

Brand USA announces expanded MegaFam schedule to increase international travel bookings to the USA

New Orleans, LA - June 20, 2016

Schedule includes first multi-itinerary tours from Canada, China, and Mexico

Brand USA, the destination-marketing organization for the United States, is expanding its large-scale, multi-itinerary familiarization tours that allow international travel agents to experience a wide range of travel in the United States...

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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.