BRAND USA

NEWS RELEASE

VISIT FLORIDA and Brand USA announce Shop Florida Marketing Campaign in Brazil

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- Partnership Will Build Awareness for Florida Vacations and Shopping

Brazilians love shopping in the USA, especially in the Sunshine State.

Consider the overwhelming evidence: Of 2.1 million U.S.-bound visitors in 2013, six of every seven came to Florida. Those 1.8 million visitors contributed $2.3 billion to the state economy.

In spring 2015, VISIT FLORIDA will partner with Brand USA to further enrich this relationship with a multi-tiered marketing program called Shop Florida.

“Brazil is our No. 1 overseas origin market,” said VISIT FLORIDA CEO Will Seccombe. “And Brazilians are one of the best things to happen to our economy. They come ready to
shop because, even at regular prices, most goods and services in the United States are much more affordable than in their home country. And in Florida, they can get high-quality goods combined with the luxury of high-quality destinations.”

Shop Florida is a partnership between VISIT FLORIDA and Brand USA, the public-private marketing entity that was created in 2010 to encourage travelers from all over the world to visit the United States of America.

“Our goal is to keep fresh relevant appeals in front of our Brazilian visitors and this is a very innovative and integrated way to do that,” said Susannah Costello, VISIT FLORIDA’s vice president for global brand. “Florida is the top U.S. destination for Brazil, capturing 57% of their U.S.-bound travelers. By partnering with Brand USA we are able to create bigger awareness during this high-profile event, increasing the value to Florida partners. This is the first time a U.S. destination has sponsored Brazil's fashion week and we're excited that Florida is breaking new ground.”

Here are the highlights of Shop Florida: ?

- VISIT FLORIDA and Brand USA will align both the Discover America and VISIT FLORIDA brand with Fashion Week Sao Paulo, the pre-eminent fashion event in Latin America, and Shop Florida will take center stage on the runways. ?
- Out-of-home advertising will carry the Discover America and Florida’s messaging in Sao Paulo’s upscale neighborhoods and shopping centers where fashion-savvy shoppers and frequent international travelers will be the prime target market. ?
- Top tour operators will be promoting and selling the Florida product in market.
- Upon arrival in the Sunshine State, Brazilian visitors will receive an international smartphone service by Handprint that will drive geo-targeted shopping offers to increase awareness of U.S. and VISIT FLORIDA partner retailers.

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ktorian@VISITFLORIDA.org or at (850) 205-3865. Ms. Torian will be on-site at the Governor’s
Conference.
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About VISIT FLORIDA

As the Sunshine State's No. 1 industry, tourism was responsible for welcoming 91.4 million visitors in 2012 that spent $71.8 billion, generating 23 percent of the state's sales tax revenue and employing more than 1 million Floridians. For every $1 spent on tourism marketing, VISIT FLORIDA – the state's official tourism marketing corporation – generates more than $258 in tourism spending and $15 in new sales tax collections, paid by visitors, not residents. VISIT FLORIDA promotes tourism to Florida through sales, advertising, promotions, public relations and visitor services programs. As a public/private partnership, VISIT FLORIDA serves nearly 12,000 tourism industry businesses, including 2,700 invested Partners, 9,200 web affiliates and major strategic alliance partnerships with Disney Destinations, Dollar Rent A Car, The Hertz Corporation, SeaWorld Parks & Entertainment and Universal Orlando. To learn more about VISIT FLORIDA, please go to www.VISITFLORIDA.org or follow our corporate blog at www.SunshineMatters.org.

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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.