NEWS RELEASE

Brand USA Seeks Representation Firms in Latin America

Washington, DC - July 03, 2013

Brand USA, the public-private partnership responsible for promoting the United States as a premier travel destination, is actively recruiting travel trade representation firms in Latin America. The firm(s) will work with the Brand USA staff, agencies and event management teams to ensure Brand USA is prominently positioned with the travel trade and key distribution networks in market. This will include, but not be limited to, the development and implementation of a strategic program of appropriate cooperative marketing programs and promotions in tourism distribution channels and sales programs to increase the profile of the Brand USA and maximize conversion opportunities for its products.

To navigate the diverse region, Brand USA has divided the Latin American market into four segments: Mexico & Central America; Brazil; Andean Region – Venezuela, Colombia, Ecuador, Peru & Bolivia; Southern Cone – Chile, Argentina, Uruguay & Paraguay.

Although not a requirement, contractors are welcome to bid on multiple regions and are permitted to partner with other organizations to build a cohesive team to assist with regional and/or pan-regional coverage.

To download the full Scope of Work and Request for Information, click here. Questions should be directed to Suzana Shepard at sshepard@thebrandusa.com. Applications may be submitted no later than 5pm on July 15, via e-mail to RepFirms@TheBrandUSA.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.