BRAND USA

NEWS RELEASE

# Brand USA confirms routes for second MegaFam in partnership with British Airways and American Airlines

*washington, DC - January 22, 2014*

Brand USA, together with British Airways and American Airlines, has confirmed the destinations and routes for the second annual MegaFam, a multi-destination familiarization tour for international travel agents. Taking place from 15 – 22 May, the familiarization trip is now sealed as an annual event in the Brand USA calendar for UK- and Ireland-based agents.

Seven itineraries* covering 21 states have been created in conjunction with the partner airlines and destinations including gateway cities and sites off the beaten path. Agents can win a place on the MegaFam by entering British Airways and American Airlines flights sold to and within America from 1st January 2014. Sales are logged at a bespoke website – www.USAMegaFam.co.uk.

To qualify, agents will also be required to complete two USA Specialist modules on the recently launched agent training site – www.USADiscoveryProgram.co.uk. The themes include Food & Drink, Fly-Drive, Coastal Escapes, Winter Sports, the Great Outdoors, Big City Buzz, Music, Culture & Heritage and the recently released Family module.

The Brand USA 2014 MegaFam showcases the USA as a diverse destination with a wide variety of experiences available beyond the gateways, as well as demonstrates the partner airline products and services to travel agents.

After spending six nights on their designated itinerary, the groups will fly to Austin, Texas, for the grand finale. Here, the agents will present as groups the highlights of their Brands USA MegaFam experience with the goal of educating other agents and empowering them to sell the destination upon their return.

Chris Thompson, Brand USA President & CEO, said “The inaugural MegaFam was hugely successful for us – both in terms of reinvigorating the passion travel agents have for the USA and creating value for our partners. Our aim is to supply travel agents with the knowledge and assurance they need in order to sell more of the USA as a holiday destination, and to ensure the United States is kept top of mind with agents and their customers.”

Thompson continued, “Working with British Airways and American Airlines for the second consecutive year demonstrates their commitment to the success of our mission—bringing more international visitors to the U.S. We look forward to working further with our domestic partners –including destination marketing organizations, attractions, hotels, car rentals etc. – to ensure the itineraries feature the very best each destination has to offer.”

Chris Rankin, British Airways’ Head of Consumer Sales UK and Ireland, commented “Last year’s MegaFam was a huge success, with fantastic feedback from the trade. Travel agents help British Airways showcase the best of the USA to their customers. Therefore, we’re delighted to be able to once again partner with Brand USA to support the MegaFam for a second year, and encourage even more holidays.” Graham Bell, Sales Director UK & Ireland, American Airlines, said “We are delighted to continue our partnership with Brand USA and British Airways in 2014 following the success of the first MegaFam. It’s a key opportunity to recognize the importance and relevance of travel agents whilst showcasing the best of what the USA has to offer as a holiday destination.”

Brand USA’s objective is to rekindle the holidaymakers’ love affair with America – reclaiming the USA’s share of the international market and positioning the country as a diverse destination still to be explored. Through its consumer call to action, DiscoverAmerica.com, Brand USA encourages travelers to explore the United States of America. The new consumer website features 250 inspiring travel ideas, highlights of U.S. destinations, plus essential entry information travelers need to know. *The seven Brand USA MegaFam itineraries include the following states:

1. Illinois – Utah – Colorado – New Mexico
2. California – Nevada – Arizona
3. Florida
4. Massachusetts – New Hampshire – Vermont – New York State

5. North Carolina – Georgia –South Carolina
6. Colorado – Nebraska – South Dakota
7. District of Columbia – Maryland – Virginia

All itineraries end in Austin, Texas.

To enter the MegaFam, visit USAMegaFam.co.uk

Discover this land, like never before at DiscoverAmerica.com

**For further press information on Brand USA, contact:**

Sarah Barnett – sbarnett@thebrandusa.co.uk / 020 7845 6378
Siobhan Burke – sburke@thebrandusa.co.uk / 020 7845 6384
Jennifer Byles – jbyles@thebrandusa.co.uk / 020 7845 6391

###

**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.