NEWS RELEASE

Brand USA Leads International Travel Trade Mission to India

Washington, DC - September 04, 2013

Brand USA, the tourism marketing entity responsible for promoting the United States as a premier travel destination, plans its second sales mission to India, Sept. 22-26. Participants will include 38 delegates, representing 28 organizations from U.S. destinations, attractions, hotels and destination management companies. The group is scheduled to hold buyer-seller meetings in Mumbai (Sept. 23) and New Delhi (Sept. 25).

“India is an important emerging market for the United States, welcoming more than 660,000 Indian visitors in 2011,”said Jay Gray, Vice President, Global Partnership Development for Brand USA. “We want to continue to build positive awareness of the United States as a travel destination and invite more Indian travelers to experience the boundless opportunities that the United States has to offer.”

The travel mission will provide an appropriate platform for U.S. suppliers to interact directly with tour operators, airline representatives, travel agents and media. The main focus is to encourage Indian visitation to the U.S. and educate the Indian travel industry on the limitless potential of the U.S. as a travel destination. This mission follows the recent appointment of Sartha Global as the Brand USA marketing representative office in India.

Brand USA will lead representatives from Beverly Hills Conference & Visitors Bureau, California Academy of Sciences, Caesars Entertainment, Choice Hotels International, Disney Destinations Marketing, Fairmont Raffles Hotels International, Las Vegas Convention And Visitors Authority, Macy's, NYC & Company, NYC Partner (Madam Tussauds), NYC Partner (Empire State Building Observatory), NYC Partner (New York Water Taxi) & NYC Partner (Broadway Collection), Papillon Group, Philadelphia Convention & Visitors Bureau, Premium Outlets, San Francisco Travel Association, Sans Incredible Vacations, Sea World Parks & Entertainment, Sundance Helicopters, Tour America Inc., Tours Limited LLC, Travel Oregon, Universal Parks & Resorts - Florida, Visit California , Visit Florida and Visit Orlando.

###

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.