NEWS RELEASE

Brand USA's Marketing Efforts Since Fiscal Year 2013 Responsible for Increasing International Visitation to USA by 5.4 Million, Providing a $38 Billion Economic Impact, and Supporting 51,000 Jobs Annually

Washington, DC - May 02, 2018

Today, Brand USA, the destination marketing organization for the United States, presented to its board of directors the results of the return on investment (ROI) study conducted by Oxford Economics, which shows the significant contributions the organization has on international travel to the USA. Since Fiscal Year 2013 (FY2013) Brand USA's efforts are directly responsible for increasing international visitation by an incremental 5.4 million travelers who spent $17.7 billion, generating a total economic impact of $38.4 billion, and supported an average of 51,580 incremental jobs per year. Brand USA also provided initial results on the impact of its first film for IMAX® and giant screen theaters, "National Parks Adventure."

The new economic impact study shows that in Fiscal Year 2017 (FY2017), Brand USA's marketing campaigns generated 1.16 million incremental international visitors to the United States, with a total economic impact of $8.5 billion, and supporting 54,212 incremental jobs. The results equate to a marketing ROI of 29:1 based on Brand USA's marketing expenses of $140 million and incremental international visitor spend of $4.1 billion.

As shared during Brand USA's board of directors meeting on May 2, in-theater research results show 20 percent of international viewers plan to visit the USA in the future as a result of seeing "National Parks Adventure."

Brand USA is the public-private partnership responsible for promoting tourism globally to the United States. The effort is designed to fuel the United States' economy and spur job growth. Its formation marked the launch of the United States first nationally coordinated international tourism marketing effort.

The ROI study includes analysis of nine markets – Australia, Brazil, Canada, China, Germany, Japan, South Korea, Mexico, and the United Kingdom – where Brand USA fully executed consumer, trade outreach, and co-op programs.

"Travel and tourism is a significant contributor to the U.S. economy, and increasing international visitors to the United States provides new opportunities for growth within the industry. As tourism increases so does the need to service our guests, which drives job creation in all service sectors, including retail, restaurants, and transportation," said Christopher L. Thompson, president and CEO of Brand USA.

Each year, Brand USA deploys a number of market-driven platforms and programs to increase inbound visitor travel to the United States and drive tourism dollars to communities in all 50 states, the five territories, and the District of Columbia. These ongoing programs promote the United States in its entirety, and add and create value for our partners, including the USA Campaign, cooperative marketing opportunities, trade outreach initiatives, and media/public relations strategies. Brand USA also collaborates with federal partners to communicate U.S. visa and entry policies and conduct joint promotional activities.

The full report, entitled "The Return on Investment of Brand USA Marketing: 2017 Fiscal Year Analysis," and additional information about Brand USA is available at TheBrandUSA.com. To see an overview of Brand USA's recent accomplishments, view our latest sizzle reel here.

Media Contacts

Anne Madison
301.385.8296
AMadison@TheBrandUSA.com

Camila Clark
202.735.2305
CClark@TheBrandUSA.com

Colleen Mangone
202.793.6376
CMangone@TheBrandUSA.com

###

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.