NEWS RELEASE

Brand USA and Expedia Media Solutions Launch Immersive 3D Audio Campaign to Inspire International Travelers

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Sound Travels Pilot Program Allows Travelers to Experience the Unique Sounds of Destinations and Activities Throughout America – Before They Book a Trip

Expedia® Media Solutions, the advertising arm of Expedia, Inc., and Brand USA, the destination marketing organization for the United States, today announced the pilot launch of "Sound Travels," an integrated marketing campaign utilizing 3D audio to promote international travel to the U.S. The first 3D audio campaign from Expedia Media Solutions, Sound Travels features a bespoke, interactive content hub that brings the vibrancy and diversity of the U.S. to life through immersive 3D audio experiences, and inspires potential travelers to explore, plan, and book a trip to the dynamic destination. Part of a multi-year campaign to promote international travel to the U.S., Sound Travels is piloting in four key markets: Australia, Canada, Mexico, and the United Kingdom

"We believe in the transformative power of sound to inspire travel and discovery, and the unique 3D audio experience pushes the boundaries of imagination and transports listeners to destinations across the U.S. with just the use of headphones," said Hari Nair, global senior vice president of Expedia Media Solutions. "Sound Travels will empower Brand USA to engage with international travelers in a fresh and exciting format, and is an example of the innovative, technology-led solutions we develop for marketing partners."

The focus on sound in the campaign aligns with Brand USA's new IMAX® Film, *America's Musical Journey*, which explores America's history through the lens of music and sound. The integrated campaign and film engage the ears and the eyes, and from small screen to big screen and everything in between, delivers an immersive experience for consumers.

"We're thrilled to collaborate with Expedia Media Solutions in developing innovative ways to promote the distinctive sights and sounds found only in the United States," said Tom Garzilli, chief marketing officer of Brand USA. "As the Sound Travels program continues to evolve, we're confident that it will inspire prospective visitors to travel to one of our vibrant destinations."

On the Sound Travels interactive content hub, potential travelers can immerse themselves in the unique, compelling sounds of various locations and activities waiting to be experienced in the U.S., including Austin, Texas; Chicago, Illinois; Las Vegas, Nevada; Miami, Florida, and more. Visitors are prompted to connect their headphones – no special equipment required – and select their preferred auditory experience. While the selected 3D audio clip plays, an on-screen animation dissolves into a first-person point of view photo, revealing the selected experience and allowing users to also visualize themselves in the experience they're hearing. After listening to their selected sounds, visitors are presented with custom travel recommendations based on their personal sound and activity preferences.

Visitors to the hub can also explore additional destination content, including editorial-style articles, photos, suggested itineraries, and special deals and promotions, and filter their preferences by 3D audio playlists or locations. To support Brand USA's objective of increased engagement and international visitation, the bespoke campaign hub also features an integrated booking widget to help potential travelers move from inspiration to exploration to booking.

Running through June 30, 2018, the digital campaign functions seamlessly on mobile and desktop devices, and targets consumers in Australia, Canada, Mexico and the United Kingdom with display advertising reaching verified travelers on Expedia, and social media content. Co-branded TV spots, airing in Mexico and the United Kingdom through August 31, 2018, will explore Austin, Chicago, Las Vegas, and Miami through the lens of sound and music.

Sound Travels was concepted by the Creative Partnerships team, Expedia Media Solutions' in-house creative agency, who collaborated with Create Future to bring the innovative 3D audio campaign to life for Brand USA. The state-of-the-art 3D audio was recorded and produced by Clatter&Din, a Seattle-based production company. For more information visit: https://soundtravels.expedia.co.uk

About Expedia Media Solutions

Expedia Media Solutions, the advertising arm of Expedia, Inc., offers industry expertise and digital marketing solutions that allow brands to reach, engage and influence its qualified audience of travelers around the world. Through its vast network of leading travel brands and global points of sale, Expedia Media Solutions provides partners with proprietary data-driven insights about traveler behaviors during every stage of the purchase journey, along with dynamic advertising solutions, to deliver strategic campaigns and measurable results. For more information, visit www.advertising.expedia.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.