NEWS RELEASE

New partner opportunities and global developments on USA Discovery Program

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Brand USA is pleased to announce a successful year coupled with new opportunities available on the USA Discovery Program – the official online training programme for the United States of America.

Along with 10 Brand USA badges, which encompass popular holiday experiences available in the United States, such as Coastal Escapes, Winter Sports, Luxury and Great Outdoors, the USA Discovery Program also hosts new content on bespoke destinations badges, including Las Vegas, Santa Monica, Portland, Denver, Utah, Kentucky, Lake Tahoe and, most recently, Philadelphia.

The new content continues to engage in excess of 4,500 users on the UK and Ireland site, with over 4,650 badges having been passed in total since the launch of the programme in 2013.

Integration with the MegaFam qualification process joins innovative additions to the site, such as the Knowledge Forum – where users can share their destination knowledge to gain 'star member' status – and the Member Photos page where users can upload recent snaps from familiarisation trips or holidays they've enjoyed in the USA.

With the training programme live in India, Australia and New Zealand, 2015 also saw the website launch in Brazil. Plans are underway to launch the program in Mexico next year.

David Whitaker, Brand USA's Chief Marketing Officer, said: "The USA Discovery Program continues to inspire agents across the globe and provide them with the knowledge they need to sell the USA as a premier holiday destination. We value the agents booking holidays to the United States on our behalf – they are our voice to the consumer. Our intention is to keep the USA Discovery Program as the number one go-to tool for agents. By working with our destination partners and producing fresh, new content, our goal is to continue to increase visitation year on year."

Agents who attend World Travel Market on Thursday will also be able to visit the stand (NA350F-1) to meet the team and hear more about the brand new destinations for USA MegaFam 2016.

The USA Discovery Program is optimised for tablets and smartphones, and integrates with Facebook and Twitter.

For more information and to sign up, agents should visit USADiscoveryProgram.co.uk.

Consumer website: VisitTheUSA.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.