



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934

Skål International New York Presentation by Brand USA

Skål International New York members were captivated by an insightful presentation on the marketing efforts underway by Brand USA to advocate for travel to America from countries around the world. At their September meeting, Thomas “Tom” Garzilli, Chief Marketing Officer for Brand USA, told how he and his team create compelling “stories” in the form of giant-screen films that highlight different aspects of the United States. Tom provided a sneak peek of their newest film, “America’s Musical Journey,” which showcases the musical heritage of the United States and honors the creative and risk-taking spirit that embodies the USA.

According to studies by Oxford Economics, Brand USA’s marketing initiatives have helped welcome 5.4 million incremental visitors to the USA in the past five years, benefiting the U.S. economy with \$38.4 billion in total economic impact, resulting in \$17.7 billion in incremental visitor spending, and supporting, on average, 51,000 incremental jobs a year.

