

# Brand USA Shares “The Brand USA Effect” as Told by Travel Editor and Award-Winning Journalist Peter Greenberg

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Brand USA has partnered with Peter Greenberg to tell the story of Brand USA and its impact on international travel visitation.

Listen to what our partners and local destinations have to say.

Click here to [watch the video](#).

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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.

[Since 2012](#) Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly \$35 billion in the United States, generating \$76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated \$10 billion in tax receipts and returned \$20 to the U.S. economy for every dollar spent.