NEWS RELEASE

Brand USA Connects the Global Travel Trade with U.S. Partners for Four Days of One-to-One Business Meetings

February 18, 2021

WASHINGTON, D.C. (February 18, 2021)—Today, Brand USA, the destination marketing organization for the United States, announces four days of One-to-One Business Meetings for international buyers in Canada, Mexico, the U.K., and Europe (Germany, Austria, Switzerland, the Netherlands, France, Belgium, Italy, Spain, the Nordics, and Central Europe.) From Monday, March 15 to Thursday, March 18, 2021, (11:30 a.m. to 2:30 p.m. EDT) U.S. partners will have the opportunity to connect with international buyers who have a strong interest in leveraging opportunities to increase international visitation to the USA via a series of matchmade appointments. As part of the virtual event, Brand USA Global Marketplace's "Video On-Demand" room will highlight new market updates, featuring the latest market insights affecting the travel landscape, both for the individual traveler and the travel trade industry as it adapts its strategies for recovery.

"Following the success of our recent 'Focus On' events, One-to-One Business Meetings will provide U.S. partners an additional opportunity to meet with key tour operators and continue discussions that bring operator customers to U.S. destinations, hotels, and attractions," says Tom Garzilli, chief marketing officer of Brand USA.

Hosted on the always-on Brand USA Global Marketplace platform, One-to-One Business Meetings are available to all U.S. partners on Brand USA Global Marketplace and leading providers of U.S. programs in each market. Only mutually selected matches will be made with U.S. partners and international buyers having the opportunity to schedule up to eight, 16-minute appointments each day. U.S. partners and buyers alike can select how many days and meetings sessions they attend throughout the event.

"The event will deliver bespoke, direct connections for U.S. partners, as well as additional resources to build the foundations for the travel trade. Our priority is ensuring the meetings we facilitate are as productive as possible during this period of uncertainty as we navigate the road to recovery. Working together, we can come back stronger than ever," says Garzilli.

Registration

As always, the travel trade may access Brand USA Global Marketplace free of charge. Advance registration* and Preference Selection for One-to-One Business Meetings is required and must be completed by Friday, March 5, 2021. Guests may register for the platform via https://brandusaglobalmarketplace.com/portal/register?event=one-to-one-business-meetings.

**Existing platform users do not need to re-register for the platform.*

Additional information about the event is available at www.brandusaglobalmarketplace.com.

###

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.

Media Contacts

Anjelica Magee
Manager, Public Relations/Consumer & Trade
202.536.2063