NEWS RELEASE

Brand USA announces expanded MegaFam schedule to increase international travel bookings to the USA

New Orleans, LA - June 20, 2016

Schedule includes first multi-itinerary tours from Canada, China, and Mexico

Brand USA, the destination-marketing organization for the United States, is expanding its large-scale, multi-itinerary familiarization tours that allow international travel agents to experience a wide range of travel in the United States...

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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.