BRAND USA

NEWS RELEASE

Brand USA to lead largest-ever delegation of senior U.S. travel representatives to India

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- India Mission Promotes Travel to the United States

Brand USA, the new tourism marketing entity responsible for promoting the United States to world visitors, has organized its first-ever travel mission from September 9 to September 14, 2012 in India. The mission, which sold out within 30 days of being offered to U.S. travel organizations, consists of 50 delegates representing 35 U.S. destinations and companies who will visit New Delhi and Mumbai.

In earlier years, this mission was organized by the U.S. Travel Association, making this the sixth travel trade mission from the United States to promote tourism in the Indian market.

The agenda of the U.S. delegates is to meet travel agents, airline representative, tour operators, and the travel trade media. Brand USA's objective in-market is to rekindle the holidaymakers' love affair with America – reclaiming the USA's share of the market and positioning the country as a diverse destination with nearly limitless opportunities and experiences. By highlighting the country as a fresh and unexpected destination, with welcoming and friendly locals, Brand USA's intention is to promote the United States of America as the world's leading tourism destination.

"Brand USA is a unique marketing initiative which encourages international travelers to experience the infinite experiences that our country has to offer. With President Obama recognizing tourism as an important sector of the U.S. economy, we are hopeful of maximizing our nation's potential as a leading tourist destination for Indian travelers," says Caroline Beteta, interim CEO and Chair-Elect of Brand USA.

The United States welcomed a record 62 million international visitors in 2011, 2.5 million more than the prior year. According to the U.S. Department of Commerce, 663,000 Indians visited the United States in 2011, ranking the country 12 in the world in terms of arrivals. However in 2011, Indians ranked 10th in the world in terms of spending, and spent a record-breaking $4.4 billion—an increase of nearly 10% when compared to 2010.

Paul Cerula, Chief Business Development Officer, Brand USA adds "India is one of the key markets for us with the number of Indians traveling to the United States growing from 309,000 in 2004 to 660,000 in 2012 - an impressive 115% growth in travel during that time. We are hopeful of generating nearly 1.3 million arrivals from India in 2016 and by bringing this largest ever delegation of U.S. travel representatives, shows our commitment towards achieving this goal."

Jay Gray, Vice President, Global Partnership Development will lead the sales mission delegation. Gray says, "this is the sixth and largest mission to India and we thank our travel industry partners for their overwhelming support. India is an important market for the USA and we plan to open a Brand USA office in the next several months."

Joining the delegation will be representatives from; Akquasun Incredible Vacations LLC, Best Western INTL, Blue & Gold Fleet, Caesars Entertainment, Choice Hotels International, Cirque du Soleil, Fairmont Raffles Hotels International, Gray Line NY, Hornblower Cruises & Events, IHG JNB Group LLC, Las Vegas Group LLC, Las Vegas Convention Convention And Visitors Authority, Macy's, NYC & Company, NYC & COMPANY Partner (Circle Line Sightseeing Cruises), NYC & COMPANY Partner (Le Parker Meridien New York), NYC & COMPANY Partner (Madame Tussauds New York), NYC & COMPANY Partner (Marriott International), NYC & COMPANY Partner (Empire State Building Observatory), NYC & COMPANY Partner (New York Water Taxi), Papillon Group, Philadelphia Convention & Visitors Bureau, Pier39, Premium Outlets, San Francisco Travel Association, Sundance Helicopters, Tour America Inc., Tours Limited LLC, Universal Orlando Resort, Universal Studios Hollywood, Vision Holidays, Visit California , Visit Florida and Visit Orlando.

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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.