NEWS RELEASE

US Virgin Islands partners with Brand USA to reach Canadian market

CHARLOTTE AMALIE, US Virgin Islands - September 27, 2012

The United States Virgin Islands Department of Tourism is partnering with Brand USA on a campaign to increase visitation by Canadian residents. The partnership marks the first between Brand USA and one of the five U.S. Territories.

Under the partnership, the United States Virgin Islands Department of Tourism contributed more than $100,000. Brand USA intends to use the contribution to geo-target Canadian residents, the second largest international visitor arrival market for the Territory.

"Through Brand USA's marketing efforts, the U.S. Virgin Islands will amplify its reach into the Canadian travel market," said Commissioner of Tourism Beverly Nicholson-Doty. "We are pleased to partner with the first entity to promote inbound travel to the United States and to help increase awareness and interest in travel to our islands."

"Brand USA's partnership with the U.S. Virgin Islands will create benefits far beyond the immediate marketing campaign," said Caroline Beteta, Brand USA's interim CEO and incoming chair of the organization's board of directors. "Brand USA's inaugural campaign in Canada resulted in an increase in intent to visit the United States by 13 points, so we're confident this new collaboration will attract a growing number of visitors for the U.S. and the U.S. Virgin Islands too," Beteta added.

The U.S. Virgin Islands maintains a dedicated sales and marketing presence in Canada. More than 39,000 Canadians have visited the Territory over the past five years, and the Department of Tourism's website, www.visitusvi.com, has attracted more than 27,000 unique visitors in Canada this year, with more than 80% of those representing first-time visitors to the website.

Brand USA was established by the Travel Promotion Act in 2010 to spearhead the United States' first global marketing effort to promote the nation 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, doing business as Brand USA, began operations in May 2011.

Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. Through its call-to-action - DiscoverAmerica.com - Brand USA inspires travelers to explore the United States of America's boundless possibilities, of which the U.S. Virgin Islands is an exceptional example.

For more information about the United States Virgin Islands, go to VisitUSVI.com, follow us on Twitter (@USVITourism) and become a fan on Facebook (www.facebook.com/VisitUSVI). When traveling to the U.S. Virgin Islands, U.S. citizens enjoy all the conveniences of domestic travel - including on-line check-in - making travel to the U.S. Virgin Islands easier than ever. As a United States Territory, travel to the U.S. Virgin Islands does not require a passport from U.S. citizens arriving from Puerto Rico or the U.S. mainland. Entry requirements for non-U.S. citizens are the same as for entering the United States from any foreign destination. Upon departure, a passport is required for all but U.S. citizens.

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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.