NEWS RELEASE

Brand USA Organizes India Travel Mission for the Seventh Year in a Row

New Delhi - October 02, 2018

The largest ever delegation of 64 delegates from 42 U.S. tourism organizations travel to Bengaluru, Mumbai, and New Delhi.

Brand USA, the destination marketing organization for the United States, concluded its seventh annual India Travel Mission that took place Sept. 23-28. This year's mission was the largest to date with 64 delegates from 42 U.S. tourism organizations participating. The delegation included representatives from tourism boards, hotels, receptive operators, tourist attractions, and other services. Delegates visited Bengaluru, Mumbai, and New Delhi, and received an overwhelming response from the Indian travel trade with more than 830 people in attendance.

Starting in Bengaluru on Sept. 23, the subsequent six days included B2B sessions, panel discussions, and networking dinners that provided the opportunity for visiting U.S. delegates to closely interact with Indian business partners. One-on-one meetings with key stakeholders allowed both sides to renew or forge new business relationships through interactive dialogue. Indian attendees also enhanced their knowledge of U.S. products and destinations, as delegates comprehensively updated travel professionals on the unique tourism infrastructure and possibilities available in the USA.

Brand USA's President and CEO Christopher L. Thompson, said, "We are delighted to announce that visitation by Indian travelers to the United States has been growing consistently year–on–year. With 1.29 million visitors in 2017, India was the 11th highest ranked country by arrival numbers and ranked sixth in terms of visitor spends to the U.S. This sustained rise in tourist arrivals from India has been made possible through a range of focused in-market trade and consumer initiatives by Brand USA and certainly the annual India Mission that always has a positive response from our Indian partners each year. Looking ahead, we are confident in continuing the momentum of welcoming more Indian visitors to the USA."

Sheema Vohra, managing director of Brand USA in India added, "The 2018 Brand USA India Mission has been a success, with the engagement in each city generating noteworthy opportunities and opening up avenues for future business with our Indian partners. I'm pleased to share that this year's tremendous turnout further enhances the USA as one of the most preferred destination offering a diverse range of immersive experiences. India holds vast potential for increased tourism to the United States of America and we anticipate significant growth in future, in line with our endeavor to effectively promote the destination across the country."

The Indian invitees to the Mission included major stakeholders from the travel trade, airline representatives, hospitality and service professionals, and operators. The mission concluded with a dedicated media day, organised in New Delhi, where leading travel trade and consumer media were invited to interact with the visiting U.S. delegation.

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Note to Editors:

List of participating U.S. organizations:

1. 7M Tours
2. American Tours International
3. Avis
4. Caesars Entertainment
5. California Academy of Sciences

6. 6Choose Chicago
7. Citadel Outlets
8. Countryside of Philadelphia
9. Destination DC
10. Experience Kissimmee
11. Explore Georgia
12. Grand Canyon Tour & Travel and Rodeo Restaurant
13. Hornblower Cruises & Events
14. Lake Tahoe Visitors Authority
15. Las Vegas Convention and Visitors Authority
16. Leisure Pass Group
17. Los Angeles Tourism & Convention Board
18. Mammoth Lakes Tourism
19. Maxim Tours
20. MGM Resorts International
21. Oregon's Tualatin Valley
22. Papillon Grand Canyon Helicopters
23. Pegasus Transportation
24. Philadelphia Convention & Visitors Bureau
25. Red and White Fleet
26. Red Carpet Travels
27. Roaring Camp Railroads
28. San Diego Zoo/San Diego Zoo Safari Park
29. San Francisco Travel Association
30. Santa Monica Travel & Tourism
31. SeaWorld Parks & Entertainment
32. Shop America Alliance
33. TaxFree Shopping Texas
34. Tours Limited
35. Travel Nevada
36. Travel Oregon
37. Universal Studios Hollywood
38. Utah Office of Tourism
39. Visit California
40. Visit Fairfax
41. VISIT FLORIDA
42. Brand USA

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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.