada in markets across the globe.”

Media Coverage



“Brand USA promotes the U.S. with a collective voice, particularly highlighting rural and less-traveled parts of the Fruited Plain. One current example of Brand USA’s outreach is the ‘National Parks Adventure’ IMAX film to draw people to our scenic parks and generate \$700 million in total spending in the US... While Brand USA is profitable, from a ‘you’ve got to spend money to make money’ standpoint, it will collapse without these dollars and U.S. communities will miss out on the benefit of international tourism.”

Jared Whitley, Newsmax Reporter

08/17/2018



“Tourists flock to the nation’s capital every day. And visitors are cash cows, pumping money into stores, restaurants, and hotels.”

Kyle Midura, Gray TV Reporter

10/04/2018