NEWS RELEASE

Discover this land, like never before with Brand USA

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Brand USA is the tourism marketing body for the United States of America. The company was established by the Travel Promotion Act in 2010 to spearhead the nation's first global marketing effort to promote the country as a premier travel destination. Brand USA aims to maximise the economic and social benefits of travel, ultimately increasing international visitor numbers to the USA.

Brand USA's objective is to rekindle the holidaymakers' love affair with America – reclaiming their share of the market and positioning it as a diverse destination still to be explored.

By highlighting the country as a fresh and unexpected destination, with welcoming and friendly locals, our intention is to position the USA as the world's leading tourism destination for UK and Irish visitors.

By communicating key 'Experience Pillar' messaging, which includes the Great Outdoors, Urban Excitement, Culture and Indulgence, Brand USA's aim is to inspire the consumer to make America their next holiday.

Through its consumer call to action - DiscoverAmerica.com - Brand USA encourages travellers to explore the United States of America. The new consumer website features 250 inspiring travel ideas, highlights of U.S. destinations, plus essential information travellers need to know.

The website features destinations both large and small, iconic and lesser-known, from all geographical regions. The site highlights not only the destinations but, more specifically, the experiences a traveller might have – for instance, Memphis barbecue, the scenic Hana Highway in Maui or baseball Spring Training in Florida.

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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.