BRAND USA

NEWS RELEASE

Brand USA launches 51 new videos and invites Brits to ‘Get in the Game’ in partnership with ESPN

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rand USA, the tourism marketing body for the United States of America, has teamed up with ESPN to produce a suite of 51 new sport tourism and destination feature videos, as well as, a fun new game to help Brits find their perfect match when it comes to sports teams in the USA.

Housed on DiscoverAmerica.com, the 2-3 minute videos each focus on major sports teams, where tourists can catch a game, and various sporting activities that visitors can get involved in – from marathons to golf; watersports to winter sports – across all 50 USA states and the District of Columbia.

Built into an interactive map called the United States of Sports, the videos highlight pro sports teams, including baseball (MLB), American football (NFL) and basketball (NBA), and the best place to watch them – both in the stadiums and beyond. The features focus on more local, quirky events throughout the year that holidaymakers can enjoy such as a ground quidditch tournament in Illinois; Powwows in Oklahoma; and the Tour de Donut in Ohio – dubbed ‘the sweetest ride in Ohio’, participants in the cycling event make two doughnut stops during the 48km course. Also included are American events such as rodeos and NASCAR.

‘Get in the Game’, meanwhile, is a bespoke app designed to motivate users to choose an American team to follow by answering a series of questions about their sporting passions and personal interests. Whether it’s American football, baseball or basketball, ‘Get in the Game’ is sure to entice visitors to learn more.

Brand USA aims to educate and inspire more international visitors to the United States by showcasing the best that American sport and recreation have to offer. The campaign with ESPN highlights the diversity of sporting experiences and unique and welcoming sporting cultures available in the United States of America in a fresh and unexpected light, inviting visitors to ‘Discover this land, like never before.’

Chris Thompson, President & CEO Brand USA, said: “This is an exciting launch for us. To have this number of destination videos at such high quality that we can showcase to consumers considering a holiday in the USA is incredible, and will hopefully help them in their decision about which destinations to visit.” Thompson continued: “By showcasing such variety of both sporting and recreational activities, we aim to inspire visitors to look at our country and the diverse and unique tourism opportunities available across the United States. Sport draws Americans together and for visitors getting tickets to a sporting event is the perfect way to get involved in the American way of life. We want everyone to get in the game.”

Alan Fagan, Director of Advertising Sales, ESPN - Europe, Middle East & Africa said: “We are delighted to work with Brand USA to deliver this innovative campaign. By combining the best of ESPN’s products and platforms with compelling content, fun and engaging user experiences and a deep understanding of U.S. culture and sports, we have created a unique partnership that helps people around the world connect to the unique aspects of U.S. sport and brings them closer to experiencing the best that the USA has to offer.”

Discover this land, like never before at DiscoverAmerica.com

About ESPN

ESPN, Inc. is the world’s leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN. ESPN International is a division of ESPN, Inc., which has grown to include ownership — in whole or in part — of 24 television networks outside of the United States, as well as a variety of additional businesses that allow ESPN to reach sports fans across all seven continents. ESPN International business entities include television, radio, print, internet,

broadband, mobile, consumer products, and event management.

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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.