NEWS RELEASE

Brand USA invites the trade to “Rediscover the USA” with a series of webinars this March

February 23, 2021



NEW DELHI (February 23, 2021)—This March, Brand USA, the destination marketing organization for the United States, will launch a new, educational webinar series in India entitled, “Rediscover the USA.” The three-part series will assist travel agents in updating their knowledge of U.S. destinations and experiences, showcasing family holiday ideas. With the help of Brand USA Insider Guides—a part of Brand USA’s digital resource library for the travel trade—travel agents will explore to, through, and beyond U.S. gateways via road and rail journeys.

“We are delighted to once again engage with our Indian travel trade partners to help them create new, varied experiences for clients visiting the USA. The ‘Rediscover the USA’ webinar series will also give the Indian travel trade community an opportunity to interact with various destination management companies (DMCs) in the United States to learn about their latest product range, along with their on-ground service offerings,” says Jackie Ennis, vice president, global markets for Brand USA.

Rediscover the USA will offer extensive information on diverse local experiences that will inspire Indian travelers to visit the U.S., and assist the travel trade with enriching their itineraries and offerings. In addition to a presentation from representatives of Brand USA, DMCs offering tourism services in the USA will also join the webinars to showcase their on-ground services and provide information about new, innovative products available in their portfolios for 2021.

Upcoming dates for the three Rediscover the USA are:

- **East Coast Explorations: March 10, 2021** From the iconic lighthouses of New England to the charming coastal city of Savannah, set under a veil of Spanish moss, discover beyond the gateway cities in the Northeast and Southeast regions of the United States and gain knowledge of new East Coast products.
- **Central – USA Adventures: March 17, 2021** Build expertise on how to create new Central USA products that take families from the Great Lakes and Great River Road National Scenic Byway of the Midwest to towering red rocks and desert landscapes of the American Southwest.
- **West Coast Getaways: March 31, 2021** Explore majestic mountain ranges and rugged hills of the Wild West as well as hidden coves, cliffside trails, and ancient forests along the Pacific coast to learn about new West Coast products that take travelers to, through and beyond the gateway cities.

The following DMCs will be interacting with Indian travel agents at these webinars showcase their products:

- **East Coast Explorations:** American Tours International (ATI), 7M Tours, and Allied T Pro
- **Central – USA Adventures:** Ujala Vacations, Tours Limited, and Maxim Tours
- **West Coast Getaways:** Discover Destinations, TravDek, and Red Carpet Travels

The travel trade can register for the ‘Rediscover the USA’ webinars via this link:
https://zoom.us/webinar/register/WN_NplzuVBmQBuJXPiCMMWM9A

Brand USA also encourages agents to sign up for the USA Discovery Program, an interactive online training course which provides them with the knowledge and skills needed to sell trips to the USA more effectively to customers.

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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.

Media Contacts

Anjelica Magee
Manager, Public Relations/Consumer & Trade
202.536.2063

Sunil Puri
Joint Managing Director
+91-7290050760

Sonika Mendiratta
Sartha Global Marketing
+91-8130050164