NEWS RELEASE

Brand USA launches new module on USA Discovery Program agent training site

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Brand USA, the official tourism marketing organization for the United States of America, has today launched a new Music, Culture & Heritage module on the USA Discovery Program – the recently launched online training program for agents in the UK and Ireland.

Housed at www.USADiscoveryProgram.co.uk, the tool enables agents to learn about the diverse destinations and experiences available in the USA and take interactive quizzes.

Once users have completed the Regional Expert badge, which ensures basic knowledge of the U.S. states and territories, agents can then take Specialist modules which focus on various experiences and holiday themes.

The USA Culture & Heritage Specialist badge focuses on the music, arts and historical experiences across the USA. The module joins three existing modules on the Program – Big City Buzz, Great Outdoors and Winter Sports.

To celebrate with the launch of the new module, Brand USA is giving one lucky winner the chance to win two VIP tickets to see Will.i.am in concert at The O2. Agents simply need to complete the new module before the end of September.

“Since launching the new USA Discovery Program at IPW in June, we have seen a fantastic uptake by agents. Now, with the introduction of this exciting new module and a robust incentive program running in conjunction, we hope to see more and more agents join the Program,” said Chris Thompson, President and CEO, Brand USA.

“We hope the USA Discovery Program will provide agents with the knowledge and skills needed to sell the USA more effectively to their customers and, as a USA Specialist, agents will be recognized and regarded for their qualifications and expertise.” Thompson continued: “This ever-evolving and developing program has vast opportunities for both agents and U.S. partners to interact, and we look forward to working with them to provide the support and tools they need to sell this land, like never before.”

The USA Discovery Program is optimized for tablets and smartphones, and integrates with Facebook and Twitter.

Brand USA’s objective is to rekindle the holidaymakers’ love affair with America – reclaiming the USA’s share of the market and positioning the country as a diverse destination with limitless experiences still to be explored. By highlighting the country as a fresh and unexpected destination, with welcoming and friendly locals, Brand USA’s intention is to promote the U.S. as the world’s leading tourism destination for UK and Irish visitors.

For more information and to join, visit USADiscoveryProgram.co.uk

Discover this land, like never before at DiscoverAmerica.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.