



## Brand USA Extension Act of 2019

**Congressional Bill Numbers:** S. 2203, and the House bill, H.R. 3851, which is entitled Travel Promotion, Enhancement and Modernization Act of 2019 and has different language.

**Status:** This bill was added into an appropriations bill, H. R. 1865, which passed Congress and was signed into law by President Trump on December 20, 2019.

Brand USA's future is secured through 2027, thanks to wide industry support and making our voices count. THANK YOU!

### Why this matters to you:

- Promoting America to international buyers and exhibitors can only help attract new attendees
- Promotes the locations of your shows to international visitors
- ROI was 28:1—meaning that every \$1 Brand USA spent on marketing generated \$28 in spend by international visitors. We could all use some of this additional spend.

**Praise for co-sponsors:** Check to see if your legislators are among the co-sponsors we praise for support of Brand USA's reauthorization. Better yet, [reach out to thank them in writing](#) (and [let us know](#) when you do)!

- Sen. Roy Blunt (R-MO) sponsored S.2203 and has [46 co-sponsors](#)
- Rep. Peter Welch (D-VT) sponsored H.R. 3851 and has [142 co-sponsors](#)

**Our Call to Action:** We urged Senators to sign on to S. 2203, and Congresspersons to sign on to H.R. 3851 to the extend Brand USA, the Corporation for Travel Promotion that attracts international travelers at no cost to U.S. taxpayers.

### Background on Brand USA

**Overview:** This bill extends funding for Brand USA, the Corporation for Travel Promotion, through FY2027; raises the fee for using the electronic system for travel authorization; and otherwise modifies the duties and powers of Brand USA.

**Our Message:** Brand USA is a bipartisan program funded by inbound airline passenger fees and private industry, so there is no cost to U.S. taxpayers. The program's efforts are crucial to attracting international business travel, investment, and fair and free trade.



A 2019 study by Oxford Economics shows Brand USA’s marketing efforts are generating a high return on investment (ROI) and driving significant incremental international visitation and spend, which is helping to fuel the nation’s economy. Highlights of the study show that the cumulative results over the past six years (FY2013 through FY2018) has helped bring:

- \$21.8 billion on travel and fare receipts with U.S. carriers, and generated
- \$6.2 billion in federal, state, and local taxes, and
- \$47.7 billion in total economic impact, which has supported, on average,
- Nearly 52,000 incremental U.S. jobs each year.

**Additional Resources:**

- [U.S. Travel Association](#)
- [Brand USA Website](#)