NEWS RELEASE

Thomas Cook and Brand USA launch Discover America United Stories of America competition

Washington, DC - January 28, 2014

Thomas Cook Group and Brand USA, the destination marketing organization for the United States of America, have today launched United Stories of America - a pan-European Social Media competition that offer participants the chance to win a holiday to the USA every month.

Following on from the announcement that Thomas Cook Group and Brand USA have entered into a multimillion dollar partnership designed to inspire holidaymakers to think of the USA as a premier travel destination and make it their next holiday, United Stories of America will run simultaneously across the UK, Germany, Belgium and the Netherlands from today (27 January) through to April 2014. It forms part of the joint 'Discover America' campaign initiative, which aims at raising awareness of travel to the USA by highlighting the diversity of experiences available across the country.

Hosted on Thomas Cook's Facebook pages, consumers across Europe who have travelled to the United States will be invited to visit an App that allows them to share their memories by 'pinning' their favorite experience to an interactive map and sharing with their friends. Those who have yet to travel to the USA will also be able to enter the United Stories of America competition, simply by pinning their American dream destination to the map and giving the reasons why they would like to experience a holiday there. Brand USA CEO, Christopher Thompson, said: "There are no better advocates of the USA than the people who have spent time here and enjoyed it. By encouraging visitors to talk about their holidays and share their incredible U.S. experiences, we hope this will lead to many more consumers discovering this land, like never before."

A variety of prizes will be available to win throughout the campaign, including holiday vouchers to put towards a holiday and a prize draw at the end of each month that will see one lucky entrant winning an all-expenses paid holiday to the USA for four (4) persons.

The competition forms part of the largest media and partnership deal Brand USA has made with a travel retailer in Europe and is part of a fully integrated, omni-channel campaign targeting travel-intenders across Thomas Cook's platforms from online through to in-store, direct and inflight.

"United Stories of America, along with the wider campaign, demonstrates our determination to deliver highly engaging, creative solutions for Brand USA, with digital at their core," explains Thomas Cook's Group Head of Media & Partnerships, Stuart Adamson.

"By taking advantage of the scale of Thomas Cook as a brand, we are confident that our activities to promote 'Discover America' will firmly position America's incredible variety of destinations and holiday-options in the minds of consumers across Europe in a fun and innovative way." http://www.thomascook.com/holidays/usa-holidays/Discover this land, like never before at DiscoverAmerica.com

Thomas Cook on Facebook – UK : https://www.facebook.com/thomascook

Thomas Cook on Facebook – DE : https://www.facebook.com/Neckermann.Reisen

Thomas Cook on Facebook – NL : https://www.facebook.com/neckermannreizennl

Thomas Cook on Facebook – BE : https://www.facebook.com/ThomasCookBelgium

Discover America on Facebook: https://www.facebook.com/DiscoverAmericaUK

About Thomas Cook Group plc

Thomas Cook Group plc is one of the world's leading leisure travel groups with sales of £9.5 billion and 23 million customers in the year ended 30 September 2012. Thomas Cook is supported by c27,000 employees and operates from 19 countries; it is number one or two in all its core markets. Thomas Cook Group plc's shares are listed on the London Stock Exchange (TCG).

For further Thomas Cook information, contact:
Press Office: 01733 417272
pressoffice@thomascook.com

For further Brand USA information, contact:
Siobhan Burke – sburke@thebrandusa.co.uk / 020 7845 6384
Sarah Barnett – sbarnett@thebrandusa.co.uk / 020 7845 6378

###

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.