NEWS RELEASE

Brand USA confirms second MegaFam in partnership with British Airways and American Airlines

Washington, DC - November 04, 2013

Brand USA, together with Founding Airline Partner British Airways and partner airline American Airlines, has confirmed that a second agent MegaFam will take place in 2014. The announcement seals the fam trip as an annual event in the Brand USA calendar.

In May 2013, the inaugural Brand USA MegaFam took 100 agents from a range of UK and Ireland operators together to experience multiple destinations across the United States of America, before culminating in a grand finale show-and-tell event in Miami. The second MegaFam looks to take a similar format with international flights on British Airways and domestic air travel on American Airlines.

Details of how agents can qualify to win a place on the MegaFam will be released by the end of the year; as will the new itinerary options and exact dates.

The MegaFam is the latest in a long line of commitments that Brand USA has made to the travel trade, in addition to the Fam Photo competition currently running on famphotoUSA.co.uk, and the recently launched USA Discovery Program – the online agent training site.

Chris Thompson, Brand USA CEO, said “Our aim is to supply travel agents with the knowledge and assurance they need in order to sell more of the USA as a holiday destination, and to ensure the United States is kept top of mind – with both agents and their customers.”

Thompson continued, “Working with British Airways and American Airlines for a second year running ensures we have committed partners for the fam, and we look forward to working further with our DMO partners to ensure the itineraries showcase the very best each destination has to offer.”

Chris Rankin, British Airways’ Head of Consumer Sales UK and Ireland, commented: “The USA is a hugely popular destination for British Airways’ customers. From next year we will have up to nine daily flights a day to JFK, extra flights to holiday hotspot Orlando, and a brand new service to Austin in Texas. Therefore, we’re delighted to be able to once again partner with Brand USA to support the MegaFam for a second year, and encourage even more holidays”

Graham Bell, Sales Director UK & Ireland, American Airlines, commented “We are delighted to continue our partnership with Brand USA and British Airways in 2014 following the success of the MegaFam earlier this year. It’s a key opportunity to recognize the importance and relevance of travel agents whilst showcasing the best of what the USA has to offer as a holiday destination.”

Brand USA’s objective is to rekindle the holidaymakers’ love affair with America – reclaiming the USA’s share of the international market and positioning the country as a diverse destination still to be explored. Through its consumer call to action, DiscoverAmerica.com, Brand USA encourages travelers to explore the United States of America. The new consumer website features 250 inspiring travel ideas, highlights of U.S. destinations, plus essential entry information travelers need to know.

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.