RENEWING BRAND USA WILL BOOST THE U.S. ECONOMY AND CREATE AMERICAN JOBS

The U.S. travel industry generates $2.5 trillion in economic output, supports 15.7 million American jobs and generates a $69 billion trade surplus for the United States. When travel thrives, so does America.

Established by the Travel Promotion Act in 2010, and reauthorized in 2014, Brand USA is the 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.

Brand USA's ability to drive inbound travel to the U.S. is critical, particularly as America’s share of global long-haul travel declines. More people are traveling than ever before, and the U.S. is losing out on this lucrative market to our competitors—many of whom are spending millions on marketing.

Brand USA helps level the playing field.

FACT SHEET

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Brand USA DELIVERS FOR OUR ECONOMY

SINCE FY13 BRAND USA HAS:

- **$47.7 BILLION** in economic output, returning $25 for each $1 spent
- **52,000** American jobs created
- **$6.2 BILLION** in federal, state, and local taxes, benefitting America from small towns to larger cities

BRAND USA HELPS DRIVE DOWN THE NATIONAL DEBT

Funds collected in excess of $100 million go toward driving down the federal debt.

- In FY19, $60 million is expected to go toward driving down the debt.

Without Brand USA, the U.S. treasury would net only $100 million, losing $8.5 billion in economic output in the first year alone.

BRAND USA’S FUTURE IS AT RISK, BUT A SOLUTION IS AVAILABLE

In the February 2018 budget caps deal, Congress extended the $10 ESTA fee from 2021 to 2027, but diverted fees to the general fund, not Brand USA.

Raising the ESTA fee a nominal amount would fully fund Brand USA from 2020-2027, allowing the program to continue to operate at no cost to taxpayers while further reducing the trade deficit by approximately $190 million.

BENEFITS OF BRAND USA

- **BRAND USA BOOSTS THE PROFILE OF ALL OF AMERICA**
  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 more than 900 local destination marketing organizations, benefitting every state in the U.S.

- **BRAND USA DOESN’T COST TAXPAYERS**
  Brand USA is funded solely by international visitors and the travel industry, without costing taxpayers a dime.

  $14 ESTA Fee = $10 Travel Promotion Fund + $4 Dept of Homeland Security

  Half of Brand USA’s budget comes from a $10 fee assessed on travelers visiting the U.S. from one of the 38 approved countries in the Visa Waiver Program through the Electronic System for Travel Authorization (ESTA). The other half comes from contributions from the private sector.

THE U.S. TRAVEL INDUSTRY ENCOURAGES CONGRESS TO:

Secure Brand USA’s funding through 2027 by ensuring its reauthorization this year.