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Brand USA Successfully Concludes Second India Travel Mission

New Delhi, September 26, 2013 – Brand USA, the United States of America’s first-ever nationally coordinated tourism-marketing organization, today concluded its second India Travel Mission. Organized between September 22 to September 26, 2013 in New Delhi and Mumbai, the mission witnessed the participation of 47 delegates, representing 31 organizations from various U.S. destinations, attractions, hotels and destination management companies.

The travel mission included two interactive business sessions in Mumbai (September 23) and New Delhi (September 25) that provided an opportunity for US delegates to develop and strengthen co-operation with their Indian counterparts. 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 26 with leading travel trade and consumer media.

In the last couple of 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 12th amongst the top 20 tourist generating countries for the US with 724,433 arrivals, an increase of 9.2% over the previous year. In 2012 Indian visitors also ranked 10th in the world in terms of money spent, with a total spend of \$4.9 billion - an increase of 11% over the previous year.

Seeing the tremendous response generated by the mission, Mr. Jay Gray, Vice President, Global Partnership Development, Brand USA said, “We thank our travel industry partners for their overwhelming support for yet another successful India Travel Mission. Such events augment our efforts in building positive awareness of the United States as a travel destination, and inviting more Indian travelers to experience the boundless opportunities that our country has to offer.”

Ms. Sheema Vohra, Managing Director of Sartha Global, the recently appointed marketing representative office for Brand USA added, “The travel mission is the most appropriate and productive platform for U.S. suppliers to provide travel partners with vital destination information, that inspires and makes it easier for them to conclude mutually beneficial business deals.”

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.