NEWS RELEASE

Brand USA Hosts MegaFam 100 Agents; 7 Itineraries; 1 Iconic Country

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To celebrate National Travel and Tourism Week, Brand USA, the new tourism marketing entity responsible for promoting the United States to world visitors, has organized its first-ever, multi-itinerary familiarization trip for nearly 100 influential international travel agents, May 9-16.

“The Brand USA inaugural MegaFam is providing some of the United Kingdom's leading travel agents the opportunity to experience the USA like never before,” said Chris Thompson, president & CEO. “Whichever corner of this amazing country the itinerary touches, the Brand USA MegaFam will be an experience of a lifetime.”

The familiarization tour includes seven simultaneous itineraries incorporating some of the United States’ most iconic destinations. Each itinerary offers an incredible experience from the western wilds of Utah and Colorado; the urban playgrounds of the East Coast; the rich culture of Texas; the laidback lifestyle of California; the creole flavors of the Deep South; the natural beauty of the Pacific Northwest; or the Great Lakes region. The MegaFam culminates in Miami, Florida for the grand finale where each of the participating agents will join together to celebrate and share their experiences with each other.

MegaFam participants were selected among an elite group of travel agents from the UK and Ireland who booked trips to the USA from January 1 – April 5, 2013 via Brand USA's partner airlines, British Airways and American Airlines, and ground transportation partner, Avis. All participants have a passion for the USA and will be sharing their experiences and stories with via social media throughout their journeys.

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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.