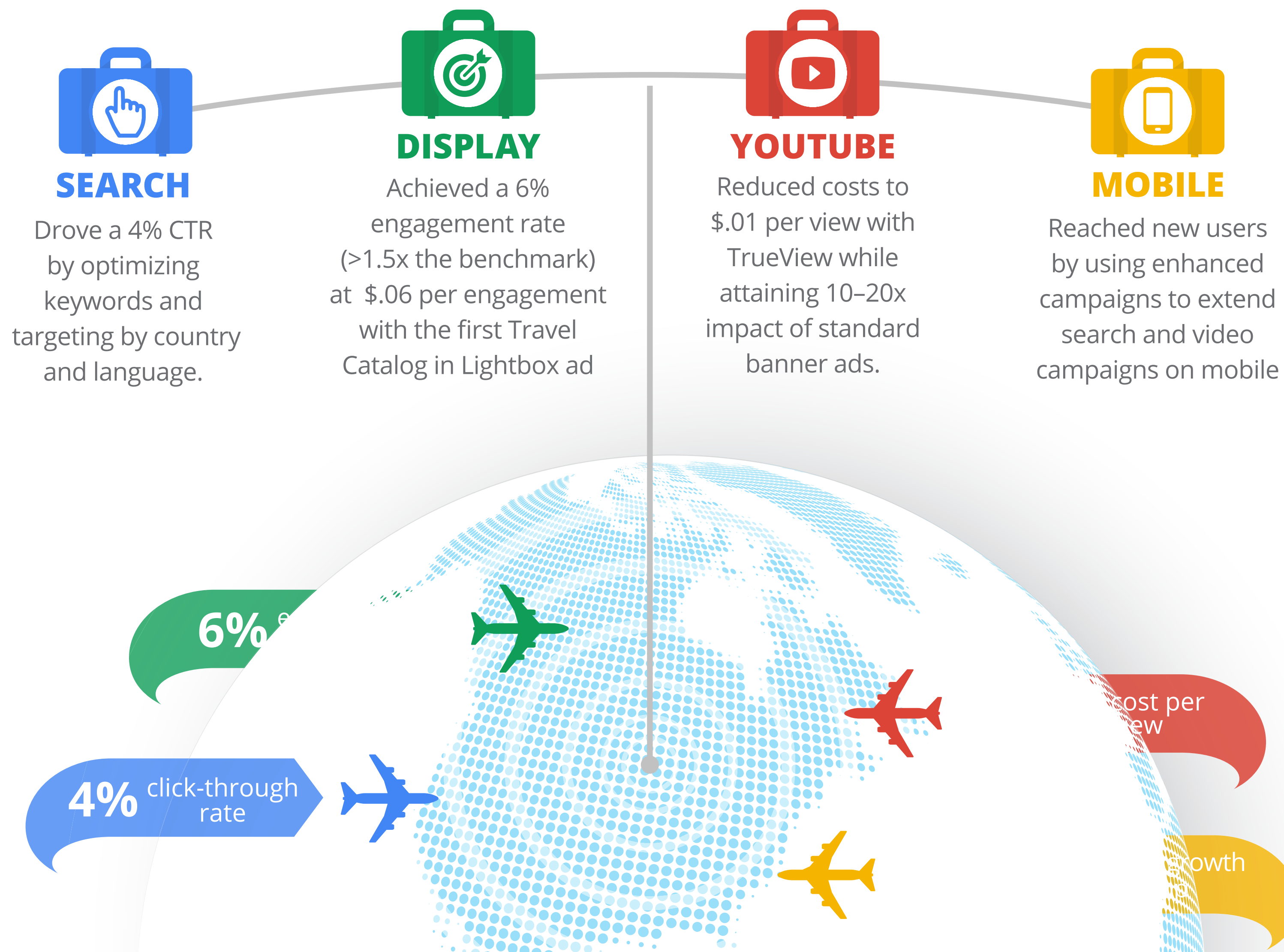


Brand USA was created by the federal government in 2010 to promote inbound international travel to the United States. Since its founding, the company has partnered with Google to scale its brand message globally through a variety of digital channels and formats.

Brand USA Boosts Intent to Travel to the United States by 22%

With an engagement-based cross-channel strategy, Brand USA scaled its digital presence to **reach 90%** of U.S.-bound international travelers and **spiked intent to travel** to the United States by as much as **22%**.



Source: Brand USA and Google internal data, 2013