BRAND USA

NEWS RELEASE

Brand USA launches National Parks app with The Telegraph as ‘National Parks Adventure’ film dates announced

Washington, DC - November 04, 2015

2016 celebrates National Park Service centennial

Brand USA, in partnership with The Telegraph, today announces the launch of the first of six bespoke National Parks guides on the Telegraph's travel app.

This first guide will provide users with an overview of every national park. Further guides will focus on the top five most-visited parks in the USA. These are:

1. Great Smoky Mountains National Park
2. Grand Canyon National Park
3. Yosemite National Park
4. Yellowstone National Park (Yellowstone was also the first designated National Park)
5. Rocky Mountain National Park

Information on each park will include itineraries, highlights, access information and places to stay and eat.

The overview guide is available for download now, for free, on an iPhone or iPad: https://itunes.apple.com/gb/app/travel-guides-by-telegraph/id793779955?mt=8

The individual guides will go live from November-February 2016.

The idea of national parks originated in the United States, and today 300 million visitors a year enjoy the more than 400 national parks that can be found across the country. The National Park Service turns 100 in 2016, and it’s the perfect occasion to explore the parks as well as the national heritage areas, trails, historic landmarks, and other sites that preserve America’s cultural heritage and natural spaces and tell the American story. Special events will take place throughout 2016 as the centennial kicks off a second century of stewardship. Information about these events and more can be found at FindYourPark.com.

To celebrate the occasion, the Brand USA giant-screen film will hit cinemas across the world from 12 February 2016. The ‘National Parks Adventure’ film, narrated by Academy Award® Winner, Robert Redford, has been produced by MacGillivray Freeman and will be shown in 3D at selected IMAX® and large screen cinemas. Presented by Expedia, Inc. and Subaru of America, Inc., Robert Redford will take audiences on the ultimate off-road adventure into the nation’s awe-inspiring great outdoors and untamed wilderness told from the perspective of national parks ambassador and world-class mountaineer, Conrad Anker, as well as adventure photographer Max Lowe.

The film was shot in 30 national parks over a nine-month period, with IMAX cameras enabling every vantage point of these natural wonders to be brought to audiences with vivid colours and landscapes.

David Whitaker, Brand USA’s Chief Marketing Officer, commented, “To be able to market such a momentous occasion as 100 years since the start of the National Park Service is incredibly exciting. In ‘National Parks Adventure’ we celebrate those who had the foresight to implement national parks for future generations, and we invite visitors from around the world to enjoy them for themselves.”

Visit VisitTheUSA.com/Outdoors for more information on the National Parks Adventure, including behind the scenes footage.

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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.