

# Media Conference Call: Brand USA, Utah Tourism and MacGillivray Freeman Films

washington, DC - October 08, 2014

Listen to the recorded session of the media conference call where Brand USA, Utah Tourism and MacGillivray Freeman Films discuss our giant screen film initiative and partnership to attract international visitors.

## Media Conference Call

### Overview

Brand USA, Utah Tourism and MacGillivray Freeman Films Discuss Giant Screen Film and Partnership to Attract International Visitors

### Date

Wednesday, October 8 at 12:00-12:30pm (MST) / 2:00-2:30pm (EST)

### Speakers

Christopher Thompson, President and CEO, Brand USA  
Vicki Varela, Managing Director, Utah Office of Tourism, Film and Global Branding  
Shaun MacGillivray, MacGillivray Freeman Films

### Dial In

Speakers: 866-592-2909

Participants: 877-307-1372

Time	Speaker	Message
12pm/2pm	Chris Thompson	Welcome, Brand USA overview, importance of partnership with Utah, giant-screen film
12:07pm/2:07pm	Vicki Varela	Importance of international travel and partnership with Brand USA from Utah's perspective, expected impact of giant screen film
12:14pm/2:14pm	Shaun MacGillivray	Background of filmmaker, provide film overview and discuss shooting locations in Utah
12:20pm/2:20pm	Open microphone	Q&A

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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.

[Since 2012](#) Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly \$35 billion in the United States, generating \$76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated \$10 billion in tax receipts and returned \$20 to the U.S. economy for every dollar spent.