



# BRAND USA: BOOST TRAVEL TO THE UNITED STATES TO FUEL OUR NATION'S ECONOMY

U.S. TRAVEL  
ASSOCIATION

Sometimes Congress gets it just right. Brand USA is a public-private partnership created in 2010 to attract international travelers to the United States. It's been an unqualified success. Today, Brand USA provides global marketing for hundreds of U.S. communities, large and small, to generate American jobs and enhance our image abroad—at no expense to American taxpayers.

It's all about return-on-investment. Over the last four years, Brand USA has produced

 **\$13.6 BILLION** in VISITOR SPENDING and  **\$29.5 BILLION** in OVERALL economic impact.

For every  **\$1** spent on marketing, it returns to the U.S. economy an average of **\$27**. 

**That's why Congress voted in 2014 to reauthorize Brand USA for another five years (through 2020).  
But the President's FY2018 budget would de-fund Brand USA—  
even though it doesn't cost taxpayers a dime. Please help protect Brand USA.**

## WHAT DOES BRAND USA DO?

Brand USA markets the United States as the premier global destination.

- Brand USA's broadcast, digital and earned media marketing campaign reaches potential travelers in the 40 countries that generate 90 percent of inbound visitation to the U.S.
- Brand USA works with an expanding network of international representatives, travel and tourism advisory boards and commercial services teams in trade shows, sales missions, road shows and themed events.

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 over 700 local destination marketing organizations in U.S. communities, large and small, to help these destinations access global audiences.
- Brand USA has planned seven MegaFam tours – from the great western outdoors, to Gulf beaches and blues, to historic neighborhoods of the northeast – all so international attendees can return home to better sell the American destinations.

In addition to its work with local destinations, Brand USA partners with the federal government on world-class advertising efforts--all without a dime of taxpayer money.

- Brand USA boasts groundbreaking collaborative efforts with U.S. federal agencies like the National Park Service.
- "National Parks Adventure," the IMAX film released in honor of the National Park Service's centennial in 2016 was shown at 100 exhibitions in 12 countries within its first six months, and garnered 4,000 earned media mentions, making over 7 billion global media impressions.

In the past four years, Brand USA's work has welcomed **more than 4.3 million incremental international visitors** to the USA

Supporting an average **50,900 jobs** each year.

yielding **\$3.9 billion** in tax revenue.

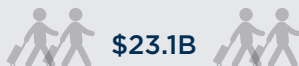
## INTERNATIONAL VISITATION...

### SUPPORTS WAGES

**\$32.4B**

Spending by international visitors in 2016 directly supported nearly \$32.4 billion in U.S. wages in 2016.

### GENERATES TAXES



**\$23.1B**

Last year, international visitors spent \$153.7 billion on travel and generated \$23.1 billion in federal, state and local tax revenue.

### CREATES JOBS



One in nine American jobs depend on travel and tourism and every 36 additional overseas visitors create one American job.

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# BRAND USA: BOOST TRAVEL TO THE UNITED STATES TO FUEL OUR NATION'S ECONOMY (CONTINUED)

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**Brand USA helps international travelers navigate the U.S. visa and entry processes.**

- Brand USA works with dozens of U.S. embassies around the world on communications that explain our changing visa and entry policies to potential travelers.
- These in-country efforts mitigate confusion and misperceptions about our security policies – which is essential to our ability to compete in the international travel marketplace.

## HOW IS BRAND USA FUNDED?

- Half of Brand USA's budget comes from cash and in-kind contributions from the private sector. Those funds are matched, up to \$100 million, from a \$10 fee assessed once every two years on travelers visiting the U.S. from Visa Waiver Program countries, through the Electronic System for Travel Authorization (ESTA) program.
- Excess ESTA fee collections—over and above the \$100 million for Brand USA—go to paying down the federal debt.