

Brand USA ‘Market the Welcome’ campaign launched at Louis Armstrong New Orleans International Airport

New Orleans, LA - June 20, 2016

Louisiana’s busiest airport prepares for increased international visitation

Brand USA, the destination marketing organization for the United States, in partnership with the New Orleans Convention and Visitors Bureau, the Louisiana Office of Tourism, and Louis Armstrong New Orleans International Airport (MSY), has unveiled a new program called “Market the Welcome” to inspire and welcome international visitors with the New Orleans and Louisiana experience...

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About Brand USA

Brand USA is the nation’s official destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

[Since 2012](#) Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly \$35 billion in the United States, generating \$76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated \$10 billion in tax receipts and returned \$20 to the U.S. economy for every dollar spent.