NEWS RELEASE

Brand USA Promotes Little Rock Area Destinations to International Travelers

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Video Highlights the Historic Significance of Attractions Coupled with Southern Hospitality

Little Rock's breathtaking landscapes, lively entertainment, historically significant sites, and the welcoming Southern charm are showcased in Brand USA's captivating video aimed at attracting international visitors to the capital city of Arkansas.

Brand USA, the destination marketing organization for the United States, in partnership with the Little Rock Convention and Visitors Bureau, announced the launch of the Little Rock Native Traveler video - filmed last fall - and a corresponding Little Rock Experience Page on VisitTheUSA.com, both of which offer a preview of Little Rock's natural beauty, exciting dining experiences, historic attractions, museums, and year-round festivals. Additionally, over the past year, Little Rock has also developed a new city page on VisitTheUSA.com and is included in a new Civil Rights itinerary on VisitTheUSA.com that features several significant Civil Rights sites located in several southern states and done in conjunction with Travel South USA.

"This video shows some of Little Rock's world-renowned attractions and experiences that rank the area among exceptional U.S. destinations, and those that appeal to visitors from other countries," said Tom Garzilli, Brand USA's chief marketing officer. "The United States offers so many iconic places and experiences that make this country unique and Little Rock is certainly counted among those notable places."Gretchen Hall, chief executive officer of Little Rock Convention and Visitors Bureau, agreed: "Little Rock provides year-round appeal, with lots of engaging experiences for visitors to enjoy. The video brings to life Little Rock's unique personality as well as its globally-recognized culture and diverse offerings."

The video includes a visit to the Clinton Presidential Library and Museum with a full-sized replica of the Oval Office when President Bill Clinton held office; a tour of the National Historic-designated Little Rock Central High School, one of the nation's most important Civil Rights sites where nine African-American students, known as the Little Rock Nine, bravely integrated an all-white school in 1957; stops at the Main Street Food Truck Festival in Little Rock's Main Street Creative Corridor and River Market entertainment district, which is adjacent to the Main Street Creative Corridor, and contains the city's beautiful, 33-acre Riverfront Park and Vogel Schwartz Sculpture Garden, located along the southern bank of the Arkansas River; and finally, a sunset climb at Pinnacle Mountain State Park, which features hiking trails and a summit with a panoramic view.

Brand USA will distribute the video on its direct-to-consumer marketing channels VisitTheUSA.com, as well as, digital and social channels, which include Facebook, Twitter, Google+, YouTube, and Instagram. Brand USA's in-country representatives also will promote the destination to the international travel trade industry via trade shows, roadshows, and training seminars.

About Little Rock Convention & Visitors Bureau (LRCVB):

The LRCVB is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meeting, sports and leisure travel destination. It also operates the Robinson Center, Statehouse Convention Center, River Market and multiple parking facilities. LRCVB is governed by the Little Rock Advertising & Promotion Commission (A&P Commission). For information regarding the city's attractions, accommodations and dining options, as well as other activities and special event, please visit LittleRock.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.