

BRAND USA TALKING POINTS



Established by the Travel Promotion Act in 2010, and reauthorized in 2014, Brand USA is a public-private partnership with a proven track record of promoting the United States as a premier travel destination and communicating official visa and entry policies to international leisure and business travelers.

Brand USA will EXPIRE soon without action from Congress. Bills (H.R. 3851 and S. 2203) have been introduced that would renew this critical program through 2027.

Your voice and those of our travel industry colleagues have an opportunity to help ensure reauthorization of Brand USA this year, which would strengthen our economy, support and grow American jobs and increase our exports.



ASK YOUR MEMBERS OF CONGRESS TO:

1. Cosponsor H.R. 3851 (House bill) or S. 2203 (Senate bill) to reauthorize Brand USA this year.
2. Communicate to your chamber's leadership how important it is to renew Brand USA this year.



SUPPORTING TALKING POINTS | WHY BRAND USA SHOULD BE REAUTHORIZED

- **Brand USA has a proven ability to drive inbound travel.** Since fiscal year 2013, Brand USA has:
 - » Welcomed 6.6 million visitors;
 - » Added nearly \$50 billion in economic output;
 - » Created 52,000 American jobs each year;
 - » Delivered a 25:1 Return on Investment (ROI).
- **Brand USA doesn't cost U.S. taxpayers a dime.**
 - » Unlike many other countries we compete with, Brand USA operates without taxpayer contributions—while still delivering impressive results for the U.S.
 - » Brand USA is funded by a small fee paid by **ESTA-approved** international travelers coming to the U.S. (*if asked*: from one of 38 Visa Waiver Program countries) and matched 1:1 with contributions from the private sector.
- **Spending by international travelers helps pay down the national debt.**
 - » The maximum amount that can be allocated to Brand USA from the Electronic System for Travel Authorization (ESTA) fee is \$100 million.
 - » In FY 2018, it was estimated that \$160 million was collected in these fees—the excess \$60 million went directly toward paying down the federal debt.



SUPPORTING TALKING POINTS (CONTINUED)

- **Without Brand USA, the U.S. economy would lose a projected \$8 billion in just one year.**
This would result in a loss of:
 - » 52,000 American jobs; and
 - » \$1.2 billion in federal, state and local taxes.
- **Brand USA delivers for every state in the U.S.**
 - » Brand USA levels the playing field for all of America, allowing every destination, state and region—within and beyond the gateway cities—to market itself abroad.
 - » Brand USA works with more than 900 partners across the U.S. to promote all that America has to offer to the world.
- **Brand USA has strong bipartisan support in Congress.**
 - » Standalone bills have been introduced in both the House (H.R. 3851) and Senate (S. 2203), which have already garnered a large number of cosponsors.
 - » Brand USA has always had strong bipartisan support: when the program was last up for reauthorization in 2014, it passed with an overwhelming majority in both the House and Senate.
- **We need Brand USA now more than ever.**
 - » Despite an increase in international visitation each year, the U.S. is now the third (not the first) most-visited country in the world and continues to lose share of global-long haul travel—a booming and lucrative market.
 - » Countries competing with the United States for travelers have significant marketing budgets promoting travel to their destinations. **Brand USA helps America stay competitive.**

