NEWS RELEASE

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.

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.