NEWS RELEASE

Brand USA Announces Market the Welcome Campaign During World Routes 2014 in Chicago

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- Inspirational imagery and informative resources greet international visitors at Chicago O'Hare International Airport, Terminal 5

Brand USA, the destination marketing organization for the United States, in partnership with the Chicago Department of Aviation, Choose Chicago and Discover Illinois unveils a new "Market the Welcome" experience targeting international travelers. Officials launched the campaign today at Chicago O'Hare International Airport, Terminal 5 during the press conference to kick-off World Routes 2014. Recognized as the largest commercial aviation event in the world, it is anticipated that more than 3,000 industry experts representing nearly 300 airlines, 800 airports and 200 tourism authorities from around the globe will attend this year's event.

Along with launching the new welcome campaign, Brand USA officials will attend World Routes 2014 with a focus on providing a platform for smaller destinations, aviation partners and industry representatives to elevate their presence in the global aviation arena.

Brand USA is charged with increasing airlift to respective cities across the U.S. from international destinations. During World Routes 2014, Brand USA officials will meet with airline industry executives to discuss existing routes and a path forward to adding new routes into the United States.

"Hosting World Routes in the U.S. for the second year – last year in Las Vegas and now in Chicago – will be the first time a country has hosted consecutive Routes conferences," said Christopher Thompson, Brand USA President & CEO. "This shows a vote of confidence that World Routes recognizes and supports the strong state of America's airline industry. It's important for the U.S. to have decision-makers for the world's airlines gather in our own backyard as we work to increase tourism into the United States."

To accommodate the demand of international travelers, Brand USA is supporting destination and airport partners by implementing the "Market the Welcome" campaign, through the development of a customizable "plug-and-play" toolbox to improve the traveler experience in international arrival halls from the moment visitors deplane until they pick up their baggage. The toolbox will include localized imagery with a destination call-to-action and Discover America branding targeting international travelers. Plans are underway for additional components to combine Brand USA's mandate to communicate U.S. visa and entry policy with inspiring and welcoming messages through a variety of mediums including digital and video. This new program could serve as a resource for global travelers as they enter airport arrival halls and embassies.

"On behalf of Mayor Rahm Emanuel, we applaud the 'Market the Welcome' campaign, which will serve as a model for airports across the country," said Rosemarie S. Andolino, Commissioner, Chicago Department of Aviation. "As our partnership with Brand USA continues, we're seeing an increase in international visitation which of course results in positive economic impact for the City of Chicago and the region."

Brand USA's marketing efforts generated 1.1 million incremental visitors to the United States during fiscal 2013 – a 2.3 percent increase over growth as a result of Brand USA's marketing initiatives. Those additional visitors spent $3.4 billion in the United States, including travel and carrier fare receipts, and supported the creation of 53,000 jobs in the U.S. economy, confirming the positive impact Brand USA's marketing efforts are having on international arrivals and the U.S. tourism industry.

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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.