BRAND USA

NEWS RELEASE

Brand USA Announces Representation Firm for Mexico and Central America

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Adnova, Comunicación Estratégica specializes in representing clients in the United States

Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism-marketing effort, named Adnova, Comunicación Estratégica its international representation firm for Mexico and Central America, through 2015.

"Mexico and Central America continue to show steady growth in both visitation and spend for inbound travel to the U.S." said Alfredo Gonzalez, Senior Vice President of Global Market Development for Brand USA. "Brand USA is confident that with the market expertise and experience in representing U.S. destinations, Adnova will leverage our resources to expand the footprint of the United States as the premier travel destination in these Latin American markets."

As the representation firm for Brand USA, Adnova is responsible for strengthening the awareness of the United States through strategic market analysis and planning, sales-trade, marketing, public relations, advertising, branding, social media, creative development, event planning, promotions, social media and co-operative programs.

Adnova, Comunicación Estratégica, was founded in Mexico City in 2004, as a pioneer for the implementation of strategic marketing programs in Mexico and Central America combining an innovative approach with best practices in trade and public relations.

Today, Adnova is the marketing representative for three of the largest U.S. tourism destinations:

• Las Vegas Convention and Visitors Authority (LVCVA)

• Disney Parks and Resorts (Anaheim and Orlando)

• Nevada Commission on Tourism (NCOT)

"Our main objective is to promote international destinations in Mexico and Central America by developing tourism promotions, cooperative marketing programs and strategic initiatives targeted to the regional market segments that attract a diverse consumer base," said Benjamín Díaz, President of Adnova.

Adnova is one of the few communication and public relations agencies in the with comprehensive experience in the public and private sectors, as well as extensive experience in branding internationally recognized destinations.

For three years, Adnova's founding partners were responsible for implementing the brand strategy for the Mexico Tourism Board, developing governmental programs associated with advertising, promotion, social media and public relations domestically and internationally.

Adnova has an extensive business network with key strategic partners in all areas of tourism development around the region, including: airline market leaders, major trade associations, key players in MICE and leisure industries, government networks (federal, state and local/municipal levels) as well as wholesale operators, travel agencies and OTAs in Mexico and Central 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.