NEWS RELEASE

Brand USA Announces New Stand-alone Website for the Travel Trade

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Brand USA, the destination marketing organization for the United States, has announced the launch of a new travel trade website: VisitTheUSA.com/TravelTrade. The new online platform will act as a comprehensive, one-stop gateway for travel industry professionals looking to better sell the USA.

Created specifically to fit the needs of the international travel trade, the website will ensure that destination decisions become simpler and stress-free. Readily accessible from all mobile devices with intuitive navigation, the website will boast enriched creative and up-to-date content. VisitTheUSA.com/TravelTrade became live in January 2018 and brings a number of useful trade resources, which are currently spread across Brand USA's consumer and corporate websites, into a single, stand-alone space.

"Brand USA understands the importance of the travel trade and we've taken detailed measures to create a website that truly reflects the industry's needs, interests, and desires," said Cathy Domanico, vice president, global trade development for Brand USA. "The travel trade continues to play a significant role in driving international visitors to, through, and beyond America's gateways. This new digital development will enable Brand USA to better connect with, and provide an engaging platform for, all travel industry professionals."

Designed and developed by Brand USA, the new trade website features:

- Mobile-optimised, responsive design to enhance user experience across a full spectrum of devices, including tablets and smart phones
- Direct access to the Brand USA Trip Kit, a helpful resource for USA travel inspiration and information, including suggested itineraries (beginning in key gateway cities and expanding out to explore additional destinations) and beautiful destination photos
- Expanded corporate calendar highlighting Brand USA's industry activities and signature events up to five years in advance
- Information and advice on visiting the USA, including an overview of U.S. travel policies
- Expanded directory of receptive tour operators
- Contact details for Brand USA's international representation agencies
- New 'USA Trip Planner' tool

The website can be accessed by visiting VisitTheUSA.com/TravelTrade.

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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.