

2019 Brand USA China Sales Mission Open for Registration

WASHINGTON, DC

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Fourth Brand USA China Sales Mission Will Be Held in Three Cities

Brand USA, the destination marketing organization for the United States, has announced registration is now open for the 2019 China Sales Mission held in Beijing, Guangzhou, and Shanghai from March 17 - 22. This will be the fourth annual Brand USA China Sales Mission.

According to the most recent **National Travel and Tourism Office (NTTO)** statistics, in 2017, the United States welcomed more than 3.1 million visitors from China, with a consecutive increase throughout the past decade. China is currently the fifth-largest international market in terms of visitation into the United States and the Chinese market ranks first in spending for inbound travel to and within the United States.

The sales mission provides a platform in China for U.S. destination marketing organizations (DMOs), hotels, attractions, and suppliers to interact directly with Chinese tour operators, airline representatives, travel agents, meeting and incentive agents. It is an opportunity to introduce the limitless potential of the United States as a travel destination, create awareness, and encourage leisure travelers from China to visit the United States.

“Brand USA’s leading voice in the travel industry is shaped by the diversity and complexity of its narrative,” said Cathy Domanico, Vice President, Global Trade Development of Brand USA. “Heading into our fourth annual China Sales Mission, we view this as the chance to both inform the Travel Trade in China on the potential travel opportunities the USA has to offer and, develop significant business relationships with the travel trade in China.”

The invited Chinese travel trade executives, product managers, and operation managers are from tier one cities of Beijing, Shanghai, and Guangzhou. There will be approximately 120 Chinese buyers participating in B2B sessions and social events in Beijing, Guangzhou, and Shanghai.

Registration and event details are available at the **2019 Brand USA China Sales Mission** website. The deadline to register is Jan. 31, 2019 and questions can be directed to Brand USA’s Senior Manager, Global Trade Development, **Louis Lu**.

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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 USA 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 five years Brand USA’s marketing initiatives have helped welcome 5.4 million incremental visitors to the USA, benefiting the U.S. economy with more than \$38 billion in total economic impact and supporting, on average, more than 51,000 incremental jobs a year.

For industry or partner information about Brand USA, visit **TheBrandUSA.com**. 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** and follow Visit The USA on **Facebook**, **Twitter**, and **Instagram**.

