NEWS RELEASE

Brand USA partners with helloworld to celebrate World Tourism Day

Sydney, Australia - September 15, 2015

- 14 U.S. destinations to take part in a social media, world-first initiative

Brand USA, the destination marketing organization for the United States, is proud to partner with Australia's leading integrated travel group, #helloworld, to mark the United Nations World Tourism day on 27 September 2015 with an innovative social media initiative, #helloworldRELAY. This history making Instagram relay will curate a visual story of 75 destinations around the world, including 14 U.S. States.
As the sun rises in each destination on September 27, Instagrammers will commence postings until the sun sets in their location. The relay will begin at sunrise in Samoa, the westernmost point of the earth, and travel across the world until it finishes at sunset in the Cook Islands 36 hours later.

The line-up of U.S. locations and influencers taking part includes:

1. Alaska
2. NYC, New York
3. Los Angeles, CA
4. San Francisco, CA
5. Portland, Oregon
6. Utah
7. Las Vegas, NV
8. Hawaii
9. Montana
10. Michigan
11. Austin, TX
12. Dallas, TX
13. Memphis, TN
14. Miami, FL

The unique itineraries for each Instagrammer have been developed in partnership with helloworld agents and destination partners on the ground, highlighting the unique aspects of each city, state and locale. These incredible moments engineered by helloworld agents truly embody the notion 'holidays worth sharing' and Instagram provides the perfect real-time platform for these inspirational photos.

Each helloworld influencer will host an Instagram meet up (insta-meet) as part of the #helloworldRELAY for two hours during World Tourism Day, inviting other social media enthusiasts and travellers to get involved at each location.

Kim Portrate, Chief Marketing Officer at helloworld, is proud to be leading a movement that will create social media history. "There are approximately five million Australians checking into Instagram every month with 70% of those users active every day. The #helloworldRELAY is a unique opportunity to inspire travellers and show them parts of the world they may have never seen before, in a way they have never experienced and showcase the expertise of helloworld agents and the exciting itineraries that can be created by your local helloworld agent or booked online at helloworld.com.au."

"Every year helloworld organises millions of trips for Australians around the world and we take great pride in being able to offer our customers holidays that go beyond expectations and showcase the depth of our expertise. This global relay will pay homage to World Tourism Day and the significant role that tourism plays culturally and economically to our world," said Portrate.

“This is the first partnership of this type that Brand USA has taken part in. We’re really excited to be participating in this innovative project and to be showcasing so many fantastic U.S. destinations during the relay,” said David Whitaker, Brand USA Chief Marketing Officer. “Brand USA always aims to stimulate conversations about our destinations through inspiring imagery and unique social campaigns, as well as encouraging our audience to share their own travel stories. We hope that this campaign will inspire even more visitors to discover the USA for themselves.”

To be part of the RELAY follow @helloworldAU on Instagram, Facebook and Twitter or go online at relay.helloworld.com.au or simply search #helloworldRELAY.

About Gate 7
Founded in 1998, Gate 7 is a marketing and representation agency specialising in the promotion of travel and tourism in Australia and New Zealand. The recipient of multiple travel industry awards Gate 7’s services include sales and marketing, public relations, consumer marketing, social networking, MICE services and brand development.

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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.