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BRAND USA: LETTER TO THE EDITOR TEMPLATE

The following letter to the editor can be used to respond to articles that mischaracterize Brand USA, and to proactively share how Brand USA benefits your destination. It should not be used to address coverage only focused on the policy, so as not to wade into outlying conversations or generate unwarranted backlash.

TOOLKIT

I support Brand USA because marketing the U.S. to international travelers drives visitors to our cities and towns, generating good American jobs where they are needed most. At a time when millions of Americans have seen their jobs shipped overseas, travel and tourism employment provides an unwavering guarantee: it cannot be outsourced. Here in [insert destination] the travel industry directly supported more than [cite number of jobs], and generated [dollar amount] for the [destination/state] economy in 2017. These dollars fuel our local businesses and vital public services.

This influx of travel dollars to [destination/state] is due in part to the efforts of Brand USA, which partners with over 800 organizations to promote America’s heartland, big cities and everywhere in between. In fiscal year 2017, Brand USA’s effort generated 1.16 million incremental visitors and more than 54,000 new U.S. jobs. Congress should show support for this successful program by renewing it this year.

Brand USA’s proven track record over the past five years has made a significant impact on the U.S. economy and American jobs. Since 2013, Brand USA has been responsible for supporting 51,000 incremental jobs *each year*, as well as generated a $38.4 billion economic impact. Through its marketing efforts, Brand USA has driven 5.4 million incremental visitors to the U.S., whose spending totaled $17.7 billion.

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Without Brand USA, [state/destination] would lose a major driver of travel and tourism. This is why, on behalf of my fellow [Texans, etc.] employed and supported by the travel industry, I’m asking [Congress representative] to support Brand USA and renew its funding now.

1100 New York Avenue, NW Suite 450 Washington, D.C. 20005 | TEL 202.408.8422 | ustravel.org

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