Brand USA is a 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.

**HOW BRAND USA WORKS**

- International travelers from 38 Visa Waiver Program Countries are vetted prior to visiting the U.S.
- $14 Electronic System for Travel Authorization (ESTA)
- $4 Passenger Screening Fee for Department of Homeland Security
- $10 Travel Promotion Fund

**Funded Solely by International Visitors and the Travel Industry, Since FY 2013, Brand USA Has Added:**

- $47.7 Billion in economic output
- Lowering the trade deficit
- Returning $25 for each $1 spent
- 52,000 American Jobs
- $6.2 Billion in federal, state and local taxes

**Excess Fees Drive Down the Federal Debt**

- In FY 2019, it is estimated about $60 million will go toward paying the federal debt.

**Total Budget**

- Up to $100M
- $60M Excess Fees

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**CAUTION**

Without Brand USA, the U.S. treasury would net only $100 million.

- In the first year alone, America will lose:
  - $8.9 Billion in economic output
  - 52,000 American Jobs
  - $1.2 Billion in federal, state and local taxes
If we want to **WIN**, we have to **COMPETE**.

International Tourist Arrivals, 2018 (Millions)

1. France 93.4
2. Spain 82.8
3. United States 79.6
4. China 62.9
5. Italy 62.1

Source: UNWTO, Oxford Economics, and U.S. Department of Commerce

International Travel to U.S. Reduces Trade Deficit, Creates Jobs

In 2018:

- $256 BILLION in exports
- $69 BILLION trade surplus
- 1.2 MILLION American Jobs
- $33.3 BILLION in wages

**BRAND USA BENEFITS ALL OF AMERICA**

FROM SMALL TOWNS ACROSS THE HEARTLAND TO COMMUNITIES BEYOND GATEWAY CITIES.