BRAND USA

NEWS RELEASE

Brand USA announces successful first phase and launch of second consumer campaign

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– UK consumer sentiment rises as the results are in on the first campaign of Brand USA

Brand USA, the tourism marketing body for the United States of America, has announced a successful start to their campaign in the UK as dates of the second phase are released.

The campaign, created in partnership with JWT, the organisation's advertising agency, launched in the UK on 1st May with a heavy media presence. Using a mix of 60-, 20- and 15-second television spots, as well as digital, billboard, out of home (e.g. London underground stations) and trade print advertisements, as well as a robust online and social media, the launch phase was aimed at potential visitors.

The first phase of the campaign lasted for three months, during which UK spend amounted to over £2.3 million and preliminary results indicate strong upward trends in intent to visit, consumer sentiment, and engagement.

Research conducted prior to and following the campaign via a global brand tracker with Hall & Partners shows a strong increase in intent to visit the USA.

In the United Kingdom, the percentage of those who intend to visit the United States of America has grown 14% in the months since the launch. Consumer sentiment is also trending positive and, in the UK, the USA is now being described as 'energetic' and 'has something for everyone'; is 'optimistic'; and 'a place with limitless possibilities.'

Since the 23rd April launch of DiscoverAmerica.com, there have been 3 million page views globally (with 814,293 UK hits from 23rd April – 29th July), and more than 15,000 downloads of the campaign song, "Land of Dreams", sung by Rosanne Cash. In addition, there have been more than 700,000 views of our DiscoverAmerica YouTube Channel content (www.YouTube.com/DiscoverAmerica), with 36,856 UK fans on Facebook (http://www.facebook.com/DiscoverAmericaUK).

The second phase of the campaign, which will be announced in early 2013, aims to build on this success with a heavier focus on partnerships, co-op advertising, and integration of social and partner content.

The campaign will continue to showcase the diversity of experiences available in the United States of America in a fresh and unexpected light, inviting visitors to "*Discover this land, like never before*."

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

Jay Gray, Vice President Global Partnership Development, Brand USA, said: "We are extremely pleased how the campaign has run to date, and with the results so far. We are committed in our activities to the UK market, the largest overseas visitor market to America, and very much look forward to developing further initiatives that will reach both the trade and the consumer directly."

Gray continued: "We know the importance of bringing travel agents to the United States of America to experience it for themselves, and we will soon have further details of the inaugural Brand USA Megafam to announce. It's an exciting time and we hope you enjoy the journey with us."

The United Kingdom is the United States' largest overseas market for international inbound travel (Canada and Mexico are the largest international markets to the USA). Of the 62 million international visitors to the United States in 2011, 3.84 million visitors were from the United Kingdom.

Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures. Formed as the Corporation for Travel Promotion, the public-private entity began operations in May 2011 and does business as Brand USA. Brand USA works in close partnership with the travel industry to maximise the economic and social benefits of travel. Through its call to action, DiscoverAmerica.com, Brand USA inspires travellers to explore the United States of America's boundless possibilities. For industry or partner information about Brand USA, visit www.TheBrandUSA.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.