NEWS RELEASE

Brand USA begins to introduce new consumer website address, VisitTheUSA.com, to international travellers

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Brand USA, the destination marketing organization for the United States, today announced it is introducing VisitTheUSA.com as its new global consumer website address to reach international travellers. Brand USA's current consumer website address, DiscoverAmerica.com, will continue to be live in the market place.

The new URL is being introduced over the course of Brand USA's 2016 fiscal year in all markets where the organization currently promotes travel to the United States, with the exception of China, Hong Kong, India, Japan, and Taiwan. In those markets, Brand USA's online consumer presence is promoted to travellers as GoUSA.com (and the related in-country extensions), because consumer testing indicated the GoUSA address resonated more clearly with travellers in those markets.

Brand USA's business-to-business and corporate URL address will continue to be found at TheBrandUSA.com.

"We expect to complete the introduction to VisitTheUSA over the course of several months through a purposeful, soft launch that enables us to fully test and optimize the site as we also begin work to enhance the content and functionality of our consumer website and evolve our consumer marketing campaigns," said Christopher L. Thompson, Brand USA's president and CEO.

Thompson sited several reasons for introducing a new website URL as its core online presence, including its strong alignment with its mission to welcome and increase the number of travellers who visit the United States, as well as the fact that "America" is more than just the USA.

"In many parts of the world, we found that international travellers felt our use of 'America' in our current consumer website address was overreaching, because America is comprised of more than just the United States. While 'America" resonates strongly in many parts of the world, in others the Americas refers to one continent comprised of North, Central, and South America," Thompson said. "And those three subcontinents include 35 different countries."

Brand USA noted that the soft launch introduction of VisitTheUSA as an additional way to market travel to the United States is also timed well with several marketing opportunities, including the organization's new mission and vision, which emphasize its core purpose of increasing international visitation to the United States and the development of new content and new digital marketing activations. As Brand USA begins to introduce new content and creative in the marketplace, it will slowly begin to highlight and promote the new website address to consumers, with visitors to DiscoverAmerica.com seamlessly redirected to the new address.

Now in its fifth year of operation, Brand USA continues to increase international travel to the United States, while enhancing the image of the U.S. as a premier travel destination in the global marketplace. In fact, according to studies by Oxford Economics, over the past two years, Brand USA has generated 2 million incremental visitors to the United States. Those visitors accounted for $6.5 billion in incremental spending, which injected nearly $15 billion into the U.S. economy. The influx of incremental visitors also supported an average of 50,000 incremental U.S. jobs during each of the two years.

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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.