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BRAND USA

BOOSTS U.S. JOBS AND THE ECONOMY

WITHOUT COSTING TAXPAYERS A DIME

Brand USA is a public-private partnership responsible for promoting the U.S. as a travel destination and communicating official visa and entry policies to international leisure and business travelers.

HOW BRAND USA WORKS



International travelers from **38 Visa Waiver Program Countries** are vetted prior to visiting the U.S.

\$14 Electronic System for Travel Authorization (ESTA)

\$4 Passenger Screening Fee for Department of Homeland Security

\$10 Travel Promotion Fund

\$60M

Excess Fees Drive Down the Federal Debt
In FY 2019, it is estimated about \$60 million will go toward paying the federal debt.

TOTAL \$160M*

Funds collected in excess of **\$100 million** go to pay down the federal debt.

*Estimated \$160M for FY 2019

BRAND USA + **MUST BE MATCHED BY PRIVATE SECTOR**

Up to **\$100M** + **\$100M**

TOTAL BUDGET



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FUNDED SOLELY BY INTERNATIONAL VISITORS AND THE TRAVEL INDUSTRY, SINCE FY 2013, BRAND USA HAS ADDED:



\$47.7 BILLION in economic output

Lowering the trade deficit

Returning \$25 for each \$1 spent



52,000 AMERICAN JOBS



\$6.2 BILLION in federal, state and local taxes

Source: Oxford Economics, FY 2013-2018

CAUTION

Without Brand USA, the U.S. treasury would **net only \$100 million.**

In the first year alone, **America will lose:**



\$8.9 BILLION in economic output



52,000 AMERICAN JOBS



\$1.2 BILLION in federal, state and local taxes

Source: Oxford Economics, FY 2018

Source: FY 2019 Department of Homeland Security Budget Justification for ESTA



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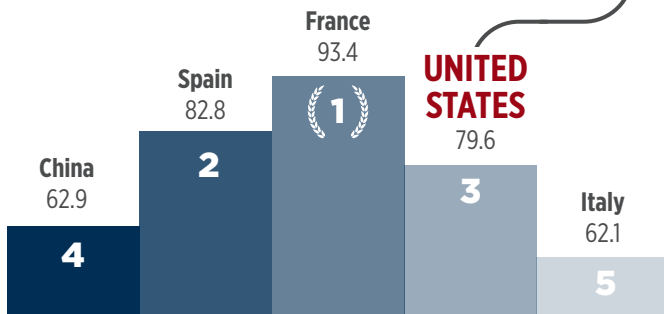
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If we want to **WIN**,
we have to **COMPETE**.

International Travel to U.S.
Reduces Trade Deficit, Creates Jobs

International Tourist Arrivals, 2018
(Millions)



Source: UNWTO, Oxford Economics, and U.S. Department of Commerce

In 2018:



\$256 BILLION in exports



\$69 BILLION trade surplus



1.2 MILLION American Jobs



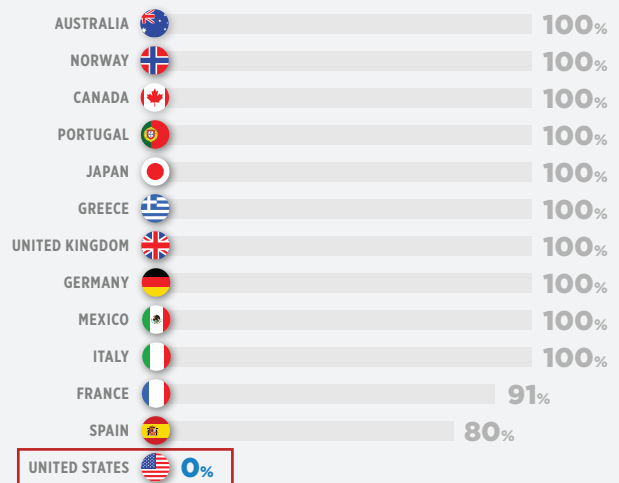
\$33.3 BILLION in wages

BRAND USA: THE BEST WAY TO MARKET TO THE WORLD

Promotional Spend per Visitor



Percent of Promotional Budget Funded by Nation's Taxpayers



Source: Oxford Economics, OECD, 2017

BRAND USA BENEFITS ALL OF AMERICA

FROM SMALL TOWNS ACROSS THE HEARTLAND TO COMMUNITIES BEYOND GATEWAY CITIES.