

# HOW BRAND USA PROMOTES GUAM

📍 Chamorro Village, Hagåtña

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

## ADVANCING TRAVEL TO THE U.S. IN THE GLOBAL MARKETPLACE

Through data-driven campaigns focused on boosting international travel to the United States, Brand USA helps generate visitor spending and economic benefits for communities and businesses across Guam. These efforts highlight destinations and experiences throughout the territory, increasing awareness of Guam as a U.S. travel destination.

## ECONOMIC IMPACT FROM TRAVEL AND TOURISM

International travel to Guam boosts spending in the territory's travel and tourism sector, supports job growth, and increases economic activity.

	Territory jobs supported by travel and tourism industry	14,400
	Travel spending	\$1.1 B
	Tax receipt	\$151 M

Source: Guam Visitors Bureau

## TRAVEL TRADE ENGAGEMENT

Brand USA partners with international tour operators and travel advisors to expand offerings, promote new experiences, and train sales teams to drive bookings to communities across the country.

## BRAND USA MARKETING & PROMOTIONAL ACTIVITY

### ▶ WITH THE HELP OF BRAND USA

739K

Guam welcomed **739,000** international visitors in **2024**, supporting jobs and economic growth across the territory.

Source: Guam Visitors Bureau

### ▶ THROUGH MEDIA AND DIGITAL ENGAGEMENT

Brand USA featured Guam experiences through:

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Story 

## BRAND USA PARTNERS WITH 1 ORGANIZATION IN GUAM

- Guam Visitors Bureau

 25%

According to the National Travel and Tourism Office, **25% of international visitors** use a travel advisor to plan their trips to the United States.