BRAND USA

NEWS RELEASE

IMM Set to Scale New Heights in 2016

October 30, 2015

Headline Sponsor Brand USA to invite media to 'Visit the USA'

TravMedia's International Media Marketplace [IMM], the leading event connecting UK media with international tourism and travel brands, is set for a record-breaking event in 2016.

TravMedia UK's flagship media and industry event returns on 14 March, 2016 to London's QEII Centre, the largest dedicated conference and exhibition space in central London. (Website/official video: www.travmedia.com/immuk).

Headline sponsor Brand USA, the destination marketing organization for the United States, will invite the media to 'Visit the USA', when they meet with them in March. Their new call-to-action and website VisitTheUSA.com was soft-launched to the industry last month.

Anne Madison, Chief Strategy and Communications Officer for Brand USA, said: "The UK is a top source market for visitation to the United States and the International Media Marketplace program provides Brand USA and their partners a unique opportunity to meet with a high quality and quantity of UK media in the one day. We are excited to collaborate with TravMedia to support both the IMM London and IMM Sydney events in 2016."

In 2015, IMM attracted over 200 journalists and over 110 public relations professionals, with delegates pre-scheduling over 2850 meetings through IMM's Meetings Manager.

Already over 250 journalists have pre-registered for next year's event, including writers and editors whose focus extends beyond travel to include food, fashion, health and entertainment. Media titles already represented include The Times, The Telegraph, The Guardian, Daily Express, Sunday Express, Sunday Times, Metro, Independent on Sunday, Conde Nast Traveller, Wanderlust, National Geographic Traveller, BBC, Lonely Planet, Rough Guides, Travel Weekly, TTG, ABTA Magazine and Selling Travel.

Exhibitors currently booked for IMM 2016 include Atout France, Bahamas Ministry of Tourism, Colorado Tourist Office, Destination Canada, Carnival Cruise Lines, Club Med, Kuoni, Macau Government Tourist Office, National Trust, Philadelphia CVB, Small Luxury Hotels, Switzerland Tourism, Travel Manitoba, trivago, Virgin Holidays, Visit California, Visit England and Visit Scotland (full list below).

IMM is a day-long event enabling tourism destinations and travel brands to showcase themselves to the nation's leading journalists. Exhibitors take dedicated tables and journalists either pre-schedule meetings or simply visit the brands on a turn-up basis. QEII Centre is the largest dedicated exhibition space in central London, situated in Parliament Square alongside Big Ben and the Houses of Parliament.

Said Henry Hemming, Managing Director of TravMedia UK: "We've established IMM as the leading media networking platform for global travel and tourism brands. Journalists can source a year's worth of output in a day, and for PR professionals the networking opportunity is unrivalled. Roll on March!"

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EXHIBITORS ALREADY BOOKED FOR IMM 2016: Atlantic Canada, Atout France, Austrian National Tourist Office, Bahamas Ministry of Tourism, CaminoWays.com, Canadian Tourism Commission, Carnival Cruise Lines, Cayman Islands Department of Tourism, Champagne-Ardenne Tourist Board, Club Med, Colorado Tourist Office, Continuum Attractions, Crystal Ski Holidays, Destination British Columbia, Dominican Republic Tourist Board, Food & Drink Devon, Frontier Travel, Grand Lucayan, Hands Up Holidays, Hayes and Jarvis, Headwater, Holland America Line, Hong Kong Tourism Board, HotelREZ Hotels & Resorts, Imvelo Safari Lodges, Inghams, Ireland's Blue Book, Jacada Travel, Jewel Resorts Jamaica, Journey Latin America, Kuoni, Le Boat, Macau Government Tourist Office, Marketing Manchester, Massimo Villas Collection, National Trust, Perception, Perfect Stays, Philadelphia CVB, Preferred Hotel Group, Ramblers Worldwide Holidays, Rickshaw Travel, Small Luxury Hotels of the World, Soar Mill Cove Hotel, State Tourist Board Baden-Württemberg / South West Germany, Switzerland Tourism, The AMResorts Collection, The Cotswolds, Thermae Bath Spa, Tirol Tourist Board, Travel Alberta, Travel Manitoba, Treasure Houses of England, trivago, Virgin Holidays, Visit California, Visit County Durham,

VisitDenmark, Visit England, Visit Kent, Visit Scotland and Voyages-sncf.com.

EDITORS NOTES
Originally created by a travel journalist seeking a better way to research and report travel news, TravMedia is dedicated to creating thriving online communities of travel journalists and travel PR professionals.

The company currently operates in 11 countries: Australia, Germany, Dubai, United States, Canada, United Kingdom, India, Brazil, New Zealand, Hong Kong and Africa, and has amassed over 50,000 journalist and PR members.

In the UK, TravMedia and Food4Media are part of the family of websites that also includes Homes4Media.com and Property4Media.com, sites that are owned and operated separately by News4Media Ltd.

TravMedia has become the engine powering major global trade show media marketplaces and press rooms, such as U.S. Travel Associations IPW in America, AIME in Australia the annual convention of the Society of American Travel Writers, and many other white-label software solutions for organisations and events worldwide.

The technology used by the sites has become an essential tool for journalists and PR professionals in their day-to-day activities, as they connect and share information in their working lives.

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About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. entry/exit policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the USA in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies done by Oxford Economics, Brand USA's marketing initiatives over the past two years have resulted in an incremental increase of 2 million visitors to the USA and a total impact on the U.S. economy of nearly $15 billion in spending, which has supported 50,000 new jobs each year.

For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website www.VisitTheUSA.com.

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About Brand USA
Brand USA is the nation’s 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.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.