

Media Conference Call: Brand USA, Utah Tourism and MacGillivray Freeman Films

washington, DC - October 08, 2014

Listen to the recorded session of the media conference call where Brand USA, Utah Tourism and MacGillivray Freeman Films discuss our giant screen film initiative and partnership to attract international visitors.

Media Conference Call

Overview

Brand USA, Utah Tourism and MacGillivray Freeman Films Discuss Giant Screen Film and Partnership to Attract International Visitors

Date

Wednesday, October 8 at 12:00-12:30pm (MST) / 2:00-2:30pm (EST)

Speakers

Christopher Thompson, President and CEO, Brand USA
Vicki Varela, Managing Director, Utah Office of Tourism, Film and Global Branding
Shaun MacGillivray, MacGillivray Freeman Films

Dial In

Speakers: 866-592-2909
Participants: 877-307-1372

Time	Speaker	Message
12pm/2pm	Chris Thompson	Welcome, Brand USA overview, importance of partnership with Utah, giant-screen film
12:07pm/2:07pm	Vicki Varela	Importance of international travel and partnership with Brand USA from Utah's perspective, expected impact of giant screen film
12:14pm/2:14pm	Shaun MacGillivray	Background of filmmaker, provide film overview and discuss shooting locations in Utah
12:20pm/2:20pm	Open microphone	Q&A

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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.