



**U.S. Customs and
Border Protection**

NOV 18 2011

MEMORANDUM FOR: Directors, Field Operations
Office of Field Operations

Director, Preclearance Operations
(b) (6), (b) (7)(C)

FROM: Executive Director
Admissibility and Passenger Programs

SUBJECT: New Marketing and Travel Campaign for The United States

On Monday, November 7th, the Corporation for Travel Promotion, now doing business as Brand USA Inc., launched the United States' first coordinated global marketing effort dedicated to welcoming international travelers to the U.S. Brand USA Inc. is partially funded by the ESTA fees, and this campaign is meant to increase travel to the United States. The campaign motto is **The United States of Awesome Possibilities Welcomes Everyone.**

Brand USA, Inc, the public-private partnership between the travel industry and the U.S. government, is charged with increasing international travel to the United States through marketing and promotional efforts to drive job creation and economic growth. In 2010 it is estimated that foreign travel to the United States added 827,000 jobs to the US.

CBP plays a critical role in this campaign, and while we have a significant security mission to secure America's borders, we also must maintain a professional approach to processing all visitors. CBP Officers often provide the first impression to returning citizens and visitors, and should be committed to welcoming all travelers in a courteous manner, while completing our enforcement mission to facilitate safe and legitimate travel.

Please distribute the attached Muster to all CBP employees. If you would like more information on Brand USA, Inc. we encourage you to visit the website www.thebrandUSA.com for additional information or contact (b) (6), (b) (7)(C) Director, ESTA, at (b) (6), (b) (7)(C)

Attachment

~~For Official Use Only/Law Enforcement Sensitive~~

Weekly Muster

Week of: Upon Receipt

Topic: New Marketing and Travel Campaign for the United States

Headquarters POC: (b) (6), (b) (7)(C)

Office: Admissibility and Passenger Programs

- Brand USA, Inc. launched the United States' first coordinated global marketing effort dedicated to welcoming international travelers to the U.S.
- Brand USA, Inc. is partially funded by ESTA fees, and this campaign is meant to increase travel to the United States.
- Brand USA, Inc. is a public-private partnership between the travel industry and the U.S. government.
- The campaign motto is **The United States of Awesome Possibilities welcomes everyone.**
- CBP's critical role is a two fold challenge:
 - Secure America's borders.
 - Maintaining a professional approach to processing all travelers.
- CBP Officers often provide the first impression to returning citizens and visitors and should be committed to welcoming all travelers in a courteous manner.
- More information on Brand USA, Inc. can be found at www.thebrandUSA.com