NEWS RELEASE

Brand USA announces inaugural agent Megafam

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Brand USA, the new tourism marketing body for the United States of America, has announced details of its first ever agent familiarisation trip.

The inaugural **Brand USA Megafam** will bring 100 agents from a range of UK and Ireland operators together to experience multiple destinations across the United States of America.

Seven itineraries* covering 19 states have been created in conjunction with partner airlines, British Airways, who will be hosting all international flights, and American Airlines, who is partnering on all domestic flights within the USA.

Agents can win a place on the Megafam by entering British Airways and American Airlines flights sold to and within America from 1st January 2013. Sales are logged at a bespoke website – www.USAMegafam.co.uk.

The Megafam will take place from 9 – 16 May 2013 and has been designed to showcase the USA as a diverse destination with a wide variety of experiences available, as well as the partner airline products to the travel agents.

After spending six nights on their designated itinerary, the groups will fly to Miami for a grande finale. Here, the agents will have the opportunity to present as groups the highlights of their fam itineraries and to educate other agents in order that they will be able to sell the destination with more confidence on their return.

Chris Thompson, Brand USA CEO, said “Our aim is to supply travel agents with the knowledge and assurance they need in order to sell more of the USA as a holiday destination, and to ensure the United States is kept top of mind – with both agents and their customers.”

Thompson continued, “We are working with the partner states involved to ensure the itineraries showcase the very best each destination has to offer, and our aim is to make the Brand USA Megafam an annual event for agents.”

Brand USA’s objective is to rekindle the holidaymakers’ love affair with America – reclaiming the USA’s share of the international market and positioning the country as a diverse destination still to be explored. Through its consumer call to action, DiscoverAmerica.com, Brand USA encourages travellers to explore the United States of America. The new consumer website features 250 inspiring travel ideas, highlights of U.S. destinations, plus essential entry information travellers need to know.

* The seven Brand USA Megafam itineraries include the following states: 1. Colorado – Wyoming – Utah
2. California
3. Georgia – Tennessee – Mississippi – Louisiana 4. Texas
5. Illinois – Wisconsin – Minnesota
6. Massachusetts – New York – Pennsylvania – District of Columbia 7. Washington – Oregon
All end in Florida.

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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.