NEWS RELEASE

Brand USA and Air New Zealand MegaFam Set to Excite Australian and New Zealand Travel Professionals

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Brand USA, in partnership with Air New Zealand, is set to host a MegaFam to the United States in August this year.

The MegaFam will see 60 travel professionals from Australia, and New Zealand, experience seven fabulous nights in the USA. The participants will initially be split into six groups along with hosts, with each group spending the first five nights exploring exciting itineraries in various U.S. destinations. The final two nights, the entire group will come together for a grand finale in Las Vegas with further sightseeing and a chance to share their MegaFam stories and experiences.

Each of the six itineraries will carry the theme of USA music and will showcase the nation's diversity and collision of cultures, which culminate in a unique blend of sound, music, and innovation unlike anywhere else in the world.

“Brand USA is excited to partner with Air New Zealand to host 60 travel professionals for the MegaFam,” said Christopher L. Thompson, president and CEO of Brand USA. “Through this MegaFam, we have the unique privilege of showcasing all that our nation has to offer, as well as immersing our visitors in the USA's various musical themes, which are an essential part of the American experience. We look forward to welcoming this esteemed group of travel professionals and taking them to, through, and beyond America’s gateways.”

The 60 travel professionals will be selected during an incentive campaign period, launching June 6. They will also be invited to attend Brand USA hosted road shows in key destinations throughout Australia, designed to educate the travel professionals about the U.S. and excite them to compete for a spot on the MegaFam.

Matt Fletcher, Director – Australia, and New Zealand says, "We're looking forward to bringing back the MegaFam this year and are delighted to partner with Air New Zealand. Our USA music theme will no doubt educate and engage the travel professionals in very different ways depending on the itinerary they take part in over in the USA. And, with a grand finale taking place in Las Vegas, the MegaFam is set to be both informative and extremely exciting.”

Air New Zealand Regional General Manager Australia Kathryn Robertson says, “The upcoming famil is a fantastic opportunity to partner with Brand USA to promote both the Air New Zealand experience as well as the diversity of everything the USA has to offer travelers. We look forward to welcoming these travel professionals on board and showcasing our world-renowned Kiwi hospitality."

Air New Zealand flies daily from Australia to four U.S. ports via Auckland (Honolulu, Houston, Los Angeles, and San Francisco) using a mix of Boeing 777 and 787-9 aircraft. The airline will also begin flying to Chicago via Auckland on November 30. The airline's customers can also conveniently connect to more than 140 onward destinations across North and South America.

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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.