NEWS RELEASE

Austin, Texas, partners with Brand USA

October 22, 2012

Austin has announced the launch of a joint partnership with Brand USA, the new tourism marketing body for the United States of America, 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 will play a major part in the campaign.

The UK is the United States number one international overseas market. In the year ending 2011 there were 3,835,300 UK visitors to the USA.

"We are thrilled to partner with Brand USA on this initiative," said Julie Chase, Vice President of Marketing and Tourism for the Austin CVB. "The UK is a key market for Austin - and with marquee events like SXSW, Austin City Limits Music Festival and now, F1™ – Austin is gaining international recognition as a premier destination for leisure travel."

Jay Gray, Vice President, Global Partnership Development, Brand USA, said: "With such high profile global sporting events taking place across the United States we are in a fantastic position to highlight what we can offer as a destination to holidaymakers. Focusing on major sporting events, such as last month's Ryder Cup and this Formula 1 first for the USA, ensures we can work with specific destination partners to encourage tourism growth from the UK."
Circuit of The Americas will be the first purpose-built Formula One Grand Prix facility in the United States designed for any and all classes of racing.

For more information on Austin, visit www.austintexas.org

For more information on the Circuit of The Americas, visit www.CircuitofTheAmericas.com

For further Austin CVB press information, contact:

Jennifer Walker – Director of Marketing Communications
jwalker@austintexas.org / +1 512 583 7209

For further Brand USA press information, contact:

Sarah Barnett – PR & Communications Director, UK/Ireland | Brand USA
sbarnett@thebrandusa.co.uk / +44 (0)20 7845 6378

###

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.