NEWS RELEASE

Brand USA will Welcome Travel Trade Professionals at the Brand USA Pavilion Booth at IFTM Top Resa Trade Show in Paris

Paris, France - September 19, 2018

Brand USA, the destination marketing organization for the United States, will be exhibiting in Paris for IFTM Top Resa's 40th edition trade show Sept. 25-28, 2018. Brand USA will welcome travel trade professionals at the Brand USA Pavilion booth to promote the United States as a premier travel destination. This will be Brand USA's first participation at IFTM Top Resa since they opened their French office in January 2018. IFTM Top Resa is France's annual premier trade show for travel trade as it will welcome more than 32,000 professionals from France for four days at the Paris Convention Center in Porte de Versailles.

As in years past, Brand USA will sponsor the 214 square meter-wide Brand USA Pavillon booth, locatated in Hall 7.2, in association with the France Visit USA Committee. However, for the first time in IFTM Top Resa and Brand USA's history, a French dedicated representative for Brand USA will welcome travel trade professionals. Interface Tourism France has represented Brand USA in France, Belgium, and Luxembourg since January 2018. Account Manager William Mondello and Strategic Director Julie Geoffroy will be at the booth to support travel trade professionals in their sales and development of U.S. products; or direct them to the U.S. partners exhibiting in the Brand USA Pavilion.

Brand USA will also present daily innovative training sessions for professionals called, "Expert Trainings," in the Salon Tokyo room at 3:00 PM CET. The Expert Trainings will showcase inspirational itineraries that will enable professionals to take consumers on multi-state and off the beaten path adventures, going to, through, and beyond the traditional gateway cities of the USA's 50 states, five territories, and the District of Columbia. On Sept. 26, Brand USA and the France Visit USA Committee will host travel trade professionals at a unique networking event designed to reinforce partnerships with destinations, airlines, tour operators, receptive agencies, travel agents, and other partners.

Ranked ninth in international visitation, France remains one of the most important inbound markets for the United States. While the most popular itineraries include the West Coast, New York City, and Florida, French travelers are increasingly looking for opportunities to explore new U.S. destinations. Brand USA's Vice President, Global Trade Development Cathy Domanico said, "The Travel trade continues to play a significant role in driving international visitors to, through, and beyond America's gateways. We are delighted to be a participant of the IFTM trade show, particularly with the opening of our French office this year."

Being a repeat visitor market, France also benefits from new and frequent airlines routes. According to the most recent forecast from National Travel and Tourism Office (NTTO) at the U.S. Department of Commerce, the United States is expected to see a 20 percent increase in visitor volume over the next five years from France—from an estimated 1.66 million visitors in 2017 to 1.96 million expected annual visitors in 2022. Among the first campaigns that Interface Tourism France executed was the international roll-out of Brand USA's second IMAX® and giant-screen documentary, "America's Musical Journey." The film debuted in Paris in May 2018 at La Géode Theatre and will play in select IMAX® and giant screen theaters across France.

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About Interface Tourism France

Interface Tourism is a communications, PR, social media and marketing agency working exclusively in the travel sector. From offices in France, Italy and Spain, Interface Tourism works with many destinations and leading tourism industry brands including airlines, DMCs, or hotels both as an ongoing full representation and on a project basis.
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marketing, PR or social media. Supporting its offices in Paris, Milan and Madrid, the agency also has a strong affiliate network of close partners in all European markets.

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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.