

BRAND USA:

BOOST TRAVEL TO THE UNITED STATES TO FUEL OUR NATION'S ECONOMY



Brand USA is a public-private partnership created in 2010 to promote America around the world and attract international visitors to the United States. It's been an unqualified success welcoming international travelers, generating American jobs and enhancing our image abroad—at no expense to American taxpayers.

It's all about return-on-investment. Between 2013 and 2016, Brand USA produced **\$13.6 BILLION in VISITOR SPENDING** and **\$29.5 BILLION in OVERALL** economic impact according to the research firm Oxford Economics. During this period, Brand USA's work has welcomed more than 4.3 million incremental international visitors to the USA, supporting an average 50,900 jobs each year and yielding \$3.9 billion in tax revenue. For every \$1 spent on marketing, it returns to the U.S. economy an average of \$27.

That's why Congress voted in 2014 to reauthorize Brand USA for another five years (through 2020). Yet some are calling to de-fund Brand USA—even though it doesn't cost taxpayers a dime.

WHY IS BRAND USA NECESSARY? // //

- Brand USA helps the U.S. stay competitive in the **GLOBAL RACE FOR INTERNATIONAL TRAVELERS.**
- The United States depends on promotion from Brand USA to protect and grow its share of international travelers.

SHARE OF TOTAL INBOUND TRAVEL, 2017



WHAT DOES BRAND USA DO? // //

Brand USA markets the United States as the premier global destination.

- Brand USA's broadcast, digital and earned media marketing campaign reaches potential travelers in the 40 countries that generate 90 percent of inbound visitation to the U.S.
- Brand USA works with an expanding network of international representatives, travel and tourism advisory boards and commercial services teams in trade shows, sales missions, road shows and themed events.

BRAND USA (CONT.)



WHAT DOES BRAND USA DO? (CONT.)

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 over 700 local destination marketing organizations in U.S. communities, large and small, to help these destinations access global audiences.
- From the great western outdoors, to Gulf beaches, to historic neighborhoods of the northeast—every state in America benefits from Brand USA marketing programs.

In addition to its work with local destinations, Brand USA partners with the federal government on world-class advertising efforts—all without a dime of taxpayer money.

- Brand USA boasts groundbreaking collaborative efforts with U.S. federal agencies like the National Park Service.
- “National Parks Adventure,” the IMAX film released in honor of the National Park Service’s centennial in 2016 was shown at 100 exhibitions in 12 countries within its first six months, and garnered 4,000 earned media mentions, making over 7 billion global media impressions.

Brand USA helps international travelers navigate the U.S. visa and entry process.

- Brand USA works with dozens of U.S. embassies around the world on communications that explain our changing visa and entry policies to potential travelers.
- These in-country efforts mitigate confusion and misperceptions about our security policies—which is essential to our ability to compete in the international travel marketplace.

How is Brand USA funded?

- Half of Brand USA’s budget comes from cash and in-kind contributions from the private sector. Those funds are matched, up to \$100 million, from a \$10 fee assessed once every two years on travelers visiting the U.S. from Visa Waiver Program countries, through the Electronic System for Travel Authorization (ESTA) program.
- Excess ESTA fee collections—over the \$100 million for Brand USA—go to paying down the federal debt.

BRAND USA (CONT.)



BRAND USA'S FUNDING AT RISK

- During the recent budget deal, Congress inadvertently took the ESTA fee used to fund Brand USA and designated the fee as a general revenue raiser between 2021-2027.
- Congress essentially extended the ESTA fee collection through 2027 but failed to specify that \$10 from each \$14 collection would continue to be available to Brand USA after the program's current authorization (under the Travel Promotion Act) expires at the end of 2020.
- The decoupling of ESTA and Brand USA in 2020 will make it much harder to reauthorize the Travel Promotion Act because it will technically incur a new score, even though the program has long enjoyed strong bipartisan support, does not cost U.S. taxpayers a single dollar, and has a strong track record of creating jobs and ensuring U.S. global competitiveness.
- To prevent bad outcomes, it is critical that Congress clarify the ongoing availability of ESTA fees for Brand USA to ensure it can keep fighting for our share of global travel dollars amid a worrying recent drop in inbound visitation.
- The simplest fix would be for Congress to use the 2018 appropriations process to "recouple" the extended \$10 ESTA fee and Brand USA's access to it, simply by designating that the Travel Promotion Act authority extends through 2027.

CONGRESS AND THE ADMINISTRATION SHOULD SUPPORT BRAND USA.

It delivers for American jobs and the economy.