NEWS RELEASE

Brand USA announces new partnership opportunities and Fly-Drive module launched on USA Discovery Program

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Brand USA has released a number of Partner opportunities available to purchase on the USA Discovery Program – the recently launched online training program for agents in the UK and Ireland. In addition, a new Fly-Drive Specialist module has been released, which allows users to learn about both the classic American road trip, as well as the road less travelled across the United States.

Brand USA is keen to discuss USA Discovery Program options at WTM with operators, airlines and U.S. destinations. Partner opportunities on the site include bespoke module builds, whereby content and quiz questions can be incorporated into the Program for those who don't have an existing training program, or simply want to enhance their offering for the travel trade on to the USA Discovery Program.

Other options include hosting live events and webinars incorporating both video and social media –which will live on the website in perpetuity, as well as standalone advertising.

The USA Fly-Drive Specialist badge joins five existing modules on the Program – Big City Buzz, Great Outdoors, Culture & Heritage, Winter Sports and the recently launched Coastal Escapes; plus the Regional Expert badge, which users must complete initially.

To celebrate the launch of the new module, Brand USA is running two prize giveaways. One lucky winner who completes the new Fly-Drive module will win a mini tablet, while anyone who achieves the Winter Sports badge will be eligible to win up to £200 Skiset vouchers.

Agents who attend World Travel Market on Thursday will also be able to visit the stand (NA230-2) to meet the team and have a demonstration of the site with exciting goodies and giveaways.

Chris Thompson, President and CEO Brand USA, said: "The USA is where travelers should hit the road less travelled and explore the rolling countryside and sparkling coastlines, allowing plenty of opportunities to enjoy the great American road trip. The USA Discovery Program gives agents all the information they need to sell this kind of holiday to their clients with confidence."

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 near limitless experiences still to be explored. By highlighting the country as a fresh and unexpected destination, with welcoming and friendly locals, Brand USA promotes the U.S. as the world's leading tourism destination.

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

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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.