NEWS RELEASE

Brand USA announces future locations for Brand USA Travel Week Europe Initiative and Expansion of USA Discovery Program

LONDON - September 09, 2019

United Kingdom, Germany, France, and the Netherlands to host Brand USA Travel Week Europe between 2020 and 2025

Brand USA reveals expansion of USA Discovery Program to France, Italy, and Spain

LONDON (Sept. 9, 2019) – Today, during the opening address at the inaugural Brand USA Travel Week Europe, taking place Sept. 9-12, 2019, Brand USA, the destination marketing organization for the United States, revealed that the United Kingdom, Germany, France, and the Netherlands are the countries chosen to host the game-changing initiative between 2020 and 2025. Once again, the event will be an immersive celebration of the United States, showcasing the diverse range of travel experiences available throughout the 50 states, five territories, and the District of Columbia. In 2020, the event will once again be held in London, the United Kingdom's capital city.

Below are the host locations (subject to change):

- 2020: United Kingdom
- 2021: Germany
- 2022: United Kingdom
- 2023: France
- 2024: United Kingdom
- 2025: Netherlands

"Brand USA Travel Week Europe balances business-generating appointments with educational and inspirational speaker sessions, and engaging, networking events to maximize delegate satisfaction," said Christopher L. Thompson, Brand USA president and CEO. "We are very excited to bring Brand USA Travel Week Europe once again to the United Kingdom, and then to Germany, France, and the Netherlands between 2020 and 2025. Putting the United States firmly on the European stage, the initiative positions the USA as a premier destination as we aim to increase visitation, spend, and market share from across the continent."

Brand USA also announced the expansion of its signature USA Discovery Program, an award-winning online travel agent training platform, to France, Italy, and Spain. In the coming months, the Brand USA teams in these markets, with the French site also being promoted in Belgium and Luxembourg, will work with the travel trade, travel media, and Visit USA Committees to promote the program - a travel trade tool for training agents on the diverse travel experiences in the United States.

Thompson added, "The expansion of the USA Discovery Program across Europe is critical to Brand USA's travel trade initiatives as agents on the continent are vital partners in promoting and selling travel experiences to the United States."

The USA Discovery Program is now operational in the Australia, Austria, Belgium, Brazil, Canada, China, France, Germany, India, Ireland, Italy, Luxembourg, Mexico, the Netherlands, New Zealand, Spain, Switzerland, and the United Kingdom.

Brand USA Travel Week Europe 2019 is an immersive celebration of the United States, showcasing the diverse range of travel experiences available throughout the 50 states, five territories, and the District of Columbia. This event provides a revolutionary business platform for U.S. suppliers to engage with key buyers from across Europe, who have a strong interest in leveraging opportunities to grow arrivals to the USA. Brand USA Travel Week Europe 2019 will act as a vehicle to support growth in the U.S. travel sector and will create more opportunities than ever before to inspire European travelers to visit the USA to, through and beyond gateway cities.

For more information on Brand USA Travel Week Europe, visit BrandUSATravelWeek.com. For more information on the USA Discovery

Program, visit USADiscoveryProgram.com.

###

MEDIA CONTACTS:
Hills Balfour
Mark McCulloch
Public Relations Senior Director, UK, Ireland, & Europe
+44 (0) 207.593.1715
MMcCulloch@TheBrandUSA.co.uk

Brand USA Consumer Media & Public Relations
Monica Ceballos
Director, Consumer & Trade Public Relations
+1 202.735.2320
MCeballos@TheBrandUSA.com

Brand USA Corporate Communications
Colleen Mangone
Director, Media Relations
+1 202.793.6376
CMangone@TheBrandUSA.com

###

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.