NEWS RELEASE

Brand USA's Film "National Parks Adventure" Expected to Generate More Than 172,000 International Visits to the United States and Increase Visitor Spending by $700 Million

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Globally embraced giant-screen film generated nearly 47,000 trips and $173 million in visitor spending in 2017 alone

Brand USA, the destination marketing organization for the United States, today released the results of a return on investment (ROI) study showing the significant marketing impact of Brand USA's first IMAX and giant-screen film, "National Parks Adventure," on increasing international visitation and spend in the United States. Research by Phocuswright and Oxford Economics found that "National Parks Adventure" will generate $700 million in incremental spend and 172,335 incremental visitors to the United States from Fiscal Year 2017 through Fiscal Year 2019. The study includes an analysis of six markets – Canada, Mexico, Germany, China, Brazil, and United Kingdom – which finds a marketing ROI of 56:1 based on Brand USA's production and marketing expenses of $12.5 million.

"The feedback from international viewers of 'National Parks Adventure' has been overwhelmingly positive, and we are proud that this film continues to effectively showcase the United States and inspire travelers to visit the USA," said Christopher L. Thompson, president and CEO of Brand USA. "Travel and tourism are significant contributors to the U.S. economy. As an organization, we're humbled and honored to hold up high the people, culture, and experiences the United States offer travelers through giant screen films."

Sponsored by Expedia Group and Subaru, "National Parks Adventure" leverages the experiential nature of the giant screen to showcase the nearly limitless experiences that the United States has to offer, which is an integral part of Brand USA's marketing strategy to drive international tourism to communities in all 50 states, five territories, and the District of Columbia. The film was voted Best Film of the Year by the Giant Screen Cinema Association and became the highest grossing documentary film of 2016.

The film's release was the industry's fastest giant-screen roll-out in five years, with 48 exhibitions in six countries in February 2016 and 119 exhibitions in 16 countries within the first 12 months. In addition, Brand USA collaborated with some two dozen U.S. embassies and consulates around the world to showcase the film in countries as diverse as Canada, Croatia, Equitorial Guinea, El Salvador, Indonesia, Romania, and many more—helping those missions promote travel to the United States and celebrate the centennial of the National Park Service. The film is currently streaming on both Netflix and Youku services around the world.

The success of "National Parks Adventure" laid the groundwork for "America's Musical Journey," the second collaboration between Brand USA and MacGillivray Freeman Films. Sponsored by Air Canada and Expedia Group, the film explores the collision of cultures that gave birth to American art forms such as jazz, the blues, country, rock and roll, hip-hop, and more. "America's Musical Journey" premiered in February 2018 in Washington, DC, and has opened to warm receptions in Mexico, Canada, France, Spain, Russia and Netherlands—with many other key markets on the horizon.

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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.