

Brand USA Places All Eyes on the German Travel Trade with Focus On Germany (February 23)

February 18, 2021

MUNICH (February 18, 2021)—Brand USA, the destination marketing organization for the United States, announces two events for the German travel trade to connect with U.S. partners on Brand USA Global Marketplace—a custom-built, always-on platform for the international travel industry. On Tuesday, February 23, 2021, the German travel trade community is invited to join U.S. partners for [Focus On Germany](#), a one-day event providing a series of market updates from the biggest challenges facing the German travel trade to media opportunities based on the evolving travel landscape and the latest consumer sentiment trends.

“Germany is one of our key recovery markets, as it is the second largest market for inbound travel from Europe to the United States,” says Christopher L. Thompson, Brand USA president and CEO. “Focus On Germany will present U.S. partners with the latest marketing intel, and allow German buyers to re-engage with Brand USA Global Marketplace, a valuable resource that provides access to a diverse range of U.S. destinations, attractions, and points of interest. The event will help underline the importance of the German trade and media for the U.S. travel industry and the impact they have on German travelers in every step of their decision making.”

Focus On Germany will kick off with a welcoming address from Thompson, followed by a keynote address from **Ulf Sonntag**, Project Head at Reiseanalyse, Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR)—publisher of Germany’s most renowned travel behavior analysis. Sonntag will take a deep dive into the current consumer sentiment, shining a spotlight on opportunities and challenges for German travel to the United States, based upon research from more than 10,000 interviews that examine German consumer travel and vacation behavior, as well as travel motives and interests.

Following this keynote address, attendees will join a series of panelist discussions and information sessions. Program highlights include:

- An in-depth look at the travel trade, consumer sentiment, and the current situation of travel to the U.S. with **Philipp Detmer**, director of North America for DER Touristik, **Tilo Krause-Dünnow**, president and CEO of CANUSA Touristik, and **Pia Hambrock**, head of product and operations for CRD Touristik. The experts will discuss consumer travel sentiment, current industry challenges, and recovery plans. This panel will be moderated by **Holger Jacobs**, editor-in-chief of **FVW**, Germany’s leading travel trade publication.
- A conversation about purposeful content and opportunities for U.S. destinations to be featured in German travel stories during and after a year of crisis with **Jennifer Latuperisa-Andresen**, editor-in-chief of **reisen EXCLUSIV**, **Nadine Sieger**, U.S. Correspondent of **ELLE/ELLE Decoration** and **Dr. Elfi Vomberg**, freelance travel writer. This panel will be moderated by **Henry Barchet**, radio journalist at **SWR** and producer of **Audiotravels**.
- An overview of the German travel landscape and digital media trends with **Sandra Vondereck**, director media consulting, international and **Florian Ritt**, director media consulting for **MediaCom Germany**.
- End of the day networking session where German travel agents will have the opportunity to speak with U.S. partners, panelists, and Brand USA representatives.

Registration

The German travel trade community is encouraged to register for Focus On Germany to connect with more than 125 U.S. destinations, attractions, and points of interest in all 50 states, five territories, and the District of Columbia. As always, travel agents and tour operators may register for Brand USA Global Marketplace free of charge to access travel itineraries, destination marketing collateral, and more. Guests may register for the platform via <https://brandusaglobalmarketplace.com/portal/register?event=focus-on-germany>.

**Existing platform users do not need to re-register for the platform.*

To learn more about the events, including the full program of events, please visit: www.brandusaglobalmarketplace.com.

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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](#), [LinkedIn](#), and [X/Twitter](#). 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](#), [TikTok](#), and [Instagram](#); and watch travel shows on [GoUSATV](#).

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