NEWS RELEASE

Brand USA Puts Out the Welcome Mat for European Visitors at ITB Berlin

Berlin, Germany - March 07, 2012

Brand USA, the organization responsible for marketing the United States to the world's visitors, today announced its participation in ITB Berlin as part of its commitment to invite and welcome German travelers to the United States and to support the efforts of its destination partners in showcasing the broad array of American travel possibilities.

"More travelers from Germany visit the United States than those from any other country within Continental Europe," says Jim Evans, president and CEO, Brand USA. "The United States offers a range of destinations and experiences that are unparalleled in the world market, and now through the creation of Brand USA, we are inviting more of the world's travelers to experience the limitless possibilities for themselves."

On March 7 at 12:00pm in the ITB Media Centre Hall 5.3, Brand USA will hold a press conference to provide various business updates, including its partnerships and fundraising successes. The organization will also spotlight the U.S. travel experience with the announcement of an exciting online contest for German travelers and tour operators and other industry representatives.

Throughout the conference, Brand USA will take center stage in the USA Pavilion with umbrella branding and an impressive welcome area/lounge for attendees to network and learn more about travel and tourism opportunities. On March 7 from 5:30pm to 7:30pm, Brand USA will host a block party for tradeshow participants, which will highlight American culture and feature classic American food, music and dance.

"In 2010, 73 percent of travelers from Germany were on return trips to the United States. We believe that the reason more and more travelers return is because of the great many places and experiences America offers," says Chris Perkins, chief marketing officer, Brand USA. "What is so compelling about the United States is that no one thing can explain who we are as a nation. Each visitor and each experience helps create the fabric of American culture, and Brand USA embodies this spirit," says Perkins.

"Travel and tourism has long been a key economic sector of the global economy, but in recent years Americans have too often taken international visitation for granted," said Stephen J. Cloobeck, chairman & chief executive officer for Diamond Resorts Corporation and chairman of the Brand USA Board of Directors. "Brand USA is a national effort to show that we are serious about welcoming international visitors and providing them with an exceptional American experience."

Brand USA will launch its inaugural global advertising and marketing campaign at International Pow Wow in April 2012.

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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.