



BRAND USA APPOINTS HILLS BALFOUR AS ITS INTERNATIONAL REPRESENTATION AGENCY FOR PR AND SOCIAL MEDIA ACROSS EUROPE

Hills Balfour partners with Interface Tourism in France

Paris, France (Thursday, 17 January 2019) – Brand USA, the destination marketing organisation for the United States, has appointed integrated public relations and representation consultancy Hills Balfour to act as its agency of record for PR and social media across Europe. In addition to its existing travel trade responsibilities on the continent and PR responsibilities in the UK and Ireland, Hills Balfour will now represent Brand USA's PR interests in Germany, France, Italy and Spain, in addition to delivering social media services across the UK, Germany and France.

Hills Balfour will work with Brand USA in Europe to position the United States as a premier travel destination in order to increase visitation, spend and market share. As part of this effort, Hills Balfour will work collaboratively with its sister agencies on the continent to ensure that all in-market representation and activity supports Brand USA's strategies whilst simultaneously protecting the organisation's integrity and brand.

In France, Italy and Spain, Hills Balfour will partner with Interface Tourism Group to achieve Brand USA's mission by sharing the authentic stories and exceptional travel experiences available in the USA with media, digital influencers and consumers. In Germany, Hills Balfour will partner with Lieb Management to promote the boundless diversity of the United States to the German-speaking market.

"Europe represents the largest international travel region to the United States and we are confident Hills Balfour's European expertise in integrated marketing will help us reach and welcome more visitors in the years to come," says Christopher L. Thompson, Brand USA President and CEO. "We look forward to extending our partnership with Hills Balfour in order to build upon our strong presence and relationships in-market to promote travel from Europe to the United States to, through, and beyond gateway cities."

Amanda Hills, Hills Balfour President, says, "The United States offers some of the most diverse travel experiences of any destination in the world and I am extremely proud that Hills Balfour has extended its scope of work to represent Brand USA's PR and social media interests across Europe. Hills Balfour works with the very best in the business and we are eager to continue to support Brand USA's mission on the continent in partnership with our sister agencies."

Blaise Borezée, Interface Tourism France General Manager, says, "I am delighted that Brand USA has chosen to use our public relations expertise and we are confident that the United States has strong growth potential in France. Since the creation of Interface Tourism, the United States has been an historic and emblematic partner of the agency. Thanks to its experience, our dedicated and passionate team will be able to highlight the many assets of the USA to the French market."

Hills Balfour's Mark McCulloch will act as Brand USA's Senior PR Director in the UK and Europe. As an extension of the Brand USA team, Mark will be responsible for the development and execution of a pan-European storytelling strategy that gives a voice to real travel experiences within the USA. During his time at Hills Balfour, Mark has spearheaded the UK PR and communications efforts for the likes of NYC & Company and Brand USA.

Interface Tourism's Delphine Darfeuille, PR Manager, and Jennifer Silvestre, PR Executive, will be in charge of PR for Brand USA in the French market. They have both worked for several years in tourism PR representing a number of destinations from around the world. Passionate about travel, Delphine and Jennifer have had the opportunity to travel across the United States several times and have a strong affinity with the country.

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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.

Brand USA first established international representation in the United Kingdom and Ireland in March 2012.

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 <https://www.visittheusa.co.uk> and follow Visit The USA on [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT HILLS BALFOUR:

Hills Balfour is a leading integrated public relations and representation consultancy offering a wide range of services from media relations to consumer marketing to social media. Current U.S. destination clients include Brand USA, Arizona Office of Tourism, Discover The Palm Beaches FL, Fort Worth Convention & Visitors Bureau, Greater Fort Lauderdale Convention & Visitors Bureau, Hawai'i Tourism Europe, Illinois Office of Tourism, Las Vegas Convention and Visitors Authority, Nashville Convention & Visitors Corp, Nevada Commission on Tourism, NYC & Company, Santa Monica Travel & Tourism, Scottsdale Convention & Visitors Bureau and Visit Dallas. To read more about Hills Balfour, please visit HillsBalfour.com.

ABOUT INTERFACE TOURISM:

Interface Tourism is a communications, PR, social media and marketing agency working exclusively in the travel sector. From offices in France, Italy and Spain, Interface Tourism works with many destinations and leading tourism industry brands including airlines, DMCs, or hotels both as an ongoing full representation

and on a project basis. With a team of 50 experts, Interface Tourism develops and executes strategies according to its customers' needs in BtoB and BtoC marketing, PR or social media. Supporting its offices in Paris, Milan and Madrid, the agency also has a strong affiliate network of close partners in all European markets. To learn more about Interface Tourism, visit InterfaceTourismGroup.com.

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