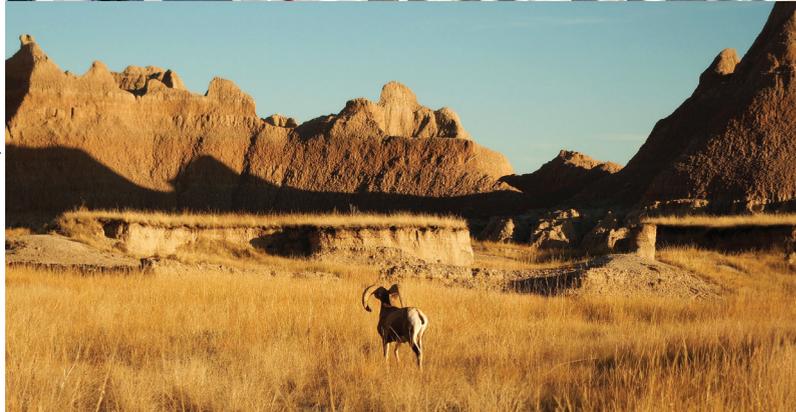




USA

 WEEK-LONG
 ITINERARY
 IDEAS



SEVEN ITINERARIES | ONE ICONIC COUNTRY



As a result of the seventh annual Brand USA United Kingdom & Ireland MegaFam, 100 of the market's top selling travel agents are now even better equipped to sell the United States as a premier travel destination.

With American Airlines and British Airways as our long-term UK & Ireland MegaFam flight partners, and the tremendous support from our fantastic destination partners, we recently completed our most ambitious Brand USA MegaFam to date! The 100 agents simultaneously travelled along seven diverse itineraries, spanning 18 states, and visiting two U.S. territories.

The seven itineraries highlighted our country to, through, and beyond traditional gateway cities. From salsa dancing through the streets of San Juan, Puerto Rico, to taking helicopter rides over Atlantic City, New Jersey, each itinerary gave agents memorable experiences to take home and share. The agents enjoyed a Segway tour through Dallas, Texas, white water rafting in the Catskills, New York, and sailing with dolphins off the coast of Santa Barbara, California. Other top MegaFam moments included island hopping in the U.S. Virgin Islands, exploring the historical sights of Baltimore, Maryland, and visiting Mount Rushmore National Memorial, South Dakota.

The MegaFam culminated with an epic visit to Scottsdale/Phoenix, Arizona, where the agents rode on horseback, hiked, and mountain biked across the cacti-studded landscape during the two-day MegaFam Finale. A spectacular gala dinner in the Sonoran Desert allowed agents to share their experiences, enabling all of the 100 participants to collectively benefit from the vast amount of knowledge gained across the seven U.S. itineraries. The agents then returned home direct from Phoenix Sky Harbor International Airport on the recently launched daily American Airlines flight and the established British Airways flight, which both fly into London's Heathrow Airport.

This supplement serves as a one-stop shop to selling the United States. We aim to present you with all the U.S. specialist content you need to inform and inspire prospective travellers, including itinerary plans and destination guides. Additionally, we encourage you to become part of the USA Discovery Program, Brand USA's online training platform at USADiscoveryProgram.co.uk to become an officially accredited USA Specialist. Visit our travel trade website at VisitTheUSA.co.uk/TravelTrade to access over 35 inspirational self-drive itineraries amongst other great resources.

Every time you visit the USA, you take home long-lasting memories in addition to a better understanding of the virtually limitless travel experiences available in the United States. Taking part in the Brand USA MegaFam empowers you to sell the USA with enthusiasm, confidence, and clarity!

We truly value your individual contributions that help us in our mission to fuel the nation's economy and enhance the image of the USA worldwide.

Sincerely,



Christopher L. Thompson
President & CEO
Brand USA



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Tropical Territories:

Sunsets & Salsa

PUERTO RICO - U.S. VIRGIN ISLANDS

Mid-Atlantic Memories:

Hotspots & History

PENNSYLVANIA - MARYLAND - VIRGINIA

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Cowboy Country:

Cities & Culture

TEXAS - OKLAHOMA - KANSAS - MISSOURI

Western Wonders:

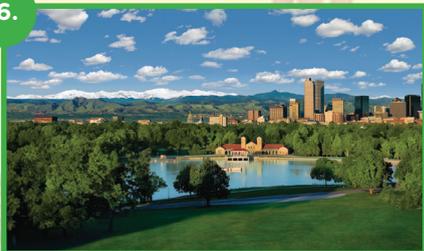
Valleys & Vistas

CALIFORNIA - ARIZONA

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Wild West:

Peaks & Plains

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Southern Sights:

Heritage & Hospitality

SOUTH CAROLINA - NORTH CAROLINA -
TENNESSEE - ALABAMA

Tropical Territories:

Sunsets & Salsa

PUERTO RICO - U.S. VIRGIN ISLANDS

- DAY 1 & 2 : San Juan, Puerto Rico
- DAY 3 : Ponce, Puerto Rico
- DAY 4 : Icacos Island, Puerto Rico
- DAY 5 : St Thomas, U.S. Virgin Islands
- DAY 6 : St Croix, U.S. Virgin Islands



Discover the two U.S. territories lingering in the warm waves of the Caribbean Sea: Puerto Rico and the U.S. Virgin Islands (USVI). Start in San Juan home to stylish waterfront hotels; fascinating history; and incredible nightlife, before heading south to the cultural hotspot of Ponce. After exploring there, take a boat trip to Icacos Island for sun, sea and relaxation. Following that, easily hop from Puerto Rico to the USVI by boat or plane. Consisting of St Thomas (the capital), St Croix and St John, the USVI emerge from incredible blue waters, offering any traveller a plethora of water sports activities, rum distilleries, amazing shopping and even gorgeous hiking. Both of these two territories are where the Caribbean and the USA collide, with fabulous results!



Agent Insight:

“Too many to name all, biggest highlights for me dancing in San Juan Old Town, the catamaran to beautiful Buck Island off St Croix and the finale in the desert in Phoenix, Arizona - utterly beautiful finale to my first Brand USA MegaFam. Thank you :)”

- **Lara Harris, Travel Counsellors**





Highlights of Puerto Rico:

Suggest a walking tour around Old San Juan to immerse in the richness of the area's Spanish colonial history. The cobbled streets, 16th century fortress and strikingly coloured houses make for a fascinating and unique stroll. Don't forget to pick up souvenirs from local artisans on the way!

Take a boat trip from Puerto del Ray marina in the East of Puerto Rico to visit Icacos Island. With crystal clear waters, reefs to explore and even the chance of spotting dolphins and more, this makes for a perfect day on the waves.

No trip to Puerto Rico would be complete without dancing the night away with the locals over a piña colada! By day La Placita de Santurce is a marketplace, but by night it is known as a hub of the hottest nightlife in the area with salsa spilling out into the streets becoming a veritable street party. Visit here for a true slice of Puerto Rico!



Highlights of U.S. Virgin Islands:

Learn about the fascinating history of pirates in the USVI (including none other than Blackbeard, himself!) while tasting local delicacies on a food walking tour of downtown St Thomas in Charlotte Amalie. With 350 years of history, it's well worth a stop!

Dance with the folkloric moko-jumbies (or stilt walkers) in the USVI as you learn more about the culture of the islands. In colourful costume, dancing to steel pan music, watching the moko-jumbies is a memory to last!

Watersports are two a-penny in the USVI. Visit Buck Island National Reef Monument for 'see-it-to-believe-it' clear waters, bright white beaches and coral reefs for snorkelling. Boats leave from Christiansted on St Croix, which hosts an array of delicious restaurants to satisfy your clients after a thrilling day on the sea.





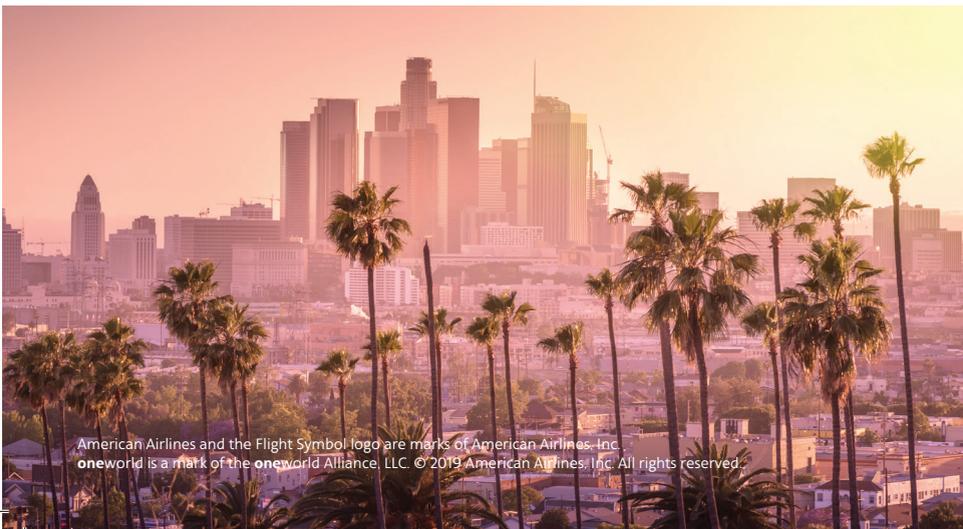
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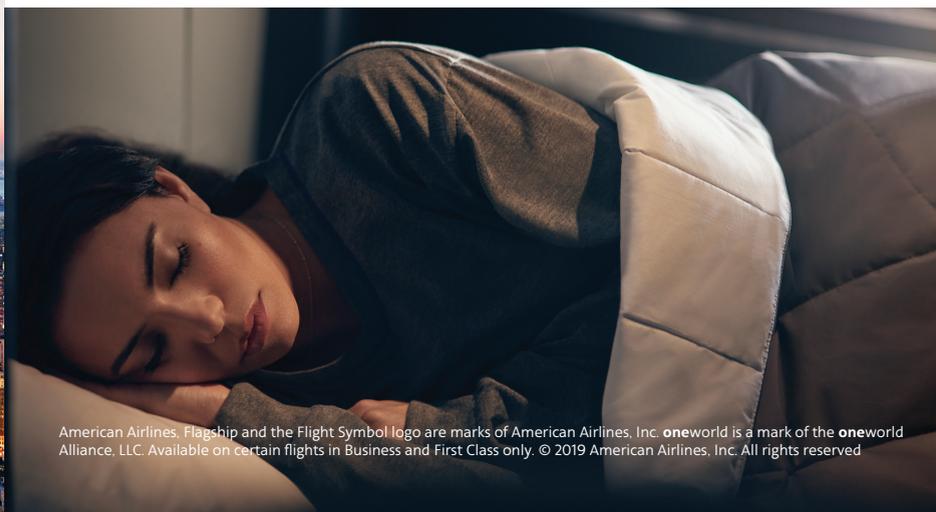
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Mid-Atlantic Memories:

Hotspots & History

PENNSYLVANIA - MARYLAND - VIRGINIA

- DAY 1 & 2 : Pittsburgh, Pennsylvania
- DAY 3 : Gettysburg, Pennsylvania
- DAY 4 : Frederick & Baltimore, Maryland
- DAY 5 : Baltimore & National Harbor, Maryland
- DAY 6 : National Harbor, Maryland & Richmond, Virginia
- DAY 7 : Richmond, Virginia



Explore some of the USA's most historic areas and contemporary cities on this itinerary through Pennsylvania, Maryland and Virginia. Fly into Pittsburgh, Pennsylvania for the excellent restaurant scene and high culture in the form of the Carnegie Museum of Art and the Andy Warhol Museum before heading southeast to Gettysburg, Pennsylvania and Frederick, Maryland, enjoying museums, distilleries and outdoor adventures along the way. The water-framed metropolis of Baltimore, Maryland in the USA's ninth smallest state, is home to the much-loved National Aquarium and the harbour area is packed with busy restaurants. From there head to National Harbor, Maryland, on the water just south of Washington D.C. and a great base for families. Finish this trip in Richmond, Virginia (the state capital) for great spectator sports, cultural attractions and shopping!



Agent Insight:

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"The itinerary was absolutely incredible and jam packed, we got to see and do so much in such a short space of time, which I loved. It was also great to understand first hand just how close some of these areas actually were to each other. The activities throughout were varied and fun (who knew I would love white water rafting!) and the finale was in a stunning and unique location."

- Marie Tracy, Travel Up





Highlight of Pittsburgh, Pennsylvania:

Visit the Andy Warhol Museum for engaging, interactive installations and activities that appeal to children and adults alike. Home to the largest collection of Warhol art and archives in the world, the museum explores his legacy and story and is a must-see.



Highlight of Gettysburg, Pennsylvania:

Take a scenic horseback tour through Gettysburg Battlefield to explore the historical significance of the 3-day battle that took place on this spot during the American Civil War - an alternative way to explore the history of the area.



Highlight of Frederick, Maryland:

While enjoying downtown Frederick, make a pit stop at McClintock Distilling a craft distillery in the heart of the downtown area. The award-winning distillery produces gins, whiskies and vodkas from non-GMO, pesticide-free grains and offers tours and tastings as well as events and classes.

Highlight of Baltimore, Maryland:

The National Aquarium in Baltimore is fun for all the family! The largest attraction in the State of Maryland, it holds more than 8,300,000 litres of water and more than 17,000 specimens representing over 750 species.

Highlight of National Harbor, Maryland:

Bag some bargains at the Tanger Outlets National Harbor! With over 100 stores, and many of them outlet stores, you can shop to your heart's content.

Highlight of Richmond, Virginia:

To really get to grips with Richmond, what better than hopping on a bike tour to understand the city? Get going on an electric bicycle and cruise down some of the most famous streets in the USA like Monument Avenue.



Cowboy Country: Cities & Culture

TEXAS - OKLAHOMA - KANSAS - MISSOURI



- DAY 1 & 2 : Dallas, Texas
- DAY 3 : Chickasaw, Oklahoma
- DAY 4 : Chickasaw & Oklahoma City, Oklahoma
- DAY 5 : Stockyards City & Tulsa, Oklahoma
- DAY 6 : Tulsa, Oklahoma, Chanute & Lawrence, Kansas
- DAY 7 : Kansas City, Kansas/Missouri

Discover “Cowboy Country” with this exciting itinerary taking you through the largest arts district in the USA in Dallas, Texas before heading north into one of the heartlands of the USA, Oklahoma. Here, explore nature in Chickasaw Country and museums and cultural attractions in Oklahoma City, Stockyards City, and Tulsa. Town-hop in Kansas through Coffeyville, Chanute and Lawrence for fascinating snapshots into the past and one of the best preserved downtowns in the whole country! Finish with Kansas City (in both Kansas and Missouri!) for a return to metropolis and catch a NASCAR race or sample some of the region’s famous barbecue cuisine.



Agent Insight:

“Kansas and Oklahoma, were incredible, enjoyed seeing the outdoors and what can be done and seen there. There is actually too many highlights, the whole trip was amazing and I am very grateful for being on it.”

- Rebecca Deacon,
Travel Counsellors





Highlight of Dallas, Texas:

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Browse one of Dallas' best hidden areas, Bishops Arts District. A two-block former warehouse area, Bishop Arts District is home to more than 60 boutiques, restaurants, bars, coffee shops and galleries. It's one of Dallas' most unique districts.

Highlight of Chickasaw Country, Oklahoma:

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Bask in the beauty of nature at the Chickasaw National Recreation Area, an Oklahoma oasis. Water is the attraction here with springs, streams and lakes offering excellent opportunities for motorboating, skiing, fishing and swimming.

Highlight of Oklahoma City, Oklahoma:

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Learn about Western Heritage at the National Cowboy and Western Heritage Museum in Oklahoma City. With an internationally renowned collection of Western art and artefacts, the museum attracts visitors from around the world. After a tour around here you'll soon feel like John Wayne!

Highlight of Stockyards City, Oklahoma:

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Every Monday and Tuesday, visit Stockyards City to view and experience the working stockyard and auction house of the stocker cattle trading center for an insight into this livelihood.

Highlight of Tulsa, Oklahoma:

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Explore the Woodie Guthrie Center in Tulsa to understand more about this all-American singer and his legacy!

Highlight of Lawrence, Kansas:

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Make time for a walking tour of downtown Lawrence which has been ranked by The National Trust for Historic Preservation as among its "Dozen Most Distinctive Destinations", touting it as one of the best-preserved and unique communities in America!

Highlight of Kansas City, Kansas/Missouri:

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Head to Village West in western Kansas City to enjoy shopping, dining, lodging and sports all in one location! Home to Sporting Kansas City Soccer, Kansas Speedway NASCAR and the Legends Outlets (designer outlet centre) as well as over 100 barbecue establishments, this is a must visit destination!



Western Wonders: Valleys & Vistas

CALIFORNIA - ARIZONA



- DAY 1 & 2 : Santa Barbara, California
- DAY 3 : Santa Monica, California & Tucson, Arizona
- DAY 4 & 5 : Tucson, Arizona
- DAY 6 & 7 : Tombstone, Arizona

Witness the gorgeous valleys and vistas of California and Arizona on this itinerary. Start on the American Riviera in Santa Barbara, where the sea and mountains feel as one, for a great introduction to the Golden State with outdoor activities, culinary pursuits and cultural attractions all on the doorstep. Head south to Santa Monica to see the famous pier before flying inland to Tucson to witness the true Wild West from the back of a horse or a jeep. See art and culture in vibrant Tubac before heading on to historical Tombstone, an icon in Western heritage and culture.



Agent Insight:

“I thoroughly enjoyed the bike ride along Santa Monica beach, the horse riding at both ranches and the sunrise hot air balloon ride. The final dinner in the desert was an amazing experience.”

- *Fiona Murray, Travel2*





Highlights of Santa Barbara, California:

Celebrate California wine country by taking part in a wine tasting and wine painting class in Santa Barbara as the perfect activity to ease you into this itinerary.

Enjoy a cruise along the California Coast from the Santa Barbara Sailing Center! Learn to sail, charter a sailing boat, or simply join a sight-seeing tour; you might even spot whales and dolphins on this idyllic trip!

Highlights of Santa Monica, California:

Live out your California dream by taking an iconic bike ride around Santa Monica to experience the excitement of famous Los Angeles destinations along with some hidden treasures.

Ensure you make time for the legendary Santa Monica pier with Pacific Park amusement park, which features a five-storey West Coaster roller coaster, the nine-storey Pacific Plunge tower ride, and much more!



Highlights of Tucson, Arizona:

A trip to Tucson wouldn't be complete without time spent exploring the desert by horseback or jeep adventure. Learn about the saguaro cactus and the hardy animals able to live out here before retiring to a secluded ranch like Tanque Verde Guest Ranch or Hacienda del Sol Guest Ranch.

Art and history meet in the quaint town of Tubac, Arizona's first European settlement, established in 1752. Home to an eclectic art community with fine art galleries, artists' studios, craft shops, a history museum, Anza trailheads, and Tubac Presidio State Historic Park, this area is well worth your time.

Highlights of Tombstone, Arizona:

The Wild West heritage is strong in Tombstone where you can see daily re-enactments of the Gunfight at the O.K. Corral in The Streets of Tombstone Theater. Let yourself be swept back in time to the days of Wild West with authentic cowboys, blacksmiths, stables and saloons all waiting to be visited.

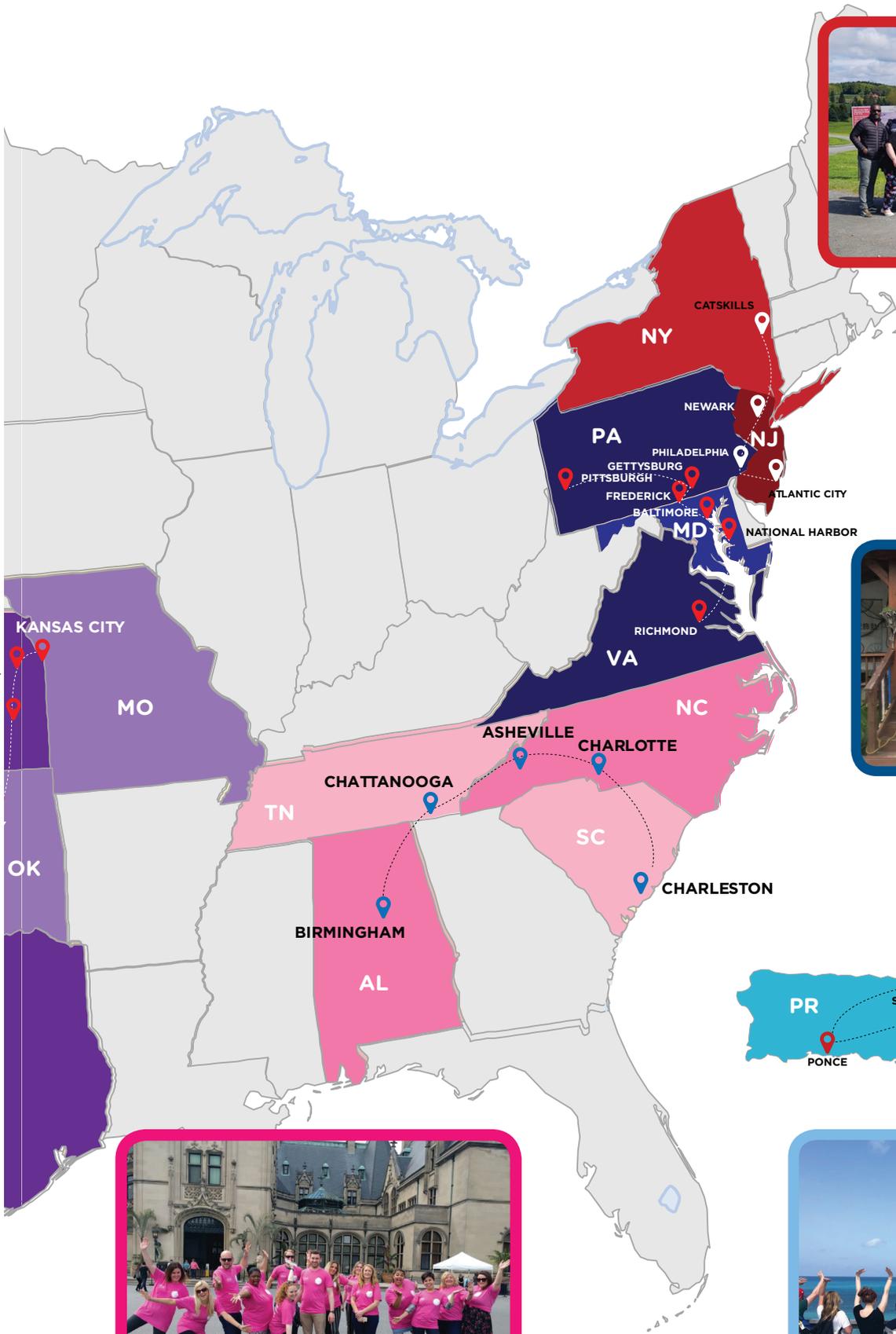
Known for its vast desert landscapes, Arizona also boasts the awesome Kartchner caverns, a stunning limestone cave and state park. The area offers cavern tours as well as wildlife watching tours and trails.



SEVEN ITINERARIES |

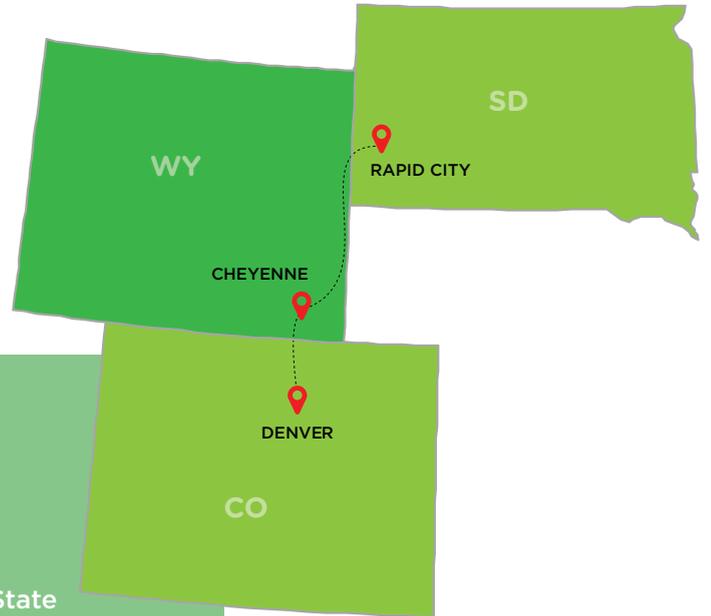


ONE ICONIC COUNTRY



Wild West: Peaks & Plains

COLORADO - WYOMING - SOUTH DAKOTA



DAY 1 & 2

Denver, Colorado

DAY 3

Denver & Rocky Mountain National Park, Colorado & Cheyenne, Wyoming'

DAY 4

Cheyenne, Wyoming

DAY 5

Crazy Horse Memorial, Wyoming & Custer State Park & Mount Rushmore National Memorial, South Dakota

DAY 6

Badlands National Park & Rapid City, South Dakota

See the peaks and plains of the Wild West on this exciting itinerary through Colorado, Wyoming and South Dakota! Start in the cool city of Denver, Colorado, home to breweries, art and a buzzing restaurant scene before taking in the stunning vistas of Rocky Mountain National Park on the drive to Cheyenne, Wyoming. Once in Cheyenne, explore the quaint downtown and cultural activities before seeing Crazy Horse Memorial. Custer State Park, a vestige of wilderness, is next on the list to be discovered on foot, by car or boat! Last, base yourself in Rapid City to see both the rugged beauty of Badlands National Park and the engineering feat of Mount Rushmore.



Agent Insight:

"These trips are once in a life time itineraries and experiences and really are so beneficial to the industry. There is so much care and attention put into the itineraries and you can really tell... Thanks for allowing me to share this experience as I feel it really helps when selling these destinations and getting some of the lesser known areas out there to the public through the agents that take part."

**Charlotte Connolly,
Netflights**





Highlight of Denver, Colorado:

Wonder at RiNo (River North) neighbourhood in Denver, where warehouses of the neighbourhood's industrial past have been transformed into creative spaces, studios, galleries and food halls. Here try the Denver Beer Trail and the Denver Central Market for foodies!

Highlight of Cheyenne, Wyoming:

How better to explore downtown Cheyenne than on a carriage ride? The tour provides a narrated description of the quaint downtown.

Highlight of Rapid City, South Dakota

Reptile Gardens, was declared by the Guinness Book of World Records in 2014 to house more species of reptiles than any other zoo or wild animal park in the world!

Highlights of the National Parks & Memorials:

Sprague Lake at Rocky Mountain National Park, Colorado is a picturesque and scenic lake that is easily accessible from Denver offering a half-mile walk around the area, which is also wheelchair friendly.

Once complete, Crazy Horse Memorial, South Dakota will be the largest mountain carving in the world, so make sure to make time for this on your travels. It represents a memorial to Lakota leader Crazy Horse and to all North American Indians.

Nearly 1,300 bison wander the 71,000 acres of Custer State Park, South Dakota, which they share with swift pronghorn, shy elk, sure-footed mountain goats and even a band of curious barrios. Amidst pure nature, you're free to explore via trail rides, scenic drives, mountain bikes, paddleboats, hay rides and safari tours.

Host to almost three million visitors a year, Mount Rushmore National Memorial, South Dakota features the carved faces of George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln.

The hauntingly beautiful landscape of Badlands National Park, South Dakota is a must stop on this itinerary as it arises mysteriously from the surrounding prairie. The Badlands are a geological wonder featuring a maze of buttes, canyons and gullies formed by millions of years of erosion.





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To discover more about why Club Suite is in a class of its own, visit [ba.com/trade](https://www.britishairways.com/trade)





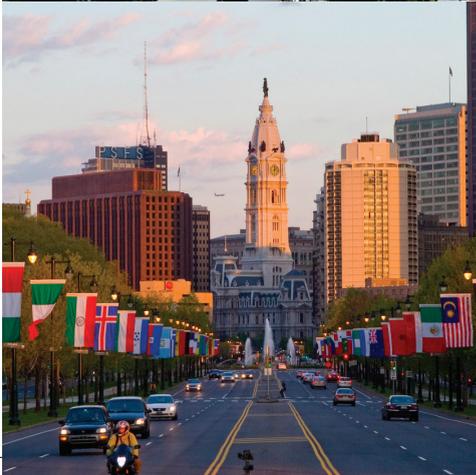
Summits & Cities: East Coast Exploration

PENNSYLVANIA - NEW JERSEY - NEW YORK



- DAY 1 & 2 : Philadelphia, Pennsylvania
- DAY 3 : Atlantic City, New Jersey
- DAY 4 : Newark, New Jersey
- DAY 5 & 6 : Catskills, New York State

Take in iconic cities and lesser known natural wonders on this itinerary through some of the USA's most famous eastern states. Start in Philadelphia, Pennsylvania, synonymous with history in the USA while also home to culinary delights and street art aplenty. Head south to lively Atlantic City, New Jersey, home to busy bars and thriving casinos, before trying indoor skiing at the American Dream Meadowlands in New Jersey. After your antics in the cities, head into the Catskills region, New York State, for white water rafting and much more!



Agent Insight:

“There are so many amazing moments. Highlights include The Rocky Steps, White Water Rafting, and the amazing finale dinner in the Sonoran Desert in Arizona.”

Alistair Stewart,
Travel Portfolio





Highlights of Newark, New Jersey:

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The American Dream Meadowlands packs in DreamWorks Water Park, Nickelodeon Universe indoor theme park and Big Snow indoor ski hill and snow park with a huge variety of stores, too!

Shop 'til you drop at The Mills at Jersey Gardens, a Simon Shopping destination. With over 200 stores all under one roof and anchored by outlets included Neiman Marcus Last Call Century 21, Saks Fifth Avenue Off 5th and Marshalls, there are guaranteed shops for all.

Highlights of Catskills Region, New York State:

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Shoot down an indoor water slide at the Kartrite Resort & Indoor Water Park in the Catskills, one of the USA's most modern, state of the art indoor water parks. Unbeatable for any age!

Raft through rapids and quiet pools on the Delaware River witnessing an ever-changing scenery of rolling hills and riverfront villages.

Be inspired at the Bethel Woods Center for the Arts, which showcases the issues and lessons of the decade of the 1960s with the aim of motivating a new generation to contribute positively to the world around them.

Enjoy dinner at the North Brand Inn, which marries casual elegance with fresh laidback style and some gold ole' fashioned fun! Here you'll find historic details combined with modern amenities.

Highlights of Philadelphia, Pennsylvania:

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Eat your way around one of America's original farmers markets, Reading Terminal Market, also named 'Best Farmer's Market in the Country' by The Online Farmers Market. Home to 80 renowned merchants, you won't go hungry or thirsty here!

Re-live the Rocky Balboa moment running up the Rocky steps! Once at the top, take in the amazing view of Philadelphia from here, the entrance to the Philadelphia Art Museum

Highlights of Atlantic City, New Jersey:

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Experience fantastic views of Atlantic City's skyline from the water while on a dolphin watching cruise with guaranteed sightings of the friendly creatures.

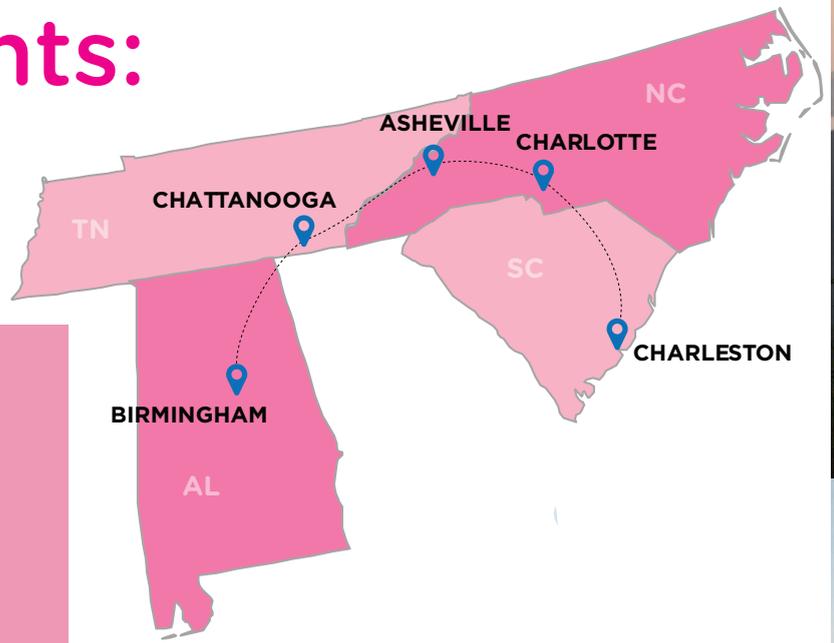
Travel in style in Atlantic City by helicopter! Take in the beach and ocean from the skies as you helicopter around the city.



Southern Sights:

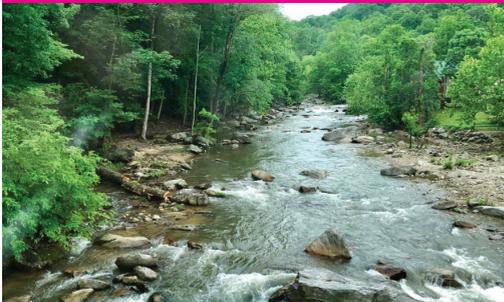
Heritage & Hospitality

SOUTH CAROLINA - NORTH CAROLINA
 TENNESSEE - ALABAMA



- DAY 1 & 2 : Charleston, South Carolina
- DAY 3 : Charlotte, North Carolina
- DAY 4 : Asheville, North Carolina
- DAY 5 : Chattanooga, Tennessee
- DAY 6 : Birmingham, Alabama

Discover the heritage and hospitality of some of the USA's southern states with this itinerary by visiting South Carolina, North Carolina, Tennessee and Alabama. Fly into Charleston, South Carolina to discover the gorgeous harbour front and heritage before immersing yourself in cosmopolitan Charlotte, North Carolina. Asheville, North Carolina is a hub for nature and history, a theme which continues on to Chattanooga, Tennessee! Finish in Birmingham, Alabama where you can learn all about the city's civil rights story.

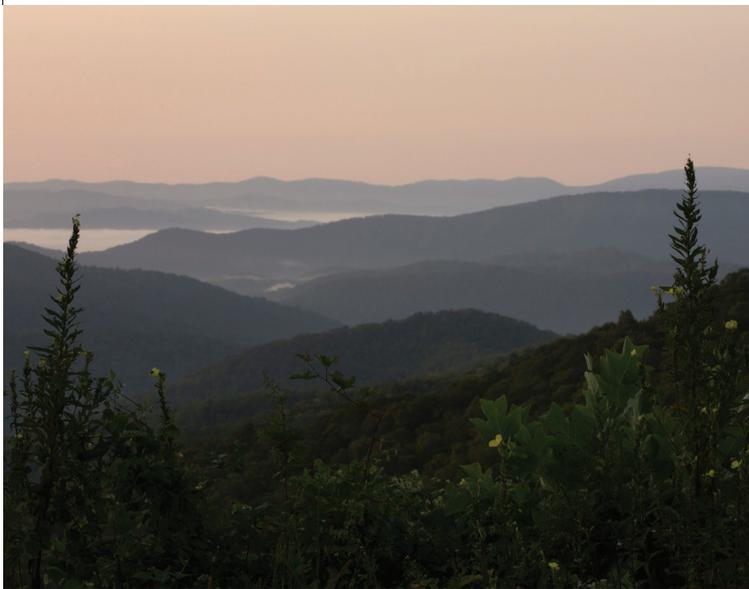


Agent Insight:

“Too many moments to pick just one - Visiting four amazing states I had never been to before, the delicious BBQ food and having a fantastic group to share it with were all up there!”

- Kim Bailey,
 Holiday Architects





Highlights of Chattanooga, Tennessee:

Take in seven different states from one lookout spot at Rock City Gardens. There is also a 4,100ft walking trail located here showcasing rock formations, lush gardens and caves.

Stay at the historic Chattanooga Choo Choo hotel, housed in the former train station built in 1909. At the focal point of this property is the magnificent 85-foot free-standing dome.

Highlights of Birmingham, Alabama:

Tour Vulcan Park and Museum, home to the world's largest cast iron statue and considered one of the most memorable works of civic art in the United States. The statue watches over the city from the heights of Red Mountain and has done so since the 1930s.

Learn about Birmingham's involvement in the USA's civil rights story by checking out the Birmingham Civil Rights Institute.

Highlights of Charleston, South Carolina:

Embark on the Carolina Belle from Charleston Harbor to learn about the rich history of the city and see the beauty of the harbour area. Relax on board while you take in over 300 years of history.

Explore downtown Charleston and the gorgeous antebellum homes of Rainbow Row and beyond.

Highlights of Charlotte, North Carolina:

Sip a cocktail while overlooking the city and beyond at the delightfully contemporary and fresh Nuvolé 22 Rooftop Bar - 22 stories into the Charlotte skyline.

Kayak, stand-up paddleboard or white water raft to your heart's content at the U.S. National Whitewater Center just outside Charlotte. The Center also offers hiking and biking trails and even boasts zip lines!

Highlights of Asheville, North Carolina:

Immerse yourself in nature at Chimney Rock State Park. With breath taking mountain vistas, climbing opportunities, and hiking trails, this area is at once an educational masterpiece, somewhere to stay fit and a place to wonder at the power of nature.

Marvel at the Biltmore House, Gardens and Winery where the beauty and hospitality of the estate have remained virtually unchanged for more than a century. Spot priceless artworks and original furnishings as well as the historic landscaped gardens, designed by Frederick Law Olmsted.



FIVE POINTS SOUTH

MegaFam Finale 2019

PHOENIX / SCOTTSDALE, ARIZONA

All groups came together in Phoenix / Scottsdale, Arizona for the Brand USA Megafam finale! This area of Arizona offers a stunning backdrop of mountains and desert with a huge range of activities from cultural pursuits, to shopping and outdoor challenges all underpinned with fantastic resorts and great gastronomy.

The group was hosted at three resorts in Scottsdale; The Phoenician, a Luxury Collection Resort, The Sanctuary Camelback Mountain Resort and Mountain Shadows Resort. All enjoyed a deliciously decadent sun-dappled brunch in the grounds of The Phoenician before saying farewell to the destination.



Dinner in the Desert

All groups came together for a spectacular dinner in Arizona's Sonoran Desert. Framed by the mountains and the sunset, the attendees enjoyed drinks and dinner under the stars followed by a brief wrap up from each group on their amazing itineraries.



Highlights of Phoenix and Scottsdale, Arizona:

- Kayak the Salt River for stunning views of Arizona's desert and an opportunity to cool off during a warm day
- Tour Old Town Scottsdale on chauffeured golf buggies in a unique way to experience the food and wine scene in the area!
- Get the adrenalin pumping by mountain biking in the McDowell Sonoran Preserve, an area dedicated to preserving the Sonoran Desert and mountains
- Celebrate locally owned culinary establishments on an Old Town Food Tour in Scottsdale, working up an appetite as you tour cafes, restaurants and wineries galore
- Immerse yourself in Western and Native American art, rare artefacts and cultural treasures at the Smithsonian-affiliated Western Spirit: Scottsdale's Museum of the West
- Watch the sun rise over the desert from the sky from a Cessna Grand Caravan aircraft
- For something a little slower but with bags of style, head to the skies in a hot air balloon to welcome the dawn
- Navigate winding mountain trails on an action-packed ATV tour of the desert, learning about Arizona's history and wildlife along the way
- Listen to the stories of American Indian people at the Heard Museum, dedicated to the advancement of American Indian art
- Head out to a ranch, like Saguaro Lake Guest Ranch, to experience the "Old West" the real cowboy way - from horseback!
- Relax on the Desert Belle Boat Tour on Saguaro Lake, learning all about the history, geography, geology and wildlife native to the beautiful Sonoran Desert
- Practice your swing and get your competitive game on at Scottsdale's very own Topgolf - fun for all the family!
- Spend the way at OdySea in the desert, home to OdySea Aquarium, Butterfly World, BODIES REVEALED and Pangea Land of the Dinosaurs, as well as dining, shopping and amusement venues
- Learn about the history of famous architect Frank Lloyd Wright and his apprentices at his winter home in the desert, Taliesin West
- Hear the tones of bronze and ceramic wind-bells chiming at the Arizona Historic Site of Cosanti, designed by world-renowned architectural innovator Paolo Soleri
- Take the family to the Musical Instrument Museum. Showcasing more than 6,000 instruments and objects, this is a favourite destination for music lovers, culture enthusiasts and families
- Segway your way around Old Town Scottsdale in a fun and engaging way to see the sights
- Drink in the views on a nature walk on the Apache Trail, Arizona's first designated "Historic Highway"
- Tour the Scottsdale Museum of Contemporary Art for a culture fix. Even the building itself is worth visiting, having been designed by award-winning architect Will Bruder
- Discover 50,000 desert plants nestled amid the red rocks of the Papago Buttes at the Desert Botanical Garden. Take any of five thematic trails to relish the beauty of the area
- Shop 'til you drop in the heart of Downtown Scottsdale at Scottsdale Fashion Square, a Macerich shopping mall. Shop prestigious stores - like Louis Vuitton, Cartier and Gucci - not found anywhere else in Arizona, and enjoy exclusive events and unparalleled guest amenities





The USA Discovery Program ke Make sure you're par

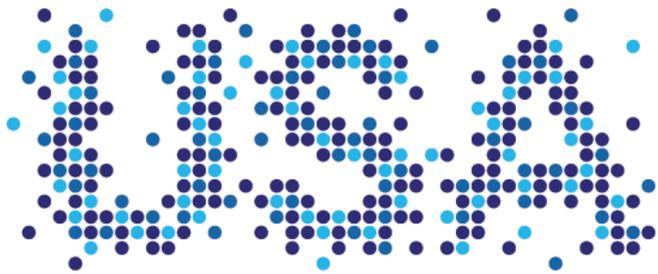
Do you want to become a USA expert?

The USA Discovery Program is Brand USA's official online training tool about the diverse destinations and experiences available in the U.S. designed to inspire and help the travel industry get accredited as USA Specialists. You will learn geographical information on regions, as well as individual states and territories. Unique features of the program include MegaFam integration, live events and webinars, and peer-to-peer learning.

Housed at www.USADiscoveryProgram.co.uk, you can find straightforward information on regions and U.S. states and territories, as well as experiences and holiday themes to provide a holistic overview of the USA as a destination and to enable cross-selling on all aspects of sales to the USA. You can take interactive quizzes to become USA Specialists, and receive award badges as a recognized qualification of expertise.

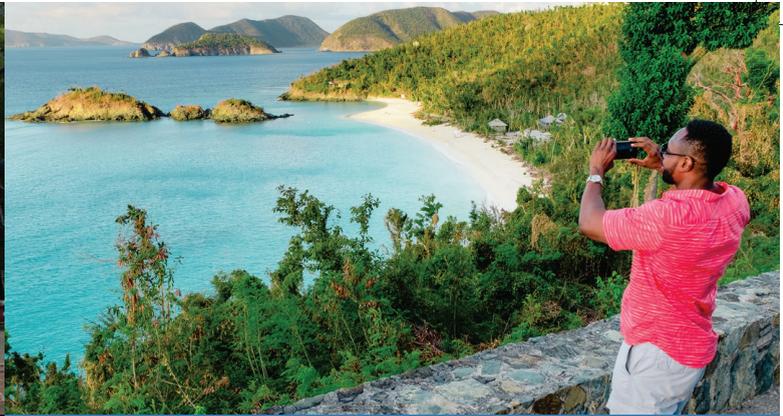


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