NEWS RELEASE

Brand USA Expands International Network, Opens New Offices in India, Australia, New Zealand, China, Hong Kong, and Taiwan

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Brand USA, the public-private partnership responsible for promoting the United States as a premier travel destination, appoints in-market representation firms in key markets – India, Australia, New Zealand, China, Hong Kong and Taiwan.

“When we have fully established all international offices, Brand USA will have representation in the markets that generate 93 percent of inbound travel to the United States,” said Chris Thompson, President and CEO for Brand USA. “We look forward to working even more closely with the travel industry and media partners around the world to attract rapidly increasing numbers of international travelers to the U.S.”

Brand USA has partnered with the following representation firms:

India

Sartha Global Marketing was named in-market representative firm for India. The organization was instrumental in Brand USA’s first and highly successful trade mission hosting 50 U.S. delegates in Mumbai and New Delhi. They also facilitated the first Brand USA pavilion at SATTE, the largest networking forum for the travel & tourism industry in South Asia. Moving forward, the New Delhi based organization will work closely with in-market and U.S. partners to augment the destination profile and educate stakeholders. Additionally, they will work aggressively to increase arrivals to the USA, encourage repeat visits and escalate visitor spending through marketing, promotional and public relations efforts.

Australia/New Zealand

Gate 7, marketing and representation agency specializing in the promotion of travel and tourism, will represent Brand USA in Australia and New Zealand. The recipient of multiple travel industry awards, Gate 7’s appointment is the first time Brand USA has engaged representation in the Australian and New Zealand markets. Gate 7 will be responsible for the overall strategic framework, consumer segmentation and direct marketing outreach in Australia and New Zealand. Additionally, the team will implement marketing initiatives, travel trade training and public relations outreach; oversee the cooperative marketing partnerships and liaison with the media buying and creative agencies.

China

China’s leading destination marketing company, AVIAREPS Marketing Garden Ltd. was named Brand USA’s in-market representative. With offices in Beijing and Shanghai, the new Brand USA China team will be responsible for promoting tourism from China to the United States and for working hand-in-hand with key travel agent, airline, media, and brand partners throughout China, to promote the United States as a world-class destination. In conjunction with the opening of its two new offices in China, Brand USA will also be launching a new representative office in Hong Kong via ConnectWorldwide.

Hong Kong and Taiwan

ConnectWorldwide BrandStory to serve as the representative firm for Brand USA’s Hong Kong and Taiwan operations. BrandStory will be responsible for expanding Brand USA’s media network and travel trade outreach in these markets, as well as developing co-operative partnership programs with the trade and media to increase visitation to the United States.

Thompson added, “With the launch of our consumer campaign in additional markets later this year, and our enhanced representation around the world, we anticipate that more visitors will choose to discover America.”

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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.