NEWS RELEASE

Brand USA released dates and venue for second 'Brand USA Travel Week Europe'

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Brand USA Travel Week Europe 2020 will take place from Sept. 21 – 25 at etc. venues County Hall, London

Today, details were released around Brand USA Travel Week Europe 2020. The biggest players in the United States and European travel industries will gather once again to discuss trends, challenges, innovations, and opportunities to increase international visitation to the United States. Brand USA Travel Week Europe is scheduled to take place from Monday, Sept. 21 – Friday, Sept. 25, 2020, at London's etc. venues County Hall. Registration is now open to exhibitors and buyers with exhibitor registration closing on Mar. 31, 2020, and buyer registration closing on Jun. 17, 2020.

"Brand USA Travel Week Europe debuted to great success in 2019, showcasing the diverse range of travel experiences available throughout the United States. The event proved to be a groundbreaking initiative for Brand USA and its partners," said Tom Garzilli, chief marketing officer at Brand USA. "Brand USA Travel Week Europe has improved the way the U.S. travel community engages with the European market, fostering more authentic connections and business opportunities. We are dedicated to providing both exhibitors and buyers with an even greater experience in 2020."

Brand USA Travel Week Europe celebrates the diverse range of travel experiences available throughout the 50 states, five territories, and the District of Columbia. The 2020 event will offer curated one-on-one B2B appointments between U.S. exhibitors and European buyers, a compelling and informative Enrichment Series, and a series of extraordinary evening events that will engage, educate, and entertain attendees.

“Europe has long been a vital market to the United States, and Brand USA Travel Week Europe is a clear demonstration of our continued commitment to driving inbound visitation from this region. Putting the United States firmly on the European stage in a truly unique business setting, the initiative positions the USA as a premier destination as we aim to increase visitation, spend, and market share,” added Christopher L. Thompson, president and CEO of Brand USA

Brand USA Travel Week Europe will rotate throughout Europe. Future locations have been identified as 2021 in Germany, 2022 in the United Kingdom, 2023 in France, 2024 in the United Kingdom, and 2025 in the Netherlands.

Additional information about Brand USA Travel Week Europe is available at BrandUSATravelWeek.com.

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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.