NEWS RELEASE

Brand USA Taps Industry Veteran, Lourdes Berho, to Lead its Travel Marketing in Mexico

Mexico City, Mexico - February 09, 2018

Brand USA, the destination-marketing organization for the United States, has named Lourdes Berho regional director to manage the strategic travel trade and marketing efforts for Brand USA in Mexico. Berho, founder of Mexico City-based Alchemia: In the Business of Transformation®, and former CEO of the Mexico Tourism Board has over 25 years' experience as a leader of global companies; with expertise that spans brand development, integrated-marketing strategies, and travel and tourism.

"The vibrant Mexican travel market holds great significance for inbound-U.S. tourism," said Christopher L. Thompson, president and CEO of Brand USA. "By aligning with Lourdes Berho and Alchemia, a recognized top-tier communications agency, we are strengthening our presence and market reach into Mexico."

"I am very proud that we were selected to represent Brand USA's interests in Mexico," said Berho, who holds the dual titles of president and chief catalyst at Alchemia. "The United States has incredible cultural, gastronomical, technological, and scientific wealth, along with diverse entertainment, sports, and recreational opportunities. We are excited to provide our passion, creativity, and great experience in tourism to bring an innovative, sustainable approach that supports Brand USA's mission in Mexico."

The volume of Mexican travelers who visit the United States each year has steadily risen over the past seven years. In 2016, approximately 19 million Mexicans came to the United States, making Mexico the number-two source market for inbound U.S. travel, trailing only Canada by 300,000 visitors. Also, Mexican visitors rank as the second-highest spending group in the United States among international visitors. Chinese travelers are number-one. In 2016, visitors from Mexico spent $20.3 billion.

Among the first campaigns that Berho and the team at Alchemia will execute is the upcoming international roll-out of Brand USA's second IMAX® and giant-screen documentary, *America's Musical Journey*. For the second time, Brand USA partnered with the award-winning, independent filmmaker, MacGillivray Freeman, to produce the film. *America's Musical Journey* is narrated by Morgan Freeman and follows singer/songwriter writer Aloe Blacc as he traces the vast musical heritage of the United States – from jazz to blues to country to rock and roll. *America's Musical Journey* will debut in Mexico City in March 2018.

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About Alchemia: In the Business of Transformation®:

Founded in 2011, Alchemia: In the Business of Transformation® is an integrated marketing agency specialized in the development of strategies that are based in sustainability as a principle of innovation for a better future. Its mission is to help its clients to consolidate their vision and communicate it with clarity, passion, and result-oriented. It has a vast experience in tourism, sustainability, luxury, real estate, ONGs, media evolution, content generation, digital solutions, innovation, and technology. For more information please visit Alchemia.com.mx.

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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.