NEWS RELEASE

Brand USA Unveils Itineraries for its First Ever Brazil MegaFam

São Paulo, Brazil - March 07, 2019

Brand USA, the destination marketing organization for the United States, in partnership with Copa Airlines, today announces details of the five itineraries for its first Brazil MegaFam. Taking place from March 13 – 22, 2019, the multi-destination familiarization trip will host 60 travel agents and five tour operators from all regions of Brazil with the objective to develop new products and increase expertise when selling U.S. destinations to Brazilian travellers.

All invited travel professionals took part in a sales incentive campaign with Copa Airlines in which ticket sales to the USA were worth classifying points. Eligible participants also had to complete the Regional Expert Badge on Brand USA's official agent training site: USADiscoveryProgram.com.br.

After traveling on one of the five itineraries, the agents will gather for a grand finale celebration in Kissimmee, Florida. During their stay in Kissimmee, the agents will have the opportunity to visit new properties and to experience highlights of the destination. An additional five tour operators will then join the group for B2B sessions with local partners and DMCs, further enhancing their contacts and negotiations for future product development.

The itineraries for the 2019 MegaFam are:

- **Northern Vibes: Rhythms of the River** – Visiting Illinois, Iowa, and Wisconsin
- **Southern Charm: Musical Roots** – Visiting Louisiana, Alabama, and Georgia
- **Dreaming Big: Neon Lights, Camera, Action** – Visiting California and Nevada
- **Eastern Legacy: The Historic Trails** – Visiting Washington, DC and Pennsylvania
- **Crossing America: Snow, Sun & Fun** – Visiting Colorado and Florida

With the addition of the Iowa itinerary, Brand USA has officially taken a MegaFam to all 50 states. The MegaFam program began in 2013 with the objective to create awareness of the diverse destinations and travel experiences available throughout the United States.

To become a qualified USA Specialist and learn more about the MegaFam, agents in Brazil should visit USADiscoveryProgram.com.br.

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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.