NEWS RELEASE

British Airways and Brand USA announce inaugural Founding Partnership

September 02, 2012

British Airways and Brand USA have signed a deal to position the carrier as the first Founding Airline Partner in the UK for the new tourism marketing body.

As a Founding Partner, British Airways will work with Brand USA on a number of initiatives to promote the United States as a premier travel destination, including industry and travel agent activity, plus advertising campaigns in UK trade and consumer press.

As part of the partnership, British Airways has committed to being the airline partner for the inaugural Brand USA Megafam trip for UK-based travel agents. The familiarisation visit will incorporate multiple destinations across the United States of America, and will be designed to showcase the diverse travel destinations and experiences available, as well as British Airways product to the travel agents.

As part of its Founding Partner status, British Airways will receive airline recognition and Brand USA benefits in the UK, such as priority on new initiatives, promotions and major marketing co-op campaigns, as well as inclusion at all Brand USA functions at major industry events.

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. The organisation aims to maximise the economic and social benefits of travel, ultimately increasing visitor numbers to the USA. Through its call to action - DiscoverAmerica.com - Brand USA inspires travellers to explore the United States of America.

Jay Gray, Vice President of Business Development, Brand USA, said: “We are extremely pleased to announce the inaugural partnership between British Airways and Brand USA. Working with the UK’s national carrier ensures the gravitas and long-term commitment that we dedicate to the UK market, the largest overseas visitor market to America.”

Richard Tams, Head of UK & Ireland Sales at British Airways, said: "We are delighted to be the first airline partner to Brand USA. With over 66 years of flying customers and holidaymakers into the USA, this is an extremely important market to us and one we look forward to continuing to grow and promote."

Discover this land, like never before with DiscoverAmerica.com

For flights and bookings visit www.ba.com/usa

About British Airways

British Airways proudly flies non-stop direct to 20 USA gateways including: Atlanta, Baltimore, Boston, Chicago, Dallas, Denver, Houston, Las Vegas, Los Angeles, Miami, New York (JFK and Newark), Orlando, Philadelphia, Phoenix, San Diego, San Francisco, Seattle, Tampa, Washington DC. British Airways offers a range of great value deals on flights and holidays to all your favourite American cities and destinations – visit www.ba.com/usa.

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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.