NEWS RELEASE

Brand USA Announces Travel Agent Fam Photo Competition in the United Kingdom and Ireland

London, England - October 15, 2012

Brand USA, the new tourism marketing body for the United States of America, has announced the launch of a travel agent photo competition in the UK and Ireland.

As part of the competition, the website www.famphotousa.co.uk, has been launched where agents from the UK and Ireland can upload photographs they have taken on recent familiarization (fam) trips in the USA. Travel agents have the option to 'like' their favorite photos, generating a peer-to-peer social element.

Photos taken during any USA fam since January 2011 can be uploaded from a camera or mobile phone. The website allows entrants to upload up to four photos, along with details and locations of the photos.

The competition is open now at www.famphotousa.co.uk. The closing date is Friday, Nov. 9, 2012, and winners will be announced on the site on Friday, Nov. 16, 2012.

The winning 12 travel agents will have their photographs printed in a new 2013 Brand USA desk calendar, which will be distributed to all entrants and to UK and Irish travel agents. The overall winner will win a place on Brand USA's inaugural Megafam in spring 2013. Planning for the Brand USA Megafam is currently underway with British Airways, a Founding partner of Brand USA. Details, including the dates and locations for the Megafam, will be announced once confirmed.

Through the competition and the calendar featuring the winning travel agents' photographs, Brand USA aims to raise awareness of and inspire travel to the USA by highlighting the diversity of experiences available and by ensuring America is top of mind among travel agents when speaking with customers in the UK and Ireland.

Brand USA's objective in-market is to rekindle the holidaymakers' love affair with America –reclaiming the USA's share of the market and positioning the country as a diverse destination with near limitless experiences still to be explored.

By highlighting the country as a fresh and unexpected destination, with welcoming and friendly locals, Brand USA's intention is to promote the United States of America as the world's leading tourism destination for UK and Irish visitors.

"We are delighted to announce the launch of the travel agent fam photo competition. It has been identified as a way of engaging the UK and Irish travel trade—in particular front line sales staff, with both USA product and Brand USA," said Jay Gray, vice president of business development, Brand USA. "The competition will help to raise awareness of the USA, invigorate sales and generate a stream of 'brand ambassadors' within the UK and Irish travel trade. The competition will unite all FAM activities by destination marketing organizations, tour operators and airlines, and we're looking forward to seeing some impressive photos," Gray added.

All entries will be judged and the final decision made by photographers Lisa Young and Marc Sethi. Lisa Young (http://lisayoung.co.uk/) is a London-based freelance photographer and travel writer. She produces photos, video and articles about her escapades, which have taken her to over 55 countries. Lisa's photos have been used in film and TV, including ER, Without a Trace, and House. Marc Sethi (www.marcsethi.com) is a London-based freelance photographer specializing in portraiture and reportage, live music, festivals, and performing artists. Regular clients include the BBC, Something Else, Festival Republic, Strummerville, Gone Fishing, A Little Bird, and Outgoing.

Notes to editors:

- Travel agents in the United Kingdom and Ireland are eligible to enter the competition.
- The judging panel will consist of Brand USA representatives who will compile a shortlist.
- Photographers Lisa Young and Marc Sethi will make the final decision.

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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.