

BRAND USA

Working for all of US



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The **U.S. Travel Association** is the national, non-profit organization representing all components of the travel industry that generates \$2.1 trillion in economic output and supports 14.9 million American jobs. U.S. Travel's mission is to increase travel to and within the United States. Visit www.ustravel.org.

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U.S. TRAVEL
ASSOCIATION

The world is experiencing an unprecedented international travel boom, and no country can afford to sit on the sidelines in the competition for global visitors and the economic impact they deliver. In 2013, nearly 70 million international travelers visiting the U.S. spent a record \$181 billion on goods and services, directly generating 1.2 million American jobs.¹



Discover
America
.com

Countries invest billions of dollars in travel promotion efforts to win a greater share of the international travel market. In 2010, a strong bipartisan majority in Congress enacted the Travel Promotion Act (TPA)² to strengthen the United States' ability to compete for international visitors. The legislation created Brand USA, a public-private partnership to promote America's many attractions to the world. Brand USA does not receive a single dollar from U.S. federal taxpayers. Instead, it is funded by contributions from the private sector and through a portion of a fee that foreign visitors who are part of the Visa Waiver Program (VWP) pay when they apply for authorization to visit the United States under the VWP.

By virtually any measure, Brand USA has been an outstanding success. It markets and promotes attractions and destinations in every corner of the United States—and every state has reaped its benefits.

Brand USA generated more than 1.1 million additional visitors to the United States in 2013, and these visitors spent \$3.4 billion while traveling in the U.S., directly supporting nearly 28,000 direct jobs as a result and generating



nearly \$1 billion in federal, state and local taxes. A recent study found that Brand USA has a return on investment of 47:1—far stronger than our main travel competitors such as the United Kingdom and Canada.³

This exceptional success is only the beginning. Brand USA's five-year authorization expires in Fiscal Year (FY) 2015. Congress should act immediately to extend Brand USA and continue the important work that has spurred American job creation and economic growth across the country, particularly in the post-recession environment when rebuilding is essential to stability. Bipartisan legislation to reauthorize this successful program for five years beginning in FY 2015 has been introduced in the U.S. Senate and the House of Representatives—the Travel Promotion, Enhancement and Modernization Act (S. 2250 and H.R. 4450). The bill was introduced by Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO), and Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1).

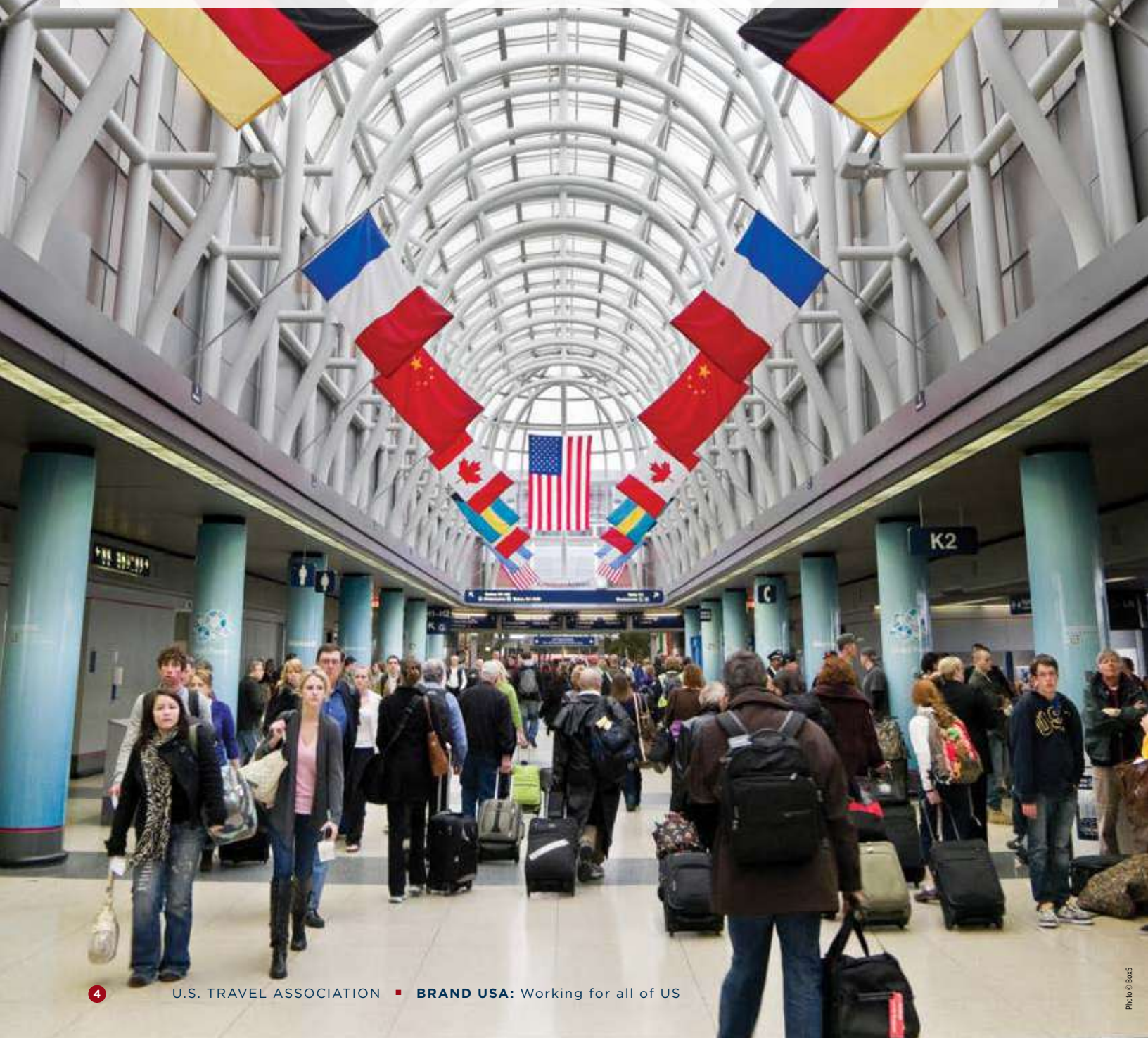
The United States' economic competitors are steadily investing in efforts to seize the many opportunities the global travel boom has created. Brand USA is critical to ensuring that the U.S. remains competitive in attracting international travelers and the many financial and diplomatic benefits their visits create.

By virtually any measure, Brand USA has been an outstanding success. It markets and promotes attractions and destinations in every corner of the United States—and every state has reaped its benefits.



INTERNATIONAL TRAVEL BOOM DRIVES DOMESTIC ECONOMIC BENEFITS FOR U.S.

The world is experiencing an unprecedented international travel boom that promises to deliver immense economic benefits to countries that seize the opportunity to attract more visitors.



INTERNATIONAL TRAVEL IMPACT: 2013



70 million
international travelers
to the U.S. in 2013



\$181 billion
record spending on
goods and services



2.2 million
jobs supported*

**1.2 million jobs supported directly
from travel-related spending*

 = 100,000 jobs

SOURCE: U.S. Department of Commerce; U.S. Travel Association

Last year, a staggering one billion people traveled around the world⁴—a huge market that is expected to reach 1.7 billion by 2020.⁵ Since 2000, overall international travel has grown 59 percent, driven by powerful forces—including demographic and economic trends—that show few signs of slowing.⁶

Analysts estimate, for example, that the global middle class will expand by three billion people in the next 15 years.⁷ As a result, spending by this newly affluent demographic is expected to grow by more than 100 percent by 2030, jumping from \$21 trillion today to \$56 trillion by 2030.⁸

These trends will create a huge market comprised of millions of new international travelers that have the resources, desire and opportunity to visit the world's great destinations. They will also intensify today's already-fierce competition for global visitors.

No country can afford to sit on the sidelines by failing to compete for these travelers. The economic stakes are simply too high.

In 2013, nearly 70 million international travelers who visited the U.S. spent a record \$181 billion on goods and services, supporting 2.2 million American jobs, including 1.2 million jobs directly generated from this travel-related spending.⁹

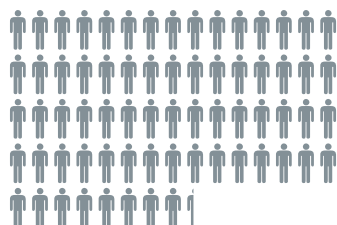
While America's share of global exports has slipped over the past few decades (damaging our balance of trade), travel has been one of the few bright spots. Every dollar spent by an international visitor to the U.S. counts as an export and helps our balance of trade. In fact, travel and tourism is the United States' No. 1 services export, accounting for 25 percent of the overall increase in U.S. services exports in 2013.¹⁰ Travel is also the third-largest overall U.S. export and grew more than three times faster than other exports in 2013.¹¹

Attracting more international visitors benefits not only businesses we traditionally associate with travel, such as airlines, hotels and national parks, but also millions

THE HIGH COSTS OF “THE LOST DECADE” (2000–2010)



68.3 million
international visitors



= 1 million visitors



\$509 B
in spending

SOURCE: U.S. Travel Association

of retail stores, restaurants, transportation providers and other businesses that serve travelers. Because of the extensive economic benefits international travel delivers to America’s economy, in 2012, the federal government launched the National Travel and Tourism Strategy, with a goal of attracting 100 million international visitors to the U.S. annually by 2021—a more than 40 percent increase over today’s 70 million. It is an aggressive but achievable goal—if we take the right steps now.

In today’s global marketplace, even an economy as powerful as ours must compete with other countries to sell products and expand into new markets. Travel is no exception.

And although the overall international travel market has been growing rapidly, between 2000 and 2013 the U.S. lost ground to international competitors. America’s share of global arrivals dropped 23 percent—from 17 percent to just 13.2 percent, even as the total number of global arrivals rose sharply—a decade of lost travel to the U.S.¹²

If the U.S. could regain 17 percent of global long-haul market share by 2020, we would receive 59.5 million overseas arrivals, \$511 billion in total economic output, and 1.4 million travel jobs.¹³

It is hard to overstate the high costs of America’s “Lost Decade.” During that period, the U.S. lost an estimated 68.3 million international visitors who would have spent \$509 billion at American businesses.¹⁴

We cannot afford to make this mistake again.



It is hard to overstate the high costs of America’s “Lost Decade.” During that period, the U.S. lost an estimated 68.3 million international visitors who would have spent \$509 billion at American businesses.

BRAND USA: AMERICA JOINS THE BATTLE FOR INTERNATIONAL VISITORS

America's competitors in the international travel market have long recognized the positive impact of travel promotion—the targeted marketing of countries to potential international visitors.



Discover this land,
like never before.



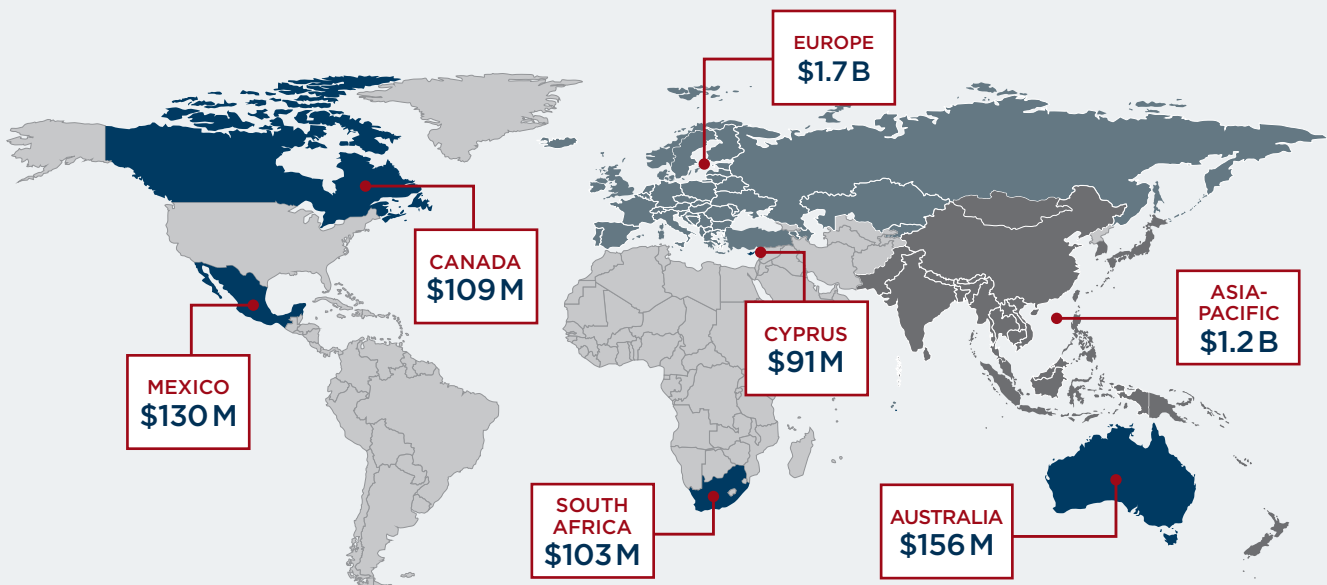
According to research by Oxford Economics, our competitors for international visitors spent \$4.3 billion on travel promotion in 2012, with the majority coming from Europe (\$1.7 billion) and the Asia-Pacific region (\$1.2 billion). Australia invests \$156 million annually to attract more than 6.1 million visitors; Mexico invests \$130 million and Canada invests \$109 million. Even tiny Cyprus invests \$91 million, amounting to \$37 for each visitor who arrives.¹⁵

After watching America lose ground in this important global market, Congress took bipartisan action by passing the Travel Promotion Act (TPA)¹⁶ in 2010. The Act led to the creation of Brand USA—the first-ever destination marketing organization for the entire U.S. Brand USA does not just focus on gateway cities or major attractions but must promote all 50 states, the District of Columbia, and U.S. territories.

Brand USA has met the private-sector contribution requirement in each year it has been eligible to receive the public funds—a strong signal of the travel industry’s commitment to the program. Private-sector contributions more than doubled—from \$60 million to \$130 million—between FY 2012 and FY 2013, and Brand USA is on target to receive the full federal match for FY 2014 as well, up to the maximum of \$100 million set by law.

For over fifty years, the United States has had a national tourism policy, devised by Congress, which has sought to “promote increased and more effective investment in international tourism by the States, local governments,

COMPARATIVE TRAVEL BUDGETS OF OTHER COUNTRIES



SOURCE: Oxford Economics, based on 2012, 2013 annual budgets

WHAT IS BRAND USA?

MISSION: “To encourage increased international visitation to the U.S. and to grow America’s share of the global travel market. In doing so, Brand USA aims to bring millions of new international visitors who spend billions of dollars to the United States, creating tens of thousands of new American jobs.”



A PUBLIC-PRIVATE PARTNERSHIP enacted through the Travel Promotion Act by a bipartisan majority in Congress



Financed entirely by foreign visitors and the travel industry, **WITHOUT A DIME OF FEDERAL TAXPAYER FUNDS**



Operates an integrated marketing and communications program that **PROMOTES TRAVEL TO ALL 50 STATES, THE DISTRICT OF COLUMBIA, AND U.S. TERRITORIES**



Generated **MORE THAN 1.1 MILLION ADDITIONAL VISITORS** to the U.S. in 2013, **\$3.4 BILLION** in DIRECT SPENDING and **\$972 MILLION** in TOTAL TAX REVENUES

SOURCE: Brand USA; Oxford Economics

and cooperative tourism marketing programs.”¹⁷ In these efforts—and in the proposed reauthorization of the Travel Promotion Act—Congress is acting well within its clear powers not only to regulate commerce among the states but between the United States and foreign countries. In addition, Brand USA has a clear Congressional mandate to explain our security and visa policies to foreign visitors, which enhances our national security. And by promoting travel to the entire nation, linking states without a gateway port of entry to other states that have one, the Travel Promotion Act and Brand USA truly help to advance the Constitution’s promise of a “more perfect Union.”

Every dollar Brand USA invests in travel promotion is subject to oversight by the U.S. Commerce Department and by Congress. In addition, private-sector contributions to Brand USA are subject to review by an independent auditing firm before being reviewed by the U.S. Commerce and Treasury departments.

Brand USA is governed by a Board of Directors that includes 11 travel and tourism leaders with international travel and marketing expertise, appointed by the Secretary of Commerce, in consultation with the Secretaries of Homeland Security and State. Currently, Brand USA has 11 global offices covering over 20 countries,¹⁸ with plans to expand fully into 30 markets covering 40 countries.

HOW IS BRAND USA FUNDED?

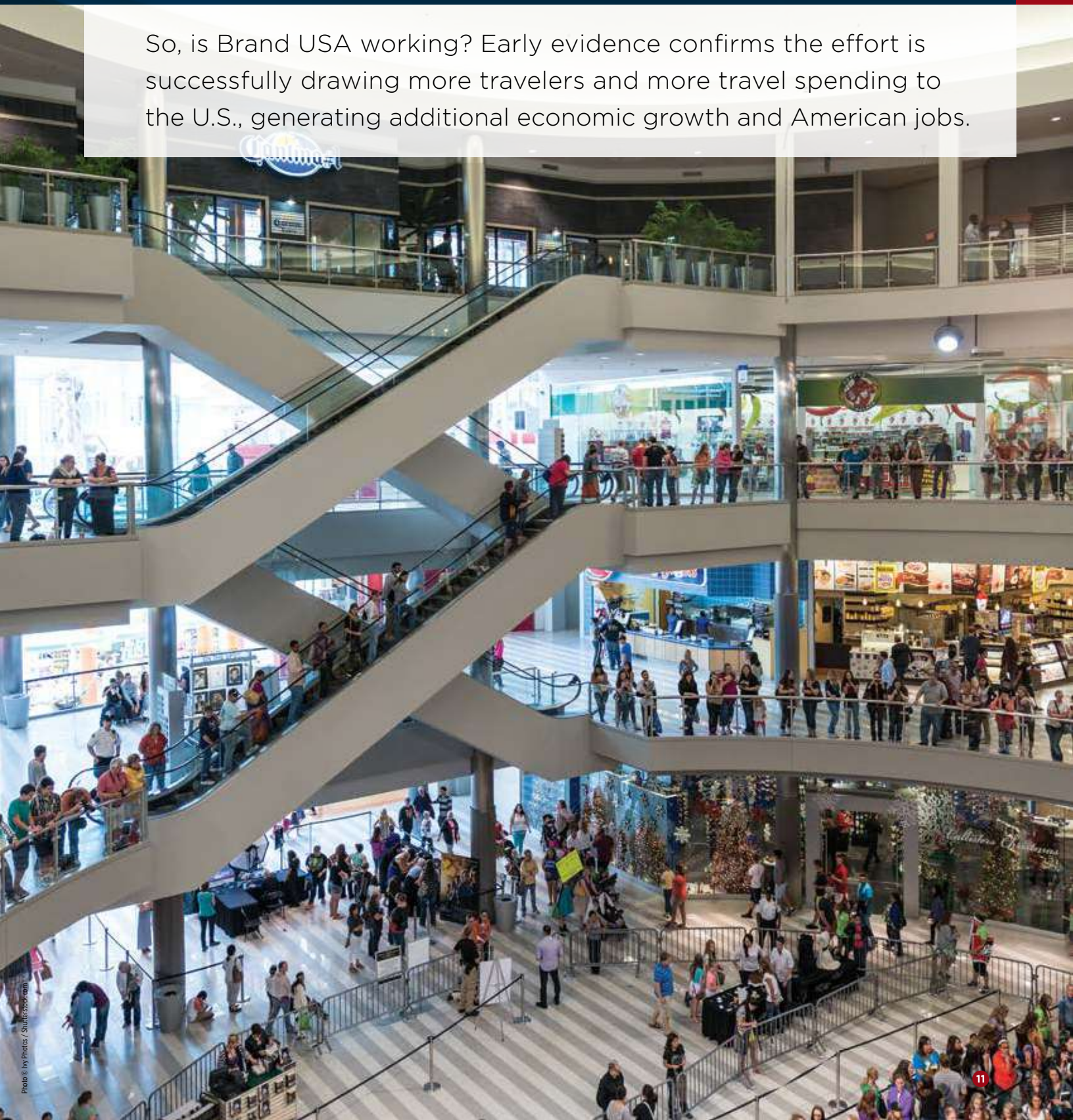
Brand USA does not use a single dime of federal taxpayer funds.



SOURCE: 22 U.S.C. §2131(d)(2)(B)

BRAND USA: GENERATING BROAD ECONOMIC BENEFITS

So, is Brand USA working? Early evidence confirms the effort is successfully drawing more travelers and more travel spending to the U.S., generating additional economic growth and American jobs.



IS BRAND USA WORKING?

A study earlier this year by Oxford Economics²⁰ of eight key markets found that Brand USA has been responsible for:

MORE VISITORS



Brand USA promotional efforts spurred an additional **1.1 MILLION INCREMENTAL VISITORS** to the U.S.—a **2.3 PERCENT INCREASE** over the growth that would have occurred without Brand USA's activities;

MORE SPENDING



The increased number of travelers generated **\$3.4 BILLION** in additional spending at U.S. businesses, which led to **\$7.4 BILLION** in business sales (including direct, indirect and induced sales);

FASTER ECONOMIC GROWTH



Stronger spending by travelers was responsible for an additional **\$3.8 BILLION** in GDP;

MORE JOBS AND INCOME



Additional visitors and the spending they brought to the U.S. led to the creation of more than **53,000 AMERICAN JOBS** (including nearly 28,000 direct jobs) and \$2.2 billion in payroll;

HIGHER TAX REVENUES



Visitor spending drove higher tax revenues—an additional **\$512 MILLION** in federal taxes and **\$460 MILLION** in state and local taxes;²¹

STRONG ROI



A RETURN ON INVESTMENT (ROI) OF 47:1,²² far stronger than the 8:1 ROI Great Britain realized on its 2012–2013 travel promotion efforts and ahead of Canada's ROI on its various promotion efforts.²³

SOURCE: Oxford Economics



FROM THE SOURCE

“What was beautiful about the launch of Brand USA was that America finally had a brand that all of us could hitch our wagon to. We had been without any kind of national brand-building presence, so there was no unifying force for us out there in these global marketplaces.”

—TODD DAVIDSON, CEO, Travel Oregon²⁴

Marketing That Delivers Results

These economic benefits demonstrate Brand USA’s marketing efforts are already having a positive impact at home. But how do we measure the impact among potential travelers considering the U.S. as a destination?

One key metric in the travel industry is known as “intent to visit” or “traveler’s intentions.” In order to gauge Brand USA’s effectiveness—and provide accountability—independent market research firms conduct surveys after the marketing campaign to measure the impact directly.

Brand USA’s first campaign increased the “intent to travel” by a significant 14 percent in Japan, 12 percent in the U.K., and 22 percent in Canada.²⁵

Even moving the needle slightly can have large impacts in a competitive global travel environment. The various marketing efforts are continually reviewed by Brand USA to determine what works on the basis of surveys and market research in particular travel markets.

It’s important to recognize that the economic benefits of travel promotion are not limited to a few household names of major travel companies, but include millions of small businesses—such as restaurants, hotels, retail shops and other business that serve both domestic and international visitors. By bringing all these businesses together, Brand USA provides a mechanism to leverage marketing spending far more powerfully than any business could afford on its own.

MEASURING EFFECTIVENESS: INTENT TO VISIT THE U.S. INCREASED IN THREE KEY MARKETS



JAPAN
+14%



UNITED KINGDOM
+12%



CANADA
+22%

SOURCE: Brand USA

BRAND USA: A MODEL PUBLIC-PRIVATE PARTNERSHIP

Marketing a country as large and diverse as the United States takes a large and diverse marketing program. Using the theme of “Discover this land, like never before,” Brand USA utilizes both sophisticated, lively marketing efforts to deliver its message and key metrics to measure its success.



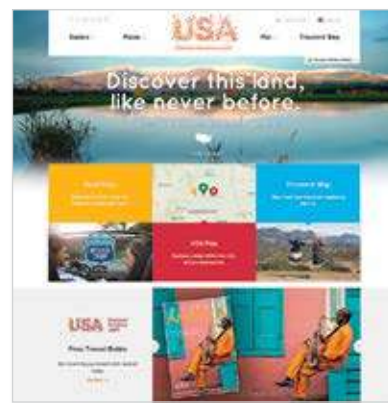
Some efforts, such as the Discover America website (DiscoverAmerica.com) and social media, have produced quick and impressive results. Discover America has more than three million fans on Facebook, and the site has received more than 13 million visits. The Discover America channel on YouTube offers information in a variety of languages of key travel markets.

In 2014, Brand USA is fully deployed in 10 key markets (defined as involving all three efforts: consumer, co-op, and trade), accounting for about 75 percent of all international visitors to the United States. Brand USA plans to expand to 30 markets over the next several years, assuming Congressional reauthorization of the program.

Private-Sector Firms Ally with Public-Sector Leaders

Understanding travel promotion's importance to growing our travel markets, the private sector has enthusiastically embraced Brand USA and the possibilities it offers. Brand USA currently has more than 400²⁶ partners covering the full range of the travel and tourism industry, both in the U.S. and abroad. Representative partners include Best Western International, Visit California, Disney Parks & Resorts, VISIT FLORIDA, Hilton Worldwide, Marriott International, NYC & Company, the U.S. Travel Association, Delta Airlines, United Airlines, Thomas Cook, American Airlines, the NFL, Cirque du Soleil, Mall of America, the Tennessee Department of Tourist Development, and Utah Tourism.

SOME PARTICIPATING PARTNERS INCLUDE:



 **DiscoverAmerica.com**
13.1M visits

 **3M fans**



FROM THE SOURCE

“With Brand USA targeting the Australian market, we now welcome almost three times the number of Australian visitors to Dallas. It helps that we have a daily flight on Qantas, but it certainly helps to have that brand presence in the Australian market promoting the United States.”

— **PHILLIP JONES**, President and CEO,
Dallas Convention and Visitors Bureau²⁷

These private-sector partnerships work. In South Dakota, for instance, Jim Hagen, the state secretary of tourism, praises Brand USA's digital marketing and cooperative marketing programs, noting they attracted the attention of global media outlets and "put a spotlight on our state—a small, rural state—as a result of our partnership. That levels the playing field with some larger states with bigger resources." International bus tours to South Dakota increased 38 percent in just one year thanks to these marketing efforts.²⁸

To fulfill its broad mandate, Brand USA's marketing efforts feature attractions in every state and activities including dining, city sightseeing, historical visits, amusement parks, smaller towns and villages, cultural and artistic sites, art galleries, water sports, and our national parks. In its target markets, Brand USA works with respected local firms to design and execute its marketing efforts through international representative offices. These partners also help Brand USA promote travel and work with specific U.S. destinations to build awareness and boost intentions to travel.

Each of the different types of marketing efforts is important. Consumer campaigns raise awareness, just as other types of products. Co-op projects that expand the impact of marketing efforts work with partners to build specific marketing campaigns, as some 33 state tourism offices²⁹ and 13 brands have done.³⁰ Air New Zealand's partnership with Visit California, featuring advertisements for both organizations, is an example of cooperative advertising enabled by Brand USA, helping to extend the reach of Brand USA programs.

HOW BRAND USA WORKS

Brand USA has three principal marketing categories:



CONSUMER

MEDIA, PRINT, INTERNET AND SOCIAL MEDIA
brand advertising designed to drive awareness and desire to travel to the U.S.



CO-OP

Cooperative consumer marketing programs that **AMPLIFY THE MARKETING REACH OF ORGANIZATIONS IN THE TRAVEL AND TOURISM SECTOR**, such as airlines, hotels or states, in foreign markets to drive more international travel into the U.S. Brand USA cooperatively markets the partner's efforts and USA tourism message, often **DOUBLING THE IMPACT**.



TRADE OUTREACH

These are primarily **BUSINESS-TO-BUSINESS EFFORTS WITH INFLUENTIAL TOUR OPERATORS AND TRAVEL AGENCIES IN KEY SOURCE MARKETS**, including participation with USA Pavilions at 24 important travel trade shows worldwide, specific sales missions, and events such as trips to the U.S. targeted at travel and tour operators.

SOURCE: Brand USA

FROM THE SOURCE

Greater Green Bay Convention & Visitors Bureau

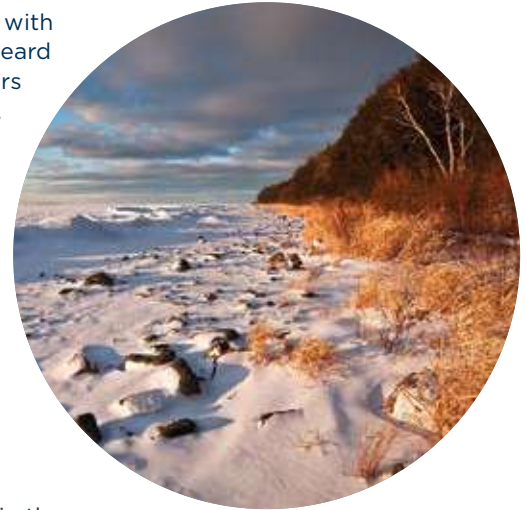
BRAD TOLL, PRESIDENT & CEO



“Brand USA gives us an opportunity to partner with the federal government and to get our voice heard in the international market. International visitors spent over \$600 million in Wisconsin last year. We’ve barely scratched the surface of this market, and with the help of Brand USA, we’re really starting to get our voice heard in countries around the world. We weren’t able to do that prior to Brand USA.

“[Brand USA] levels the playing field so to speak. It allows destinations—smaller markets like Green Bay, smaller states with lower tourism budgets—to invest in the international market. So, it’s critical that this support continues and that it’s consistent. Inconsistency doesn’t draw people in on a regular basis. We’re really just getting started in the international market when it comes to marketing through Brand USA.

“We’ve found international visitors outspend domestic visitors at least six to one. It’s a terrific market, one we want to see grow.”³¹



The third leg of marketing efforts, trade outreach, includes “mega-familiarization” tours, which bring travel-selling professionals from a target country, such as the U.K. or Australia, to the U.S. for a broad familiarization tour of the U.S. In 2014, “mega-fams” will include 21 itineraries covering nearly 40 states, with eight groups of 10 travel agents, including the first mega-fam from German-speaking countries, offered in conjunction with Lufthansa German Airlines. Each mega-fam includes a focus beyond gateway cities.³² A mega-fam provides an opportunity for international travel planners and buyers to be introduced to American products and services and form business relationships and conduct negotiations with U.S.-based suppliers.

Mega-fams themselves create opportunities for increasing visitors, engaging both U.S. flag air carriers and foreign airlines in a competition to bring visitors here. For instance, this year’s mega-fams from the U.K. have led to a 118-percent increase in the number of flights booked, from 5,500 in 2013 to 12,000 flights in 2014, to and within the United States on the partner airlines American Airlines and British Airways.³³

Whatever form of marketing takes place in a key foreign market, the lesson is clear: Brand USA works.

BRAND USA: BOOSTS VISITORS TO STATES, CITIES AND DESTINATIONS, LARGE AND SMALL

Many state and local destination marketing organizations (DMOs) do a fine job of attracting visitors. Some of the more famous DMO slogans—such as “I ♥ NY”—have made their way into popular culture. However, outside of states with international borders or gateway cities, many of these DMOs have focused primarily on domestic rather than international travelers. Brand USA provides the push to help these organizations attract international visitors.





FROM THE SOURCE

“For the first time in recent memory, Austin, and the rest of the United States, is being aggressively and intelligently marketed to the rest of the world.”

—**BOB LANDER**, President & CEO,
Austin Convention & Visitors Bureau³⁴



AUSTIN, TX

Brand USA’s programs highlight the diversity of the country and its attractions, helping to reinvigorate tourism promotion efforts in smaller cities and opening the possibility of new markets.

Consider the case of Baton Rouge, Louisiana, which was seeking to market its music, sports and other events. Local officials estimate that the city received at least five times the benefits of their \$20,000 contribution to Brand USA.³⁵

In Virginia, Rita McClenny of the Virginia Tourism Corporation concluded that the number of international travelers is up nine percent as a result of Brand USA’s marketing activities, adding \$425 million in spending to the state’s economy.³⁶ For example, Loudoun County, home to Washington Dulles International Airport, wants visitors to stay, not just fly through to their destination, and has participated in Brand USA marketing efforts focusing on the Virginia wine country.

In Miami, a full 70 percent of tourist spending results from international visitors, with more than 750,000 Brazilians visiting Miami every year, spending close to \$2 billion.³⁷ That level of spending impacts every aspect of the city’s economy.

For Louisiana, Brand USA placed ads on London’s buses and Underground stations highlighting the state’s “Pick Your Passion” slogan, in a targeted Brand USA marketing program supported with state funding.

According to Louisiana Lieutenant Governor Jay Dardenne, the Brand USA partnership “enabled us to deliver our message almost twice as well as we were before,” helping tourists to “stay longer, spend more money, and experience more parts of America,” while the industry “returns money to taxpayers” thanks to increased visitor spending.³⁸

Through active and persuasive marketing efforts, Brand USA gives people more reasons to plan a visit to all parts of the United States and be confident that they will feel welcome here.

FROM THE SOURCE

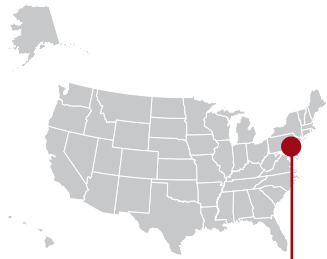


VIRGINIA

BATON ROUGE, LA

MIAMI, FL

FROM THE SOURCE



PHILADELPHIA, PA

Philadelphia Convention & Visitors Bureau

JACK FERGUSON, PRESIDENT & CEO

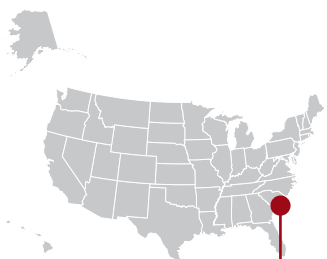
"Brand USA has directly impacted our ability to reach, not only our mature markets, but emerging markets: China, India, Brazil, where we don't have the dollars to put a person in market. Brand USA helps us get there and get the message out.

"We could not have gotten in the doors of India on our own. It's too big of a nation for a city like Philadelphia just to go in unannounced. Brand USA brought us to India. We now have representation in India on our own. But we're in partnership with Brand USA on everything that we do in the India market.

"Without Brand USA and its focus on communicating the message that the United States is a great place to come on travel or on business, we just couldn't do it."³⁹



FROM THE SOURCE



MYRTLE BEACH, SC

Visit Myrtle Beach

BRAD DEAN, PRESIDENT & CEO

South Carolina Department of Parks, Recreation & Tourism

DUANE PARRISH, DIRECTOR

South Carolina is one state that has truly seized the potential of Brand USA. Last fall, shoppers at Harrod's department store in London saw window displays advertising Charleston and the state's coastal beaches.⁴⁰ This was made possible through a Brand USA cooperative partnership.

Brad Dean, president and CEO of Visit Myrtle Beach, credits Brand USA with helping to leverage the city worldwide. In Canada, Dean says, Brand USA opened up new advertising promotion and publicity alternatives the city couldn't have gained on its own. According to Dean, Brand USA "helped us to lure not only one—but two—airlines that are now flying direct from Canada to the Myrtle Beach area. We couldn't have grown our international tourism without Brand USA."⁴¹

For an area in which tourism accounts for two of every three jobs, this is critical growth. As Duane Parrish, director of the South Carolina Department of Parks, Recreation & Tourism, said, "the international visitor to South Carolina spends three quarters of a billion dollars in our state. That's big money for us."⁴²



MYRTLE BEACH, SC



COLUMBIA, SC

FROM THE SOURCE

"Brand USA is one of the best partners we have. Through Brand USA, our international marketing investment is nearly doubled. And the campaigns are custom-fit to OUR target markets, with innovative creative execution and effective marketing strategies. Bottom line is that Brand USA is increasing tourism tax revenues to Utah from international visitors."

—VICKI VARELA, Managing Director,
Utah Office of Tourism, Film and Global Branding⁴³



UTAH

EARLY SUCCESS...BUT REAUTHORIZATION IS KEY TO THE FUTURE

Brand USA has achieved remarkable success in just a few short years. The private sector is convinced of its power, with contributions to Brand USA more than doubling, from \$60 million to \$130 million, in one year.

Discover this land,
like never before.

USA
DiscoverAmerica.com

Arizona

YouTube f

Jetzt buchen:
Über 200-mal
wöchentlich in
die USA

Nonstop
you

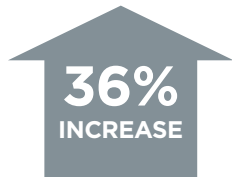
EXPLORER
FERNREISEN

16 Tage Rundreise „Der Wilde Westen“, inklusive Flug nach Los Angeles und zurück, Mietwagen und Hotelübernachtungen, pro Person im DZ ab 1.399€

 **Lufthansa**

Unternehmenssitz: Explorer Fernreisen GmbH & Co. KG, Hüttenstraße 17, 40215 Düsseldorf

A BRIGHT TRAVEL FORECAST



**Projected arrivals
2010–2016**



81 million visitors

 = 10 million visitors



**\$88 billion
added to the economy**



**629,000 jobs
generated or supported**

 = 100,000 jobs

SOURCE: Brand USA FY14 Strategic Plan

The future is bright for global travel and tourism—but that means the competition will become even fiercer. Global travel is expected to be a \$10.5 trillion industry by 2023.⁴⁴ And the market is changing, thanks to the rise of the global middle class. China is already the world's largest tourism spender, with \$102 billion in spending abroad in 2012, up 40 percent from the year before.⁴⁵

Brand USA can meet this challenge. While overseas visitors to the U.S. spend nearly \$4,500 per person, visitors from China spend an average of \$5,400 and from Brazil an average of \$5,000.⁴⁶ The number of visitors from China has risen 355 percent since 2007, and the number of Brazilians 222 percent. Brand USA has opened offices in Beijing, Shanghai and Guangzhou (July 2014), and started a dedicated website to help Chinese visitors plan a trip.

Current estimates show that arrivals to the United States are expected to increase 36 percent from 2010 to 2016, to a total of 81 million visitors. This will add \$88 billion to the economy and generate or support 629,000 jobs.⁴⁷

But we can, and must, do more. The gains will be even larger if we meet or exceed the national goal of welcoming 100 million visitors to the United States annually by 2021. Brand USA can help by expanding the global playing field on which the American travel brand competes.

Our competitors have taken notice. In 2012, as Brand USA was getting started, the CEO of the Tourism Industry Association of Canada said, “The giant has awoken.”⁴⁸

Reauthorization of Brand USA is the next necessary step in the process. The original Travel Promotion Act was the result of strong bipartisan cooperation, and legislation that has been introduced in Congress (the Travel Promotion, Enhancement and Modernization Act, S. 2250 and H.R. 4450), proposing the reauthorization of Brand USA, has received similar, broad bipartisan support from every region of the country.

To sustain Brand USA and keep it insulated from partisan politics, it is critical to keep the program funded entirely by foreign visitors and the private sector. In other words, no federal taxpayer dollars should be, or need be, dedicated to Brand USA.

Brand USA has ambitious plans to build on its early success,⁴⁹ including the goal to be fully deployed in 30 international markets that account for 90 percent of international visitors and to maintain or establish regional offices that would cover 40 countries accounting for 93 percent of international arrivals.

As more state and local organizations and more private-sector companies understand the benefits and become involved in Brand USA, the positive effects will only multiply.



As Brand USA's efforts remind us, the U.S. is still a land of possibilities. It's up to us to seize them. It's time to reauthorize Brand USA and let the power of travel promotion work for all of the U.S.—and all of us.

In 1754, Benjamin Franklin printed the first American political cartoon in response to the French and Indian War. It showed a snake carved into pieces named for each of the colonies, with the motto, "Join, or Die."

This motto applies to travel promotion today. The efforts of each of our local and state marketing organizations are useful, and private-sector advertising continues to attract visitors to our shores. But only when we join together—in short, only with Brand USA—will our national travel brand be able to rise above our international competition, win the battle for the overseas travel dollar, and bring billions of dollars in benefits to communities all across the country.

As Brand USA's efforts remind us, the U.S. is still a land of possibilities. It's up to us to seize them. It's time to reauthorize Brand USA and let the power of travel promotion work for all of the U.S.—and all of us.



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