

Brand USA Unveils Itineraries for its First Ever Brazil MegaFam

São Paulo, Brazil - March 07, 2019

Brand USA, the destination marketing organization for the United States, in partnership with Copa Airlines, today announces details of the five itineraries for its first Brazil MegaFam. Taking place from March 13 – 22, 2019, the multi-destination familiarization trip will host 60 travel agents and five tour operators from all regions of Brazil with the objective to develop new products and increase expertise when selling U.S. destinations to Brazilian travellers.

All invited travel professionals took part in a sales incentive campaign with Copa Airlines in which ticket sales to the USA were worth classifying points. Eligible participants also had to complete the Regional Expert Badge on Brand USA's official agent training site: USADiscoveryProgram.com.br.

After traveling on one of the five itineraries, the agents will gather for a grand finale celebration in Kissimmee, Florida. During their stay in Kissimmee, the agents will have the opportunity to visit new properties and to experience highlights of the destination. An additional five tour operators will then join the group for B2B sessions with local partners and DMCs, further enhancing their contacts and negotiations for future product development.

The itineraries for the 2019 MegaFam are:

- **Northern Vibes: Rhythms of the River** – Visiting Illinois, Iowa, and Wisconsin
- **Southern Charm: Musical Roots** – Visiting Louisiana, Alabama, and Georgia
- **Dreaming Big: Neon Lights, Camera, Action** – Visiting California and Nevada
- **Eastern Legacy: The Historic Trails** – Visiting Washington, DC and Pennsylvania
- **Crossing America: Snow, Sun & Fun** – Visiting Colorado and Florida

With the addition of the Iowa itinerary, Brand USA has officially taken a MegaFam to all 50 states. The MegaFam program began in 2013 with the objective to create awareness of the diverse destinations and travel experiences available throughout the United States.

To become a qualified USA Specialist and learn more about the MegaFam, agents in Brazil should visit USADiscoveryProgram.com.br.

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About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the United States in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past ten years Brand USA's marketing initiatives have helped welcome 8 million incremental visitors to the United States, benefiting the U.S. economy with more than \$58 billion in total economic impact and supporting, on average, more than 37,000 incremental jobs a year.

For industry or partner information about Brand USA, visit TheBrandUSA.com or follow us on [Facebook](https://www.facebook.com/brandusa), [LinkedIn](https://www.linkedin.com/company/brandusa), and [X/Twitter](https://twitter.com/brandusa). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website VisitTheUSA.com; follow Visit The USA on [Facebook](https://www.facebook.com/visittheusa), [TikTok](https://www.tiktok.com/@visittheusa), and [Instagram](https://www.instagram.com/visittheusa); and watch travel shows on [GoUSATV](http://GoUSATV.com).