BRAND USA

NEWS RELEASE

UNITED STATES INTRODUCES “BRAND USA” TO WELCOME WORLD VISITORS, America Unveils First-Ever Unified Consumer Brand and Identity

London, England - November 11, 2011

The organization responsible for marketing the United States to world visitors today unveiled ?Brand USA, "America’s first-ever global consumer brand. Formerly known as the Corporation for Travel Promotion, but now doing business as Brand USA Inc., the group introduced its global brand positioning and strategy before an international audience of travel professionals and destinations in London. The creation of America’s new global brand is the first critical step in the development of the nation’s first unified international marketing effort. Brand USA will launch their first official advertising and marketing campaign in the spring of 2012 to invite world guests to visit America for leisure, business and scholarly purposes.

During a brand launch event at London’s British Academy of Film and Television Arts (BAFTA) this morning and a subsequent press conference at ExCeL London, Brand USA spokespeople including Chief Executive Officer Jim Evans and Chief Marketing Officer Chris Perkins revealed details about the brand and how it was established. Although initially incorporated as the Corporation for Travel Promotion, the organization will now be doing business as Brand USA Inc. in an effort to more clearly align brand strategy and corporate messaging.

"The United States offers a range of destinations and experiences that are unparalleled in the world market," said Evans. "Now, through the creation of Brand USA, we are inviting the world’s travelers to come to visit us, and experience the limitless possibilities for themselves."

According to Brand USA, the logo was created to be "fresh, welcoming and inclusive. "It aspires to remind the world that" the United States of Awesome Possibilities welcomes everyone. "It features a collection of dots joining together to compose the letters USA. The dots will serve as a vessel through which Brand USA can showcase diverse colors and images of people and destinations across America, emphasizing the boundless possibilities of the United States. It will not adhere to a single color scheme. The logo also displays the URL DiscoverAmerica.com, Brand USA’s official consumer web site.

"What is so compelling about the United States is that no one thing can explain who we are as a nation. Each visitor and each experience helps create the fabric of American culture, and Brand USA embodies this spirit," said Perkins. "When we launch our global marketing and advertising campaign next year, we will be able to reach audiences around the world by showcasing the best of America and spreading the message that we welcome visitors with open arms."

The United States first-ever nationally coordinated tourism marketing program was created by the Travel Promotion Act, federal legislation passed in March 2010. A public-private partnership between the travel industry and the U.S. government, the Corporation for Travel Promotion – now Brand USA – was charged with increasing international visitation to the United States through marketing and promotional efforts to drive job creation and economic growth. The organization is led by private industry with oversight from the Department of Commerce and U.S. Congress. The program is funded through a combination of private sector investment and funds collected by the Department of Homeland Security from international visitors who visit the United States under the Visa Waiver Program. No U.S. taxpayer dollars are used to fund the program. Brand USA’s headquarters are located in Washington, DC.

"Brand USA has arrived, and it is not just a tourism brand," said Stephen J. Cloobeck, Chairman of Brand USA and Chairman and CEO of Diamond Resorts International. "It is a 21st-century global brand that will help reposition our great nation in the market for travel—and drive economic activity, including billions in new spending, tens of thousands of new outsource-proof jobs and much-needed tax revenue, to spur powerful growth throughout all corners of the United States."

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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.