BRAND USA

NEWS RELEASE

Brand USA MegaFam hailed success as American Airlines and British Airways confirm 2015 support

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Brand USA, the destination marketing organization for the United States, is pleased to announce confirmation of a 2015 MegaFam in partnership with American Airlines and British Airways. The announcement was made at the Brand USA 2014 MegaFam finale in Austin, Texas.

The event was attended by 100 agents from the UK and Ireland who had qualified and won a place on the second annual MegaFam which ran from 15 – 22 May. The participating agents embarked on seven simultaneous itineraries that took them to 21 states before meeting together in Austin, Texas where each group presented highlights of their MegaFam experiences in order to educate other agents and empower them to sell the variety of destinations to travelers.

“Hosting the MegaFam and working with a large number of states and locations to create inspiring itineraries creates great value for our participating buyer and supplier stakeholders,” said Christopher Thompson, Brand USA President & CEO. “The event itself is growing and we are grateful to our partners, American Airlines and British Airways, for their continued support. We look forward to working in partnership with the airlines and our destination partners to create next year’s fam trip which will engage another host of agent ambassadors for the USA.”

The participating agents booked over 12,000 flights to and within the USA up from last year’s 5,500 flights, significantly increasing the number of international tourists planning holidays to the United States. To qualify, agents were also required to complete two specialist modules on the Brand USA agent training site, www.USADiscoveryProgram.co.uk. The site allows agents to become Specialists on the USA, as well as to share insights with their peers on the Knowledge Forum and to be the first to hear about other competitions and familiarization tours.

“Working with Brand USA in the UK has been a successful partnership from the beginning and we are pleased to commit to a 2015 MegaFam,” said Craig Dewey, Managing Director EMEA Sales for American Airlines. “It is our combined goal to increase UK tourism to all parts of the United States and with over 6,500 domestic flights per day we offer an extensive choice to passengers. The MegaFam helps agents sell these destinations.” Brand USA recently released the latest module on the USA Discovery Program with the launch of a Cirque du Soleil badge. Renowned and respected worldwide, Cirque du Soleil has provided high-quality artistic entertainment for 30 years and currently presents 19 unique shows around the world with nine permanent shows in Las Vegas and Orlando.

“We are very proud to be one of the founding partners of Brand USA and glad that the 2014 MegaFam was such a success,” Chris Rankin, British Airways, Head of Consumer Sales UK&I, commented. “Combined with the positive feedback and booking activity from agents this year, it was an easy decision to commit to 2015. The USA is an incredibly important market for us and there is no better way to drive genuine enthusiasm for this vast country, and all it has to offer our customers, than this fantastic fam program.”

Details of how agents can qualify to win a place on the 2015 MegaFam will be released at the end of the year; as will the new itinerary options and dates. Brand USA’s objective is to rekindle the holidaymakers’ love affair with the United States – reclaiming the USA’s share of the international market and positioning the country as a diverse destination still to be explored. Through its consumer call to action, DiscoverAmerica.com,

Brand USA encourages travelers to explore the United States of America. The new consumer website features 250 inspiring travel ideas, highlights of U.S. destinations, plus essential entry information travelers need to know.

For more information on the Brand USA training site, go to USADiscoveryProgram.co.uk

For more information about the variety of travel experiences and destinations in the United States, please visit DiscoverAmerica.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.