NEWS RELEASE

Brand USA partners with American Airlines and Marriott International to host first-ever "50 Journalists in 50+ Destinations" Mega Media Venture

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Brand USA invites more than 50 journalists from 50 publications to explore the United States' rich history, diverse culture and unique destinations

Brand USA, in partnership with American Airlines and Marriott International, announced today its first-ever Mega Media Venture, inviting more than 50 international journalists to visit the United States, to, through, and beyond the gateways. This venture builds on the success of Brand USA's established MegaFam program. For the past seven years, Brand USA has hosted a similar program for travel agents and tour operators that exposes travel agents to the USA as a premier travel destination. As the destination marketing organization for the United States, Brand USA is the only organization uniquely positioned to produce such a large-scale media familiarization program.

Since the programs launch in February 2018, Brand USA has been collaborating with its destination partners to create unique itineraries for the more than 50 influential travel journalists to ensure that each journalist experiences a taste of the USA's authentic, can't miss attractions, events, and experiences. The journalists represent publications from the United States' top inbound markets: Australia, Brazil, Canada, China, France, Germany, Hong Kong, Ireland, Italy, Japan, Mexico, South Korea, and the United Kingdom.

"We are proud to partner with some of the world's most recognizable brands, Marriott International and American Airlines, on the first Brand USA Mega Media Venture," said Christopher L. Thompson, president and CEO of Brand USA. "Journalists have the reach, resonance, and remarkable ability to bring to life our amazing destination in ways that engage their audiences and inspires them to visit the USA."

As program sponsors, Marriott International provided accommodations for each of the journalists across the continental United States and flights were supported by American Airlines.

"We are excited to have the opportunity to partner with Brand USA on this incredible program to showcase the beauty and diversity of the United States to an international audience," said Steve Heitzner, chief sales and marketing officer, The Americas, Marriott International. "Visitors from across the globe are very important to us. We welcome all and are proud to offer a wide variety of travel experiences from city to countryside."

"As the world's largest airline, we are delighted to be a partner of the Brand USA Mega Media venture," said Tom Lattig, managing director EMEA sales, American Airlines. "Our unrivaled route network means there is no better airline to take part in this incredibly exciting initiative, which will reach every corner of the United States. I want to take this opportunity to thank our friends and partners at Brand USA for their ambition to bring this extraordinary opportunity to life, as well as TravMedia and Marriott International for their cooperation and support."

To date, journalists have visited over 20 destinations including: Alaska, Arizona, Colorado, Hawai'i, Illinois, Kentucky, Maryland, Massachusetts, Nebraska, New Hampshire, New Jersey, New Mexico, New York, Pennsylvania, Puerto Rico, Tennessee, Texas, U.S. Virgin Islands, Virginia Washington, Washington DC, and Wyoming. The program is scheduled to conclude on June 30.

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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.