BRAND USA

NEWS RELEASE

NYC & Company and Barceló Viajes launch new cooperative tourism promotion to grow tourism from Spain to New York City in 2013

Madrid, Spain - April 24, 2013

—Five-Day, Three Night Air and Hotel Travel Packages from 995€ Available for Spanish Travelers Visiting NYC May Through July—

- **For 8 weeks, a joint national advertising campaign launched by NYC & Company and Barcelo Viajes will promote New York City on billboards, newspaper and Internet media with an attractive offer to travel to the capital of the world**
- **Iberia and American Airlines participate in this campaign with competitive fares during the given travel period.**
- **All partners will join forces to stimulate travel in 2013 and increase the visitor numbers from Spain to NYC, keeping this market among the top 10 of international visitors to NYC.**

Leading national Spanish tour operator Barceló Viajes and NYC & Company, New York City's official marketing, tourism and partnership organization, have joined forces to launch a new promotion to stimulate Spanish travel to New York in 2013. NYC & Company has chosen Barceló Viajes to develop the promotional campaign that enhances the destination in the Spanish market.

As result of this cooperation, both companies will develop a joint advertising campaign nationwide, from April to June 2013 with presence in billboards, national and regional press and internet. The campaign—designed to increase travel to NYC from May through July—also includes promotional materials for the more of 500 sales points of Barceló Viajes, as well as special actions for travel agents.

"We're pleased to be joining forces with leading tour operator Barcelo Viajes—our new partnership is an important asset for us to stimulate and increase the number of Spanish travelers to the five boroughs this spring and summer," said NYC & Company CEO George Fertitta.

NYC & Company is trusting in Barceló Viajes as partner in the Spanish market. Regarding this, Mar Fernandez, Barceló Viajes marketing manager said, "we can contribute to the promotion of New York due to the credibility of our brand among the Spanish travelers and also thanks to our offer clearly differential, being able of traveling to New York from 995€. We believe that results of this cooperation will be very positive and will result in an increase of Spanish visitors to New York City."

"Brand USA is proud to be part of this important co-operative marketing effort to attract more travelers from Spain to the United States through the gateway city of New York," said Christopher L. Thompson, president and CEO of Brand USA. "Nearly half of all travelers from Spain to the United States choose New York City as their top destination where they can enjoy the city's robust shopping, sightseeing, art galleries, concerts and plays. In addition, because nearly one-third of travelers from Spain also enjoy visiting small towns and national parks at some point during their visit, encouraging more travelers to come to New York City also serves to benefit surrounding smaller communities in the New York metropolitan area," Thompson added.

Among other benefits, Barceló Viajes counts with daily flights to New York thanks to the tour operation agreements they have with Iberia and American Airlines. Iberia offers two daily flights from Madrid with superb connections from all Spanish airports; while American Airlines operates a daily flight from Madrid and another one from Barcelona as sharecode with Iberia.

Accordingly with last data by NYC & Company, New York City received 379,000 Spanish visitors in 2012 (5.7 % less than in 2011) being the 8th largest overseas market to NYC. The goal of the new promotion is to further grow the number of Spanish travelers to the City this year.

About Barceló Viajes

Barceló viajes (www.barceloviajes.com) is the brand of Barceló group specialized in trips, leisure and holidays, with more than 500 sales points in Spain and Portugal offering services to 1,5 million travelers. Barceló Viajes includes brands as American Express Barceló Viajes, Plan B! and touroperators as La Cuarta Isla, Quelónea and Jolidey.

About NYC & Company
NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit nycgo.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.