NEWS RELEASE

Exhibitor and Buyer Registration Now Open for Brand USA Travel Week Europe 2021

July 28, 2021

WASHINGTON, D.C. (July 28, 2021)—Brand USA, the destination marketing organization for the United States, has announced that **Brand USA Travel Week Europe 2021** will take place in-person from Monday, Oct. 25 to Thursday, Oct. 28 at etc. venues County Hall in London. For the third consecutive year, the event will bring together key players in the U.S. and European travel industry to discuss trends, challenges, innovations, and the opportunity to drive future visitation to the United States. Registration is now open to Exhibitors and Buyers, with Buyer registration closing on July 30, 2021 and Exhibitor registration closing on August 13, 2021.

“Brand USA Travel Week Europe debuted to great success in 2019, and was followed up with an innovative, virtual edition in 2020 attended by more than 750 delegates. The groundbreaking initiative and annual event has improved the way the U.S. travel community engages with the European market,” said Tom Garzilli, chief marketing officer at Brand USA. “As we begin to re-enter key markets, Brand USA Travel Week Europe will play an integral role in strengthening industry relationships and facilitating business opportunities. We are dedicated to providing both Exhibitors and Buyers with an even greater experience in 2021 as we build the future of U.S. tourism together.”

Brand USA Travel Week Europe celebrates the diverse range of travel experiences available throughout the entirety of the United States. The 2021 event will offer U.S. Exhibitors and European Buyers one-to-one “matchmade” appointments, a compelling Enrichment Series filled with key insights from marketers, strategists, and industry leaders, and a series of networking sessions and evening events for attendees to reconnect with friends and renew business relationships. The event will provide critical market insights from marketers, strategists, and industry leaders that will leave Brand USA Travel Week Europe 2021 attendees inspired, educated, and motivated through its forward-looking programming.

“Europe will be crucial to the recovery of long-haul travel to the United States, and it is important we demonstrate our commitment to driving inbound visitation and market share from this region,” said Brand USA President and CEO Chris Thompson. “We are excited to return to London in October to host Brand USA Travel Week Europe and continue to lay the foundation for the highly-anticipated return of European travelers to the United States. Our role is to position the USA as a premier international travel destination, providing inspiration leading to activation, and travel and tourism’s contributions to the recovery of the U.S. economy. This event is a critical step in that process.”

Hosted European Buyers will be recruited from countries across Europe, including and not limited to ?Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Scandinavia

(Denmark, Norway, and Sweden), Spain, Switzerland, and the United Kingdom.

Brand USA Travel Week Europe 2021 will follow protocols and regulations set forth by the U.K. government and the host venue, etc. venues County Hall. Guidelines based on the latest protocols will be shared in advance of the event.

Additional information about Brand USA Travel Week Europe, including a link for Exhibitors to register 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.

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