

# Corporation for Travel Promotion Holds First Public Board Meeting

DALLAS - January 06, 2011

The Board of Directors for the Corporation for Travel Promotion held its first public meeting of 2011 in Texas. At the meeting, members of the board and local industry representatives discussed the early-stage development of what eventually will be a \$200 million program to attract more foreign visitors and spending to the United States.

## About the Corporation for Travel Promotion

The Corporation for Travel Promotion is a nonprofit corporation created by Congress for the purpose of promoting foreign leisure, business and scholarly travel to the U.S. President Obama signed the program into law in 2010 and the CEO was named in May 2011. Once it is fully implemented, the entity will have a budget of up to \$200 million. The program will be responsible for using advertising and other marketing tactics to help increase visitation and visitor spending in the U.S.

For more information about the Corporation for Travel Promotion, please visit

[www.CorporationForTravelPromotion.com](http://www.CorporationForTravelPromotion.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.

[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.