NEWS RELEASE

# Brand USA partners on successful media campaigns

*November 01, 2012*

Brand USA, the tourism marketing body for the United States of America, has partnered on a number of media partnership campaigns since its launch in the UK.

To highlight the Ryder Cup, a bespoke 32-page Destination USA supplement dedicated solely to the promotion of the leading golf travel destinations in the United States was established with Your Golf Travel, the largest golf tour operator in Europe. The publication was issued directly to Your Golf Travel's premium level clients, as well as being inserted into four key golfing publications - Todays' Golfer, Golf World, Golf Monthly and Golf International - reaching a total readership of more than 1.5 million. A digital version was emailed directly to 350,000+ golfers.

A bespoke campaign with The Independent, The iPaper and London's Evening Standard has been created to reach a wide audience and to cover in-depth experiences across the USA. These include specially commissioned supplements on Culture, the Great Outdoors, Cities and Indulgences; as well as online activity housed on Independent.co.uk/DiscoverAmerica.

Austin has also launched a joint partnership with Brand USA to highlight the city as a holiday destination to UK consumers. By partnering with Brand USA, Austin Convention and Visitors Bureau aims to leverage off the consumer interest in the Formula 1 United States Grand Prix, which takes place on 16th – 18th November 2012. Focusing on Austin's variety of music, vibrant arts scene and numerous outdoor activities available is a key focus for the city. Print and online activity with The Guardian plays a major part in the campaign.

Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures. Formed as the Corporation for Travel Promotion, the public-private entity began operations in May 2011 and does business as Brand USA. Brand USA works in close partnership with the travel industry to maximise the economic and social benefits of travel. Through its call to action, DiscoverAmerica.com, Brand USA inspires travellers to explore the United States of America's boundless possibilities. For industry or partner information about Brand USA, visit www.TheBrandUSA.com.

For further Brand USA, UK/Ireland press information, contact:

Sarah Barnett / Jennifer Byles

sbarnett@thebrandusa.co.uk / jbyles@thebrandusa.co.uk

020 7845 6378 / 020 7845 6391

###

**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.