

Brand USA Promotes the United States to Chinese Tour Operators and Tourists

Feature



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By Jenna Payesko - December 24, 2016

The [destination marketing organization](#) for the United States, Brand USA, is in partnership with [United Airlines](#). The partnership hosted its first-ever China familiarization tour, MegaFam, Oct. 19–27, and included 50 prominent tour operators from locations across China.

Brand USA's first-ever China MegaFam provided tour operators with visits to landmark U.S. cities like New York City, Chicago and Los Angeles, as well as regional destinations accessible by major cities. Partner tourism boards and destination marketing organizations like NYC and Company, Discover Long Island, Visit Philly and more receive a well-rounded representation of what the United States can offer.

"We've been working with our partners for some time to host a familiarization tour of qualified tour operators from China as part of the U.S.–China Tourism Year strategy," said Thomas Garzilli, chief marketing officer, Brand USA. "The MegaFam provided top travel industry professionals, from locations throughout China, the opportunity to experience the United States to, through, and beyond gateway cities."

United Airlines operates more non-stop U.S.–China flights than any other airline, as well as more trans-Pacific services from China than any other U.S. airline. The airline is set to introduce an all-new United Polaris business class on long-haul flights, including all of China-mainland U.S. routes, which will include Saks Fifth Avenue bedding, in-flight food and beverage experiences and amenity kits.

"We're excited to be partnering with Brand USA to continue the momentum of the U.S.–China Tourism Year on this MegaFam to promote the United States to Chinese tourists," said Walter Dias, managing director, greater China and Korea sales, United Airlines.

The Tourism Year focuses on the beneficial enhancement of travel and tourism experiences, cultural understanding and appreciation of both countries and among all travelers. Brand USA is extremely active in China with consumer marketing, trade outreach and cooperative marketing platforms. China is the No. 1 international market in terms of U.S. travel and tourism exports, adding millions to the U.S. economy and positioning China as one of the highest-growth potential markets for the United States.