NEWS RELEASE

Brand USA Names Alice Norsworthy, President of Global Marketing, Universal Parks & Resorts as the 2022 Chair of the Board of Directors

December 07, 2021

WASHINGTON, DC (December 7, 2021) – Brand USA, the destination marketing organization for the United States, today announced that its board of directors has elected Alice Norsworthy, president of global marketing, Universal Parks & Resorts, as chairwoman. The organization also announced the appointment of two new directors and the reappointment of two directors.

Brand USA is governed by an 11-member board of directors appointed for a maximum of two consecutive three-year terms. Appointments to the Brand USA Board of Directors are made by the U.S. Secretary of Commerce in consultation with the U.S. Secretary of State and the U.S. Secretary of Homeland Security, as provided for in the Travel Promotion Act as amended.

“Coming off 20 months of U.S. borders being closed to international travelers, Brand USA’s global footprint and its storytelling and marketing abilities are vital to the recovery of the U.S. tourism industry,” said Norsworthy. “I appreciate the trust placed in me and my fellow board members by U.S. Commerce Secretary Gina Raimondo. It’s an honor to serve as Brand USA’s board chair and I look forward to working with my board colleagues, Chris Thompson, and the entire Brand USA team during this pivotal time.”

The newly appointed and reappointed members bring invaluable expertise and fresh, innovative perspectives to the board, which is comprised of representatives from various sectors of the travel and tourism industry. The board provides overall leadership and guidance, aiding Brand USA with critical counsel in its mission and operations. This round of appointments included:

- New appointment: Elliott Ferguson, president & chief executive officer, Destination DC (representing the city convention and visitors’ bureau sector)
- New appointment: Lauren Bailey, chief executive officer and co-founder, Upward Projects (representing the restaurant sector)
- Reappointment: Mark Hoplamazian, president and chief executive officer, Hyatt Hotels Corporation (representing the hotel accommodations sector)
- Reappointment: Todd Davidson, chief executive officer, Travel Oregon (representing one of two officials from a state tourism office)

“We’re so pleased to have Mark and Todd continue to share their expertise as members of the Brand USA Board of Directors and to welcome Lauren and Elliott as our newest members. As international travel and tourism continues to rebound, it’s reassuring to have such a wealth of experience and knowledge on which we can draw,” said Chris Thompson, president and CEO of Brand USA. “In addition to their unique perspectives and leadership, we are also honored to have Alice Norsworthy leading the helm as this year’s board chair. Alice is a leading force in the travel industry and is uniquely poised to aid Brand USA in our mission to draw international travelers back to the USA, guiding the economic rebound for so many destinations. With this talented board, we can accomplish our goal of ensuring the U.S. remains a top priority for international travelers.”

Outgoing Chair Kyle Edmiston, president and CEO for Lake Charles/Southwest Louisiana Convention & Visitors’ Bureau, passes the baton to Norsworthy after serving on the Brand USA Board of Directors from 2015 to 2021 and as board chair over the past year. The board also elected Todd Davidson as vice chair and Mark Hoplamazian as treasurer.

Brand USA’s next board of directors meeting will take place on February 3 in Washington, DC. More information about the board meetings is available at www.TheBrandUSA.com/media-events/board-meetings.

The full board of directors is:

Brand USA Board Chair

- Alice Norsworthy, president of global marketing, Universal Parks & Resorts

Brand USA Vice Chair

- Todd Davidson, chief executive officer, Travel Oregon

Treasurer

- Mark Hoplamazian, president and chief executive officer, Hyatt Hotels Corporation

Additional Members

- Tom O'Toole, associate dean for executive education and clinical professor of marketing, Northwestern University
- Noel Irwin Hentschel, chairman and chief executive officer, American Tours International, LLC
- Kristen Esposito, principal, Esposito Global Partners
- Keiko Matsudo Orrall, executive director, Massachusetts Office of Travel and Tourism
- Donald Moore, senior vice president, business rental sales and global accounts, Enterprise Holdings, Inc.
- Dean Kantaras, owner and managing attorney, K. Dean Kantaras, P.A.
- Elliott Ferguson, president & chief executive officer, Destination DC (representing the city convention and visitors' bureau sector)
- Lauren Bailey, chief executive officer and co-founder, Upward Projects (representing the restaurant sector)

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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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