NEWS RELEASE

Brand USA launches television submissions site

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Brand USA, the new tourism marketing body for the United States of America, has announced the launch of a bespoke website dedicated to television programme idea submissions.

TV.thebrandusa.co.uk has been built specifically to accept confidential television ideas from production partners, before a shortlist will be put before a Television Advisory Board. The Board will decide on the chosen submission(s) and will aim to work in partnership to create the programme(s).

The launch of the site secures Brand USA's long term commitment to the UK and Irish markets and its intention of bringing America to life on the television.

Brand USA's objective in-market is to rekindle the holidaymakers' love affair with America – reclaiming the USA's share of the market and positioning the country as a diverse destination still to be explored.

By highlighting the country as a fresh and unexpected destination, with welcoming and friendly locals, Brand USA's intention is to promote the United States of America as the world's leading tourism destination for UK and Irish visitors.

Jay Gray, Vice President of Business Development, Brand USA, said: "We know how incredible a destination can look on television and that, for many viewers, it's what may inspire a booking for their next holiday. Whilst watching it on TV may be the next best thing, of course, nothing brings the sights and sounds of the United States to life as much as being here in person!"

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About Brand USA
Brand USA is the nation's official 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.

Since 2012 Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly $35 billion in the United States, generating $76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated $10 billion in tax receipts and returned $20 to the U.S. economy for every dollar spent.