

## Destinations International cites Brand USA for commitment to industry excellence

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Brand USA – the destination-marketing organization for the United States – has received a benchmark designation for its level of "quality and performance standards in destination-marketing and management" from Destinations International, a global advocate for professionals in the tourism and travel industry.

The application for accreditation by Destinations International spans an array of organizational spheres, such as management, administration, partnerships, marketing, communications, and research.

Formerly known as Destination Marketing Association International, the U.S.-based Destinations International – as the world's largest resource for destination-marketing experts – serves destination organizations, convention and visitors bureaus, and tourism boards in approximately 15 countries.

Brand USA was one of 22 destination-marketing organizations to receive a Destination Marketing Accreditation Program seal at Destinations International's annual conference, held July 11-14 in Montreal, Canada. Over 1,450 members of the destination-marketing industry from 20 countries attended the event.

"Destinations International has long been the standard bearer for establishing best in class practices for all destinations to aspire," said Chris Thompson, Brand USA president and CEO. "We are proud to have attained DMAP accreditation which aids us in our mission to increase incremental international visitation to the United States in order to fuel our nation's economy and enhance the image of the USA worldwide."

Since its inception, Brand USA has worked with more than 700 worldwide partners to promote the diversity and breadth of experience available in the United States. As part of that effort, Brand USA has developed numerous promotional programs and opportunities that allow its partners – large and small – to promote all 50 U.S. states, the District of Columbia, and the five U.S. territories as premier destinations for international travelers. These programs and Brand USA's partner-focused destination marketing efforts have delivered a 27-to-1 return on investment and focus on both urban and rural areas by effectively promoting international travel to, through, and beyond the gateways.

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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.

