NEWS RELEASE

Brand USA Releases Get Facts. Get Going. Toolkit To Equip Global Travel Trade and Industry Partners With Verified Resources for Travelers

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WASHINGTON, D.C. (June 2, 2026) — Brand USA, the destination marketing organization for the United States, today released the *Get Facts. Get Going.* Toolkit, equipping partners worldwide with ready-to-use resources that help travelers confidently plan visits to the United States. Designed for tour operators, travel advisors, airlines, destination marketers, business travel and international meeting planners, and media, the toolkit includes approved messaging, creative assets, and access to verified sources. Launched at IPW 2026 and IMEX Frankfurt, *Get Facts. Get Going.* is an always-on initiative that provides clear, up-to-date information on visa and entry policies, fees, and other key aspects of visiting the United States.

"The travel trade is one of our most important partners in inspiring international travel to the United States," said Malcolm Smith, senior vice president, global markets & chief trade and product development officer at Brand USA. "*Get Facts. Get Going.* provides travelers with clear, reliable information, and this new toolkit extends that effort by putting those resources directly into the hands of the industry professionals travelers trust most. Together, we can help more visitors feel informed and confident to book the United States."

WHY IT MATTERS NOW

As travelers research and prepare for international trips, questions can arise about visa requirements, entry procedures, fees, and the arrival experience. Get Facts. Get Going. brings verified information and official resources together in one place helping travelers and industry partners navigate those questions with confidence.

The travel trade plays a central role in shaping how international audiences understand and prepare for a trip to the United States. Across destination websites, social channels, newsletters, and traveler conversations, partners are often the first and most trusted source travelers turn to. The toolkit is designed to help them carry consistent, accurate information through each of those touchpoints.

WHAT IS IN THE TOOLKIT

The Get Facts. Get Going. toolkit includes:

- Approved messaging and copy for use across channels and markets
- Get Facts. Get Going. logos
- A :30 video
- Social graphics and content
- Platform design and photography guidelines

All assets point travelers to VisitTheUSA.com/entry, the primary resource for verified travel guidance. The platform is built to evolve over time, adding answers, sources, and practical guidance as new questions and travel topics arise. Toolkit materials and the platform page are available in multiple languages to support partners across global markets.

HOW PARTNERS CAN USE IT

Brand USA encourages partners to integrate Get Facts. Get Going. across their owned channels, including websites and FAQ pages, social media, newsletters, trade communications, and media and spokesperson support. The guidance is straightforward: keep the focus on travel planning and preparedness, use the approved language wherever possible, correct misperceptions briefly and factually, and direct travelers to official government sources for current requirements.

The platform is intended as a resource for traveler clarity and planning confidence. It is not a tool for debating policy, interpreting individual traveler circumstances, or providing legal or immigration advice.

For more on Brand USA, visit TheBrandUSA.com. U.S. travel ideas and trip planning resources are available at AmericatheBeautiful.com.

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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.

Media Contacts

Chris Heywood
Senior Vice President, Public Relations & Chief Communications Officer

Jennifer Tong
Senior Director, International Public Relations

Andrew Felts
Senior Manager, Media Relations & Communications