BRAND USA

NEWS RELEASE

# Brand USA announces Marriott International as official hotel sponsor of its United Stories campaign to inspire international travelers to visit the USA

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*New sponsorship will expand reach of Brand USA's United Stories mobile content creation lab*

Today, Brand USA, the destination-marketing organization for the United States, announces Marriott International across the United States as the official hotel sponsor for United Stories. The sponsorship will help expand the global reach of the United Stories campaign, which aims to inspire international travelers to visit the USA through visual storytelling efforts. This new United Stories collaboration also provides Marriott International, one of Brand USA's founding and diamond partners, fresh localized content and innovative ways to reach international customers.

Launched earlier this year in partnership with Beautiful Destinations, United Stories utilizes mobile content creation labs to track and share relatable, human stories to inspire lasting emotional connections between international travelers and people and places across the United States. Throughout the year, accomplished content creators, storytellers, and influencers will travel to various points of interest across the country in eye-catching, buzz-worthy vehicles branded with #UnitedStories.

"We are thrilled to collaborate with Marriott International on United Stories. Marriott's strong international brand recognition and ongoing dedication to their customers makes them an ideal partner to expand the reach of this campaign," said Tom Garzilli, chief marketing officer of Brand USA. "We believe in the power of storytelling to engage global audiences and highlight the diversity of real travel experiences in the USA. Our partnership will help deliver these inspiring stories to an even larger population of international travelers, extending the United Stories campaign to millions of people around the world."

Marriott Bonvoy will be integrated within the United Stories campaign to generate awareness and create connectivity with its newly launched travel program. This includes branding of the mobile content creation labs and hosting influencers and content creators at hotels across the USA.

"The United Stories mission aligns with our passion for travel, said Kieran Donahue, vice president, marketing, The Americas. "Our sponsorship of United Stories is a great extension of our ongoing partnership with Brand USA. The mobile content labs allow us to show the breadth, depth, and variety of our brands, destinations, and hotels throughout the U.S., and most importantly, connect with our members and guests in a way that showcases how good travel can enrich and unite the world."

The Marriott Bonvoy travel program is built on the belief that all travel is good travel; it enriches the individual and connects the world. The program offers a global footprint of extraordinary hotel brands, experiences for every passion on Marriott Bonvoy Moments, and the richest rewards and benefits.

The United Stories mobile content lab launched in January and has traveled to nine U.S. states and territories: Alaska, Arizona, Florida, Hawai'i, Puerto Rico, South Dakota, Tennessee, Texas, and Vermont. At each destination, United Stories content creators spotlight first-person perspectives of American culture via locals, influencers, and travelers. To view the unique stories captured at each destination, or to learn more about the mobile lab's next stop, follow along on Facebook, #UnitedStories on Instagram, or VisitTheUSA.com/UnitedStories.

Additional information about Marriott Bonvoy is available at MeetMarriottBonvoy.marriott.com. Travelers can also follow and connect with Marriott Bonvoy on Facebook, Twitter and Instagram.

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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.