NEWS RELEASE

Brand USA selects Brandmasters America as its German-market representatives to promote travel to the United States

Washington, DC - March 04, 2012

Brand USA has selected Brandmasters America as its German-market representatives to help promote travel to the United States through tourism marketing, advertising and promotion in international markets. Brandmasters America will represent Brand USA in Germany, Switzerland and Austria, which are three key markets for U.S. inbound travel.

Brand USA is a public-private marketing partnership in the United States, which was created with the passing of the Travel Promotion Act on March 4, 2010. On Jan. 19, 2012, President Obama signed an executive order reinforcing his commitment to promote the United States as an international travel destination with a goal of supporting the U.S. economy and jobs creation.

Brandmasters America is an independent, separately run company established as a consortium entity by the following German-based representation companies:

- MSi Marketing Services International GmbH, based in Neu Isenburg and owned by Martin Walter;
- WTS, Wiechmann Tourism Service GmbH, based in Frankfurt and owned by Rita Hille and Deborah Theis
- TMR, TravelMarketing Romberg TMR GmbH, based in Mettmann, owned by Gabi Romberg
- GIA, Get It Across Marketing & PR, based in Cologne, owned by Albert Jennings

The headquarters of Brandmasters America will be in Neu Isenburg. Martin Walter will serve as Managing Director of Brandmasters America. A corporate job search will be initiated to fill the needed marketing and public relations positions. The five involved principals of the agencies will be overseeing specific responsibilities within the contract mandate for Brand USA.

“We – the partners of Brandmasters America - are thrilled and proud to have been selected by Brand USA as its German market representative. As independent agency owners, we have worked closely with each other for many years in organizing successful marketing and PR campaigns for our clients. We all have extremely strong professional and private affinity for the United States, and by joining forces we can quickly engage the tourism industry in the German market to execute effective programs on behalf of Brand USA,” stated Martin Walter on behalf of Brandmasters America and the involved partners.

Brand USA will be hosting a Block Party at the Discover America Pavilion at ITB (Hall 2.1) on Wednesday, March 7th from 5:30 – 7:30pm. Representatives from Brand USA and Brandmasters America will be available during ITB at the Brand USA booth in Hall 2.1.

About Brandmasters America

With its headquarters in Neu Isenburg, Brandmasters America is a consortium of independent agencies specializing in travel and tourism marketing. The consortium is comprised of MSi Marketing Services International GmbH (based in Neu Isenburg); WTS, Wiechmann Tourism Service GmbH, (based in Frankfurt); TMR, TravelMarketing Romberg TMR GmbH (based in Mettmann); and Get It Across Marketing & PR (based in Cologne). Martin Walter of MSiwill serve as managing director of Brandmasters America. Brandmasters America’s offices are located at Brandmasters America c/o Marketing Services Int. Gmbh, Frankfurter Str. 175, 63263 Neu-Isenburg.

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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.