BRAND USA

NEWS RELEASE

New Itineraries Announced for Biggest Ever Brand USA MegaFam

February 13, 2017

Brand USA, the destination marketing organisation for the United States, in partnership with American Airlines and British Airways, has announced details of the seven brand new itineraries for the biggest ever USA MegaFam.

Taking place this May 10–18, the multi-destination familiarisation tour for travel agents from the UK and Ireland will see the largest delegation to date – 107 participants – travel on seven itineraries across the USA simultaneously.

After exploring one of the seven itineraries, agents will join together for a finale celebration in Chicago, Illinois. Here, the agents will share their experiences with each other with the goal of enabling all attendees to better sell the destinations upon their return to the UK and Ireland.

This is the fifth consecutive year the USA MegaFam has taken place and each year the routes showcase a variety of states and experiences across the USA. The new itineraries for 2017 are:

- **Golden Silver Sights:** Explore the history and great outdoors of California and Nevada
- **Trails & Treasures**: Discover the natural beauty of Idaho, Montana, and Washington
- **Stocks & Springs:** Uncover adventure in Texas, Arkansas, and Oklahoma
- **Pure Shores:** Explore the clear waters and sandy shores of Lake Michigan
- **Cultural Courses:** Taste your way through the iconic cities of Pennsylvania, Ohio, Kentucky, and Indiana
- **Beaches and Blues:** Feel the rhythm in Louisiana, Georgia, Alabama, and Florida
- **Northeastern Wonders:** Visit the historic neighborhoods, rolling peaks, verdant valleys and sparkling lakes of the Northeast

To be eligible to win a place on the MegaFam, travel agents in the UK and Ireland must book travelers on American Airlines and British Airways flights to the United States during the entry period from January 1 through April 3, 2017. In addition, they must earn as many badges on Brand USA's official agent training site, the USADiscoveryProgram.co.uk, including a new MegaFam Airlines 2017 module.

To enter the MegaFam, visit USAdiscoveryprogram.co.uk/MegaFam

To become a qualified USA Specialist and learn more about the USA MegaFam, agents in the UK & Ireland should visit USADiscoveryProgram.co.uk

For more information about travel experiences and destinations in the United States, visit VisitTheUSA.co.uk

- ends –

About American Airlines Group

American Airlines and American Eagle offer an average of nearly 6,700 flights per day to nearly 350 destinations in more than 50 countries. American has hubs in Charlotte, Chicago, Dallas/Fort Worth, Los Angeles, Miami, New York, Philadelphia, Phoenix, and Washington, D.C. American is a founding member of the oneworld® alliance, whose members serve more than 1,000 destinations with about 14,250 daily flights to over 150 countries. Shares of American Airlines Group Inc. trade on Nasdaq under the ticker symbol AAL. In 2015, its stock joined the S&P 500 index. Connect with American on Twitter @AmericanAir and at Facebook.com/AmericanAirlines.

About British Airways
British Airways is the UK's largest international airline and one of the world's leading global premium carriers. Its principal place of business is London, the world's largest premium travel market, with significant presence at Heathrow, Gatwick and London City airports.

British Airways' main home at Heathrow is Terminal 5, which has been voted the world's Best Airport Terminal by airline travellers across the globe in the latest SkyTrax survey.

Operating one of the most extensive international scheduled airline route networks, together with its joint business agreement, codeshare and franchise partners, flies to more than 70 different countries. British Airways carries almost 40 million customers a year and has a fleet of more than 280 aircraft.

British Airways is a founding member of oneworld, the alliance of airlines around the globe, which together serves some 1,000 destinations across the globe.

###

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.