NEWS RELEASE

Brand USA’s international marketing initiatives yield $3 billion boost for U.S. economy

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Brand USA, the destination-marketing organization for the United States, generated more than 3 million incremental visitors from around the globe during the past three years, according to a study recently released by Oxford Economics, an independent research firm based in Oxford, England...

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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.