BRAND USA

NEWS RELEASE

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.

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.