NEWS RELEASE

# Brand USA Places All Eyes on the German Travel Trade with Focus On Germany (February 23)

*February 18, 2021*

**MUNICH (February 18, 2021)**—Brand USA, the destination marketing organization for the United States, announces two events for the German travel trade to connect with U.S. partners on Brand USA Global Marketplace—a custom-built, always-on platform for the international travel industry. On Tuesday, February 23, 2021, the German travel trade community is invited to join U.S. partners for Focus On Germany, a one-day event providing a series of market updates from the biggest challenges facing the German travel trade to media opportunities based on the evolving travel landscape and the latest consumer sentiment trends.

“Germany is one of our key recovery markets, as it is the second largest market for inbound travel from Europe to the United States,” says Christopher L. Thompson, Brand USA president and CEO. “Focus On Germany will present U.S. partners with the latest marketing intel, and allow German buyers to re-engage with Brand USA Global Marketplace, a valuable resource that provides access to a diverse range of U.S. destinations, attractions, and points of interest. The event will help underline the importance of the German trade and media for the U.S. travel industry and the impact they have on German travelers in every step of their decision making.”

Focus On Germany will kick off with a welcoming address from Thompson, followed by a keynote address from **Ulf Sonntag**, Project Head at Reiseanalyse, Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR)—publisher of Germany’s most renowned travel behavior analysis. Sonntag will take a deep dive into the current consumer sentiment, shining a spotlight on opportunities and challenges for German travel to the United States, based upon research from more than 10,000 interviews that examine German consumer travel and vacation behavior, as well as travel motives and interests.

Following this keynote address, attendees will join a series of panelist discussions and information sessions. Program highlights include:

- An in-depth look at the travel trade, consumer sentiment, and the current situation of travel to the U.S. with **Philipp Detmer**, director of North America for DER Touristik, **Tilo Krause-Dünow**, president and CEO of CANUSA Touristik, and **Pia Hambrock**, head of product and operations for CRD Touristik. The experts will discuss consumer travel sentiment, current industry challenges, and recovery plans. This panel will be moderated by **Holger Jacobs**, editor-in-chief of **FVW**, Germany’s leading travel trade publication.
- A conversation about purposeful content and opportunities for U.S. destinations to be featured in German travel stories during and after a year of crisis with **Jennifer Latuperisa-Andresen**, editor-in-chief of reisen EXCLUSIV, **Nadine Sieger**, U.S. Correspondent of ELLE/ELLE Decoration and **Dr. Elfi Vomberg**, freelance travel writer. This panel will be moderated by **Henry Barchet**, radio journalist at SWR and producer of Audiotravels.
- An overview of the German travel landscape and digital media trends with **Sandra Vondereck**, director media consulting, international and **Florian Ritt**, director media consulting for MediaCom Germany.
- End of the day networking session where German travel agents will have the opportunity to speak with U.S. partners, panelists, and Brand USA representatives.

**Registration**

The German travel trade community is encouraged to register for Focus On Germany to connect with more than 125 U.S. destinations, attractions, and points of interest in all 50 states, five territories, and the District of Columbia. As always, travel agents and tour operators may register for Brand USA Global Marketplace free of charge to access travel itineraries, destination marketing collateral, and more. Guests may register for the platform via https://brandusaglobalmarketplace.com/portal/register?event=focus-on-germany.

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

To learn more about the events, including the full program of events, please visit: www.brandusaglobalmarketplace.com.

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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.

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