



Amanda Davis is senior manager, global trade development (UK, Europe) for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort.

Amanda had been coordinator then senior coordinator for the Global Trade team, a position she held since joining Brand USA in June 2016. During her association, she has been instrumental in supporting the USA Discovery Program, Brand USA's online-training program for international travel agents. She has also worked extensively with Brand USA MegaFams (large-scale familiarization tours), and tradeshow.

Prior to coming to Brand USA, Amanda was both the development administrative assistant and administrative assistant to the membership director at the Girl Scout Council of the Nation's Capital. Earlier, she was a teaching assistant and instructor in Le Mans, France, and Washington, DC.

A native of Richmond, Virginia, Amanda views The Homestead in Hot Springs, Virginia as her favorite destination. "It's a hidden gem," she says. And, she links her favorite travel memory to a family road-trip through Arizona, with visits to Sedona, Scottsdale, and the Grand Canyon – all locations that epitomize the rugged beauty and magical allure of the Southwestern landscape.