NEWS RELEASE

Brand USA Launches New Social Media Campaign

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Brand USA, the destination marketing organization for the United States, kicks off the Great American Road Trip campaign, this week. The social media campaign will feature 10 road trips covering 39 states and countless destinations through its Discover America channels.

Brand USA's Great American Road Trip campaign is designed to inspire travelers to discover America from the open road and highlight both the well-known and less-discovered road trips by topic and geography. Social media influencers, from nine of Brand USA's international markets, will travel on each road trip to discover first-hand the quintessential American experiences—sharing stories and photos with their social media followers along the way.

The content will be posted on Brand USA's consumer facing channels and website, www.DiscoverAmerica.com. Each feature takes readers on a journey to 'discover this land like never before' and will include important attractions, points of interest, restaurants and other 'must see' locations along the route.

The first road trip kicks off on February 27 in California with the Pacific Coast highway. The campaign will run through July and feature a new road trip every few weeks. The featured road trips and markets include: ?

- February: Cruise the Pacific Coast Highway (Japan) ?
- March: Texas BBQ Trail (South Korea) ?
- April: Hawaii & the Hana Highway (China) ?
- April: Route 66: Chicago to Los Angeles (Global) ?
- April: Great River Road (Australia) ?
- May: Craft Beer Trail (Germany) ?
- May: The Oregon Trail (UK) ?
- June: The New England Coast (Canada) ?
- June & July: Atlantic Coast (Mexico and Brazil)

As part of the launch, Discover America will also unveil its new Google Maps platform where travelers can explore these 10 road trips, save and plan their own journeys, and share their road trip experiences. Travelers will later be able to pin their favorite points of interest on the map and view other traveler's images. Through a partnership with Spotify and Warner Music, Discover America followers will have access to curated playlists inspired by iconic routes and road trips.

To learn more about the Great American Road Trip campaign, visit http://www.discoveramerica.com/usa/road-trips.aspx.

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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.