NEWS RELEASE

Brand USA Statement Regarding the Budget Reconciliation bill passed by Congress

July 03, 2025

WASHINGTON, D.C. — “While we are disappointed with the reduction from $100 million to $20 million in federal matching funds in Congress’ budget reconciliation bill, Brand USA remains committed to our mission and looks forward to opportunities for funding restoration in the future.

In the meantime, we remain fully engaged and in deep dialogue with every level of the administration. We take confidence in the President’s request for Brand USA’s full funding in FY26 and look forward to Congress taking up those appropriations later this fall.

The current reduction will require a significant recalibration of our resources and programming that is still to be determined. But we remain focused on growing legitimate international inbound travel and the vital boost it provides to the U.S. economy, especially with major global events on the immediate horizon like America250 and the FIFA World Cup.

We thank the industry for their unwavering support of Brand USA throughout this entire process.”

Fred Dixon
President and CEO
Brand USA

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About Brand USA
Brand USA is the nation’s destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

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