NEWS RELEASE

# Brand USA ‘Market the Welcome’ campaign launched at Louis Armstrong New Orleans International Airport

*New Orleans, LA - June 20, 2016*

*Louisiana’s busiest airport prepares for increased international visitation*

Brand USA, the destination marketing organization for the United States, in partnership with the New Orleans Convention and Visitors Bureau, the Louisiana Office of Tourism, and Louis Armstrong New Orleans International Airport (MSY), has unveiled a new program called “Market the Welcome” to inspire and welcome international visitors with the New Orleans and Louisiana experience...

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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.