Travel Powers the Economy and Enhances the Image of the USA

- **#1 Services Export**
  - 76.9 million international visitors spent $251.4 billion
  - $77.4 billion trade surplus
  - 32% of U.S. service exports; 11% of all U.S. exports
- **2.8% of GDP**
  - $1.62 trillion in economic output
  - $141.5 billion in tax revenue
- **7.8 Million Jobs Supported by Travel**
  - 5.5 million direct; 2.3 million indirect
  - Top 10 employer in 49 states and DC
  - 1.2 million jobs supported by international travelers
- **International Visitation Enhances the Image of the USA***
  - 74% more likely to have a favorable view of the USA after they visit
  - 61% more likely to support U.S. policies after they visit

*Source: Pew Research Center

**Market Share**
- The USA welcomes 5.8% share of the world’s travelers and leads the world in global tourism receipts, commanding 15.8% of world traveler spending

Source: NTTO unless otherwise noted

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VisitTheUSA.com
Global Long Haul Trips and US Market Share

Source: NTTO; Oxford Economics
Note: Visitation in millions and US Overseas Market Share
The Travel Promotion Act
signed into law March 2010
Brand USA’s Role in Travel and Tourism in the USA

PROMOTE

U.S. Travel & Tourism Industry

ADVOCATE

ADVISE

(Policy & Competitiveness)
Statement of Purpose: Mission and Vision

Brand USA is the Destination Marketing Organization for the United States

- Created by the Travel Promotion Act in 2010
- The nation’s first public-private partnership to promote travel to the USA
- More than 800 partners since 2011

Our Mission

Increase incremental international visitation, spend, and market share for the United States to fuel the U.S. economy and enhance the image of the USA with worldwide travelers.

Our Vision

We aspire to be to be the best in class national destination marketing organization—earning the USA the largest share of the global travel market and significantly contributing to job creation, GDP, export growth and tax revenues.
Foundational Elements

**Promote the entirety of the USA** with innovative marketing that supports all 50 states, the District of Columbia and five territories to, through, and beyond the gateways.

**Inspire, inform welcome, and thank travelers** while accurately communicating vital and compelling information about visa & entry policies.

**Add and Create Value** by pioneering cooperative marketing platforms and programs that grow and leverage the USA brand in ways our partners would be challenged or unable to do on their own.

**Maximize and optimize ROI of Brand USA resources** by deploying the right messages, through the right channels, in the right markets, at the right times, and at the right investment levels.

**Build and maintain trusted relationships with stakeholders worldwide** through inclusive, proactive, and transparent outreach with a commitment to compliance and integrity through words, actions, and results.
Brand USA Funding Model and the Electronic System for Travel Authorization (ESTA)

Traveler applies for a travel authorization (ESTA) on the Department of Homeland Security website at esta.cbp.dhs.gov/esta

- The $14 Fee is paid to the Department of Homeland Security.
- The ESTA is valid for multiple trips to the USA for two years.
- Covers administrative costs for the U.S. Department of Homeland Security
- Held in the Travel Promotion Fund in the U.S. Treasury

Brand USA Funding Model

For every $1 Brand USA raises in cash and in-kind contributions, Brand USA is eligible to receive $1 from the Travel Promotion Fund (up to a maximum of $100 million annually)

- $100 Million from Contributors
- $100 Million from the Travel Promotion Fund
Over the past six years, Brand USA’s marketing efforts have generated...

- 900+ partners (with a 94% retention rate)
- 6.6 million incremental visitors
- $21.8 billion incremental spending
- $6.2 billion federal, state & local taxes
- $47.7 billion total economic impact
- Nearly 52,000 incremental jobs supported each year

ROI Data Source: Oxford Economics
Brand USA
Strategy
Domestic Political Environment
Global Economy
China Trade/Political Tension
Brexit
Key Factors Driving Inbound Visitation
GDP Growth % Change (Constant Prices)

- United States
- Advanced economies
- Emerging market and developing economies
- World
- India
- China

Source: IMF
Currency Exchange Rates (2014 Index)

Source: Oanda
Consumer Sentiment
Likely to Visit the US in the Next Two Years

Source: Engine, custom study
Political Climate as Reason for Not Visiting USA
(Among those not planning to visit)

Source: Engine, custom study
## Ranking of Reasons for Not Visiting USA (Among Non-Visitors) (March 2019)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Australia</th>
<th>Brazil</th>
<th>Canada</th>
<th>China</th>
<th>Germany</th>
<th>France</th>
<th>India</th>
<th>Japan</th>
<th>Korea</th>
<th>Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to visit other countries first</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>It is a big trip that I want to plan well in advance</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>I want to save some money for the trip</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>The currency exchange rate is unfavorable</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>5</td>
<td>8</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>I am influenced by political commentary in the USA</td>
<td>5</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>I have been there before so I don't feel a desire to go back so quickly</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>I do not know much about it; I'd like to get more familiar with individual cities/areas before I plan a trip</td>
<td>7</td>
<td>9</td>
<td>9</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>10</td>
<td>8</td>
<td>10</td>
<td>6</td>
<td>8</td>
<td>10</td>
<td>9</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>I want to go for a specific event</td>
<td>9</td>
<td>8</td>
<td>6</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>I believe it would be difficult to get a visa</td>
<td>4</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Engine, custom study
How We Market the USA
Brand USA’s core strategies to increase international visitation, spend, and market share for the United States include our consumer-focused USA Campaigns, trade outreach, and cooperative marketing programs that, in total, promote the United States in its entirety while adding and creating value for our partners.
The USA’s Unique Value Proposition

<table>
<thead>
<tr>
<th>Diversity</th>
<th>Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>The diversity of the USA’s destinations and people is exciting and unique.</td>
<td>The USA offers nearly limitless authentic travel experiences.</td>
</tr>
</tbody>
</table>

**Proximity**

The proximity of the USA’s diverse and authentic travel experiences (to, through, and beyond the gateways) provides travelers more value in a single visit than any other destination in the world.
Global Positioning

Give a voice to real travel experiences within the USA

- Create urgency and provoke “travel dreaming” by highlighting first person storytelling & perspectives
- Lend authenticity to our communications, as well as creating a sense that there are many United States
- Incorporate and build on our foundational value proposition (proximity), competitive edge (possibility) and tone (welcome).

Our content strategy will focus on curating individual voices that each express a particular point of view and place of interest.
Integrated Marketing

USA Campaigns

We weave engaging narratives and create powerful, authentic storytelling across owned, paid, and earned media in order to entertain, engage, and inspire travelers to visit the USA.
Screen Strategy & Storytelling Platforms

Mobile
Thumb-stopping and snackable content is everything

Laptop/Desktop
Serves as a portal to trip planning with multimedia videos

Smart TV
Caters to “lean back and watch” behavior with personalized playlists

Digital OOH
Connected media delivers engaging, experiential content in situ

Giant Screen
Immerses audiences in longer-form “mini-movies” (thematic)
Giant Screen Films
EXPLORING WILD AMERICA

When the first courageous people came here, they didn’t know what they would find. But they came, using their wits to make their own way. Today, we still go out into the unknown. Even with all her great cities, America is still a place where the great outdoors lies waiting for the next explorer. Exploring Wild America (WT) a giant screen film, brings to life trails and trailblazers by sharing stories of the great outdoors, the discovery of some new cities, and people who overcame failure and found a way to bring their dreams to life. America has always been a wide open, and diverse place; culturally and geographically.