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Brand USA Successfully Concludes Third India Travel Mission
Launches Culinary Guide and Online Discover America Program in India

New Delhi, September 13, 2014 - Brand USA today concluded its third annual India Travel Mission held from September 7 - 13, 2014. 43 participants representing 31 U.S. companies including destinations, attractions, hotels, receptive operators and media held a buyer-seller meet in the three cities of Bengaluru, Mumbai and New Delhi. During the Mission, Brand USA unveiled its culinary initiative, "Discover America: Great American Food Stories culinary guide" aimed at promoting gastro-tourism in the USA besides announcing the launch of its online training program, "USA Discovery Program" for Indian agents.

This year the Travel Mission included three interactive business sessions in Bengaluru (September 8), Mumbai (September 9) and New Delhi (September 12) and provided an appropriate platform for US delegates to provide India's travel buyers an in depth look at U.S. destinations and experiences to increase cooperation and travel bookings. The invitees included major stakeholders from the Indian travel trade, airline representatives, hospitality representatives and tour operators. Additionally, a dedicated media day was organised in New Delhi on September 13 with leading travel trade and consumer media.

The "USA Discovery Program" is an online learning tool to enable the travel industry in India to sell this **destination** like never before. **The "USA Discovery Program" can be reached at www.USADiscoveryProgram.in** , where agents can find necessary information on regions, states **and territories**. **Agents can** know more about experiences and holiday themes to provide a holistic overview of the USA as a destination and to enable cross-selling on all aspects of sales to the USA.

The objective of the culinary publication is to inspire the world to discover the destinations and tastes of the United States. It brings together some of the best-known American chefs and dishes with the destinations they represent.

The guide is being put together with the State Department's Diplomatic Culinary Partnership, which is an exciting collaboration with James Beard-recognized chefs and others. Brand USA invites travellers to visit its consumer call-to-action at DiscoverAmerica.com/foodstories and to share their own U.S. food and culinary travel experiences on social media platforms utilizing the hash-tag #FoodStoriesUSA.

Mr. Jay Gray, Vice President, Global Partnership Development, Brand USA said, "We are incredibly excited to launch our Culinary Guide and the Discover America online training program for the Indian market on this occasion of our third successful India Travel Mission. These new products will further strengthen the diversity and history of the United States among Indian travelers and entice them to experience the boundless opportunities that our country has to offer."

Ms. Sheema Vohra, Managing Director of Sartha Global, marketing representative office for Brand USA added, "The USA is a hugely popular destination for Indian customers. We are delighted that travel mission is proving to be the most appropriate and productive platform for U.S. suppliers to interact with travel trade partners. The interactive and innovative online Discover America program would provide a holistic overview of the USA as a destination and enable them to highlight US as the world's leading destination."

In last few years, there has been a steady increase in numbers of Indian arrivals to the USA. As per the latest figures released by the U.S Department of Commerce, India ranked 11th amongst the top 20 tourist generating countries for the US with 859,000 arrivals, an increase of a healthy 18.6 % over the previous year. In 2012 Indian visitors also ranked 10th in the world in terms of money spent, with a total spend of \$5.6 billion - an increase of 14% over the previous year.

Brand USA led a team of representatives from 7M Tours LLC, Beverly Hills Conference & Visitors Bureau, California Academy of Sciences, Caesars Entertainment, Choice Hotels International, Disney Parks USA, Fairmont Raffles Hotels International, Las Vegas Convention And Visitors Authority, Macy's, NYC & Company, Madame Tussauds NY, Empire State Building Observatory, New York Water Taxi, Broadway Collection, Papillon Grand Canyon Helicopters,

Philadelphia Convention & Visitors Bureau, San Francisco Travel Association, Sans Incredible Vacations, SeaWorld Parks and Entertainment, Simon Shopping Destinations, Starwood Asia Pacific Hotels & Resorts Pvt. Ltd., Sundance Helicopters, Tour America Inc., Tours Limited, Travel Oregon, Universal Orlando Resorts, Visit California, Visit Florida, Visit Orlando and Visit Tampa Bay.

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About Brand USA

Brand USA is the public-private partnership responsible for promoting the United States as a premier travel destination and communicating U.S. entry/exit policies and procedures. Established by the Travel Promotion Act in 2010, the organization's mission is to increase international visitation to the United States while working in partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures.

For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about travel to and around the United States, please visit Brand USA's consumer website at www.DiscoverAmerica.com.