

Brand USA is a non-profit, public-private partnership dedicated to increasing inbound international travel to the United States. By attracting more visitors, Brand USA increases U.S. economic growth, spurs job creation, and creates a more positive impression of the United States around the world – at no cost to U.S. taxpayers.

HOW BRAND USA BENEFITS AMERICA:

- ➔ **It increases visitation to the United States.** A return on investment (ROI) evaluation performed by the independent economic analysis firm Oxford Economics estimated that, in fiscal year 2013, Brand USA generated 1.1 million additional international trips to the United States.
- ➔ **International visitation helps local communities.** Overseas visitors, i.e., international visitors from countries other than Canada and Mexico, spend an average of \$4,500 per trip and generate tax revenue in communities across America without burdening local services, such as public schools and fire departments.
- ➔ **International visitation supports American jobs and economic growth.** International visitors:
 - » Directly support 1.2 million American jobs, and
 - » Add more than \$180 billion annually to the U.S. economy.
- ➔ **Increased visitation will bring even more benefits.** Each 1 percent increase in visitation from America's top 10 inbound travel markets would add more than \$1 billion per year to the U.S. economy.

CONTINUED FUNDING FOR BRAND USA WILL SUPPORT U.S. JOBS AND THE ECONOMY:

- ➔ **International visitors and private contributions fund it – not U.S. taxpayers.** Half of Brand USA's budget, up to a maximum of \$100 million per year, is funded by the private sector, with matching funds provided by a \$10 fee assessed once every two years on visa-free international visitors screened through the Department of Homeland Security's Electronic System for Travel Authorization (ESTA).
- ➔ **The funding model works. Let's preserve it.** As Brand USA increases the scope and scale of its outreach to potential international visitors in 2014, temptation may grow to divert funds to other purposes. The dedicated ESTA fee is designed to increase international visitation, bringing jobs, economic growth, and increased tax revenues to communities across America. It works. Don't change it.

Congress Should Reauthorize Brand USA This Year.



Brand USA Delivers Proven Benefits

It boosts visitation: According to Oxford Economics, Brand USA increased inbound international travel to the United States by 2.3 percent, resulting in 1.1 million additional trips.

It supports U.S. jobs: The additional visitation spurred by Brand USA resulted in an estimated \$3.4 billion in new visitor spending and \$7.4 billion in increased economic output, which supported more than 53,000 U.S. jobs.

It generates tax revenues: The additional visitor spending created by Brand USA generated an estimated \$972 million in federal, state, and local taxes.

It pays strong dividends: Brand USA returns an estimated \$47 in direct economic benefits for every \$1 spent on travel promotion.



Did you know...

Travel is **America's No. 1 services export industry** and **one in nine U.S. jobs** depends on travel and tourism.

Surveys show that international visitors to the United States are **74 percent more likely to have a favorable view of America** and **61 percent more likely to support U.S. policies**.

TRAVEL WORKS FOR AMERICA. SUPPORT TRAVEL. SUPPORT BRAND USA.

SUPPORT BRAND USA: IT'S WORKING FOR AMERICA

Boost Travel to the United States at No Cost to Taxpayers

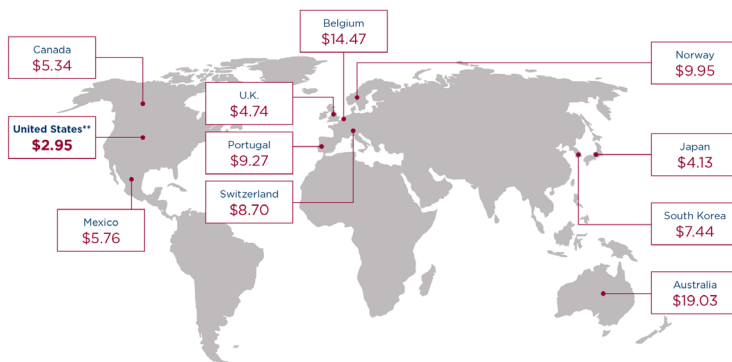
U.S. TRAVEL
ASSOCIATION

Brand USA is an efficient, accountable public-private partnership that increases inbound international travel to the United States without costing taxpayers a dime. By attracting more visitors, Brand USA increases U.S. economic growth, spurs job creation, and generates new tax revenue for communities all across America.

BRAND USA IS EFFICIENT:

- ➔ Brand USA's ROI on its marketing expenditures is a whopping 47:1.
- ➔ Brand USA spends less per inbound visitor than the travel promotion programs of most competitor nations.

U.S. Travel Promotion Investment Lags Behind Many Other Countries
(Spending Per Overnight Visitor*)

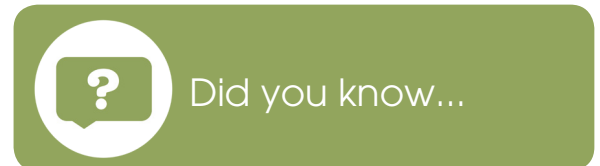


SOURCE: Oxford Economics and UNWTO, 2012; U.S. Travel Association, 2013
*2012 is preliminary data. **Based on 2013 forecast.

BRAND USA IS ACCOUNTABLE:

As required by the Travel Promotion Act, Brand USA adheres to stringent accountability measures, including:

- ➔ Annual financial audit by an independent public accounting firm with the results published online. Audits show clean accounting with no qualifications.
- ➔ U.S. Comptroller General may review any audit and may audit Brand USA's operations, and the Comptroller General and Congress have full and complete access to the books and records of Brand USA.
- ➔ Within two years, the Comptroller General reviewed Brand USA's programmatic activities and provided a report to appropriate committees; the following year, the GAO returned for a follow-up report that reflected well upon Brand USA's policies, activities, and finances.
- ➔ Brand USA must submit annual objectives for the following year for approval by the Secretary of Commerce in consultation with the Secretaries of Homeland Security and State. Any expenditure in excess of \$5 million requires a specific explanation.
- ➔ The Secretary of Commerce appoints Brand USA's board of directors in consultation with the Secretaries of Homeland Security and State, and Brand USA's board meetings are open to the public.
- ➔ Brand USA is required to submit an annual report to Congress by May 15 for the preceding fiscal year that includes a detailed account of operations, activities, financial conditions and accomplishments.
- ➔ All submissions for Federal matching funds for in-kind contributions are evaluated by a vetted third-party valuator (if no invoice for sale of a comparable good or service exists) before being certified by an independent public accounting firm and meticulously reviewed and confirmed by the Department of Commerce.
- ➔ The annual objectives, marketing plan and budget, once approved, are available to the public on Brand USA's website www.thebrandusa.com.



The United States is the only major travel destination that doesn't use taxpayer dollars to fund travel promotion.

COUNTRY	TAXPAYER FUNDS SPENT ON TRAVEL PROMOTION IN 2012
United States	\$0
United Kingdom	\$139.3 million
Mexico	\$133.6 million
Spain	\$121.3 million
France	\$113.3 million

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