NEWS RELEASE

Brand USA PR-Focused Virtual Events Inspire Destination Storytelling in Preparation for the Return of International Travel

August 02, 2021

WASHINGTON, D.C. (August 2, 2021) - Brand USA's inaugural Public Relations Workshop and Global Media Forum delved into the latest global media landscape insight and travel trends in preparation for the much anticipated return of international travel. Across the two events (Jun. 29, and Jul. 20-21), the Brand USA Global Marketplace platform welcomed upwards of 250 U.S. partners and international journalists from 15 markets for inspiring sessions hosted by industry experts, and a series of virtual deskside meetings.

The events were designed to equip U.S. partners with the latest market intelligence and media developments from key markets, as well as provide international travel journalists with fresh sources of inspiration. The panel discussions explored current travel trends that can be experienced across the United States including; reconnecting with each other and nature, the power of photography in travel storytelling, how wellness is shaping the future of travel, epic trips which deliver unforgettable experiences, and the increasing desire to 'travel like a local'. The series of virtual deskside meetings offered a welcome opportunity for U.S. partners and international journalists to nurture relationships as the travel industry looks towards recovery.

"We're delighted to have been able to bring together more than 250 U.S. partners and journalists from 15 key source markets through these virtual events, demonstrating to international audiences that the U.S is ready to welcome friends and visitors back with open arms. The Public Relations Workshop and Global Media Forum took place at an opportune time for key industry insights and the latest tourism developments to be shared with U.S. partners and media alike," said Tom Garzilli, chief marketing officer at Brand USA.

All sessions from the PR Workshop and Global Media Forum are available in the Brand USA Global Marketplace Video On-Demand room under "Featured Content".

- **Stay Curious About the World:** A sense of curiosity, an open mind and a willingness to listen are the best ways for travelers to reconnect with destinations and local communities. Connecting with locals allows travelers to discover the most intriguing off-the-beaten path destinations and experiences.
- **Wellness Tourism Redefined:** The notion of wellness tourism is being redefined, stretching far beyond luxury spas and yoga retreats. There is a move to afford all types of travelers greater access to wellness experiences.
- **Epic Trips To Indulge Pent-Up Wanderlust:** The last 18 months have seen accommodation providers launch diversified and new products that emphasize wilderness escapes, as well as a dramatic increase in first time campers and new visitors to public lands and waters. Camping experiences in the U.S. range from boutique glamping and 'light touch' outdoor experiences for adventure-curious travelers, to wild camping and adrenaline activities for active adventurers.

- **Travel Like a Local to Lesser-Known Destinations:** Small towns in the U.S. have their own personalities, communities and cultures. Not only do these smaller destinations offer unexpected and unforgettable experiences, but also the journey there is often its own reward. In partnership with Brand USA, Atlas Obscura is in production on a new video series, “Small Town, Big Story,” which uses a documentary-style approach to share travel experiences across the country visiting small towns to learn about the legends and lore that make them special. “Small Town, Big Story” will be available on Brand USA’s on-demand streaming platform GoUSA TV in late 2021.

In preparation for the return of international travel, Brand USA and its U.S. partners will continue conversations with journalists who attended the Global Media Forum. The media markets in attendance were Canada, Mexico, the U.K., Ireland, Italy, Spain, Germany, the Netherlands, Austria, Switzerland, France, Belgium, Poland, Scandinavia, and Luxembourg.

###

About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation’s first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization’s mission is to increase international visitation to the United States in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past eight years Brand USA's marketing initiatives have helped welcome 7.7 million incremental visitors to the United States, benefiting the U.S. economy with more than $56 billion in total economic impact and supporting, on average, more than 45,000 incremental jobs a year.

For industry or partner information about Brand USA, visit TheBrandUSA.com. To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit VisitTheUSA.co.uk and follow Visit The USA on Facebook, Twitter, and Instagram.

###

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