



VisitTheUSA.com

A PROVEN TRACK RECORD OF BOOSTING U.S. JOBS AND THE ECONOMY WITHOUT COSTING FEDERAL TAXPAYERS A DIME



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.

In FY 2017, Brand USA drove

1.16 MILLION VISITORS

to America which resulted in:



54,000

American jobs created

\$27:1

ROI on marketing activities

Brand USA drives visitors
TO ALL 50 STATES, D.C. & U.S. TERRITORIES.



Destinations large and small, rural and urban can showcase themselves to the international community.

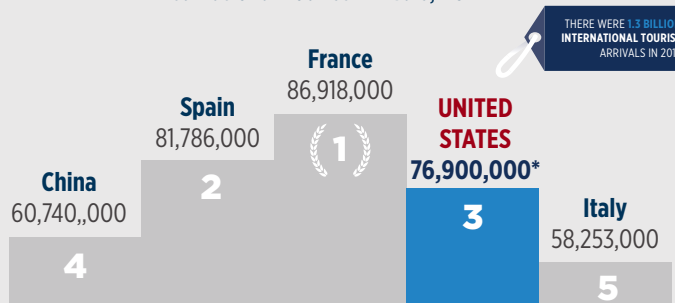
Brand USA is entirely funded by the travel industry and by

a SMALL FEE assessed on FOREIGN VISITORS

to the U.S., yet there has been a call to reallocate this fee, putting this program at risk.

Brand USA helps the U.S. stay competitive in the
GLOBAL RACE FOR INTERNATIONAL TRAVELERS.

International Tourist Arrivals, 2017



The United States depends on promotion from Brand USA to protect and grow its share of international travelers.

Source: UNWTO Tourism Highlights (2018 edition) and U.S. Travel Association (for U.S. Visitations)
*U.S. visitation data is estimated by the U.S. Travel Association. Official estimates will be available in the fall, at which time U.S. visitation data will be revised.

Since FY 2013, Brand USA has been responsible for:



Nearly **51,000**
incremental jobs
supported, each year



\$38 BILLION
total economic impact



5.4 MILLION
additional visitors



\$5 BILLION
in federal, state, and
local tax revenue

IF WE WANT TO WIN, WE HAVE TO COMPETE.
WE NEED **BRAND USA**. IT DELIVERS FOR AMERICAN JOBS AND THE ECONOMY.

U.S. TRAVEL
ASSOCIATION