



FOR MORE INFORMATION, CONTACT:

Kathy Torian
Corporate Communications Manager
Phone: (850) 205-3865
E-mail: ktorian@VISITFLORIDA.org

FOR IMMEDIATE RELEASE:

September 23, 2014

**VISIT FLORIDA and Brand USA Announce Shop Florida Marketing Campaign
in Brazil**

~Partnership Will Build Awareness for Florida Vacations and Shopping~

Tallahassee, Fla. (Sept. 23, 2014) – Brazilians love shopping in the USA, especially in the Sunshine State.

Consider the overwhelming evidence: Of 2.1 million U.S.-bound visitors in 2013, six of every seven came to Florida. Those 1.8 million visitors contributed \$2.3 billion to the state economy.

In spring 2015, VISIT FLORIDA will partner with Brand USA to further enrich this relationship with a multi-tiered marketing program called Shop Florida.

“Brazil is our No. 1 overseas origin market,” said Will Seccombe, President and CEO of VISIT FLORIDA. “And Brazilians are one of the best things to happen to our economy. They come ready to shop because, even at regular prices, most goods and services in the United States are much more affordable than in their home country. And in Florida, they can get high-quality goods combined with the luxury of high-quality destinations.”

Shop Florida is a partnership between VISIT FLORIDA and Brand USA, the public-private marketing entity that was created in 2010 to encourage travelers from all over the world to visit the United States of America.

“Our goal is to keep fresh, relevant appeals in front of our Brazilian visitors and this is a very innovative and integrated way to do that,” said Susannah Costello, Vice President of Global Brand for VISIT FLORIDA. “Florida is the top U.S. destination for Brazil, capturing 57 percent of their U.S.-bound travelers. By partnering with Brand USA we are able to create bigger awareness during this high-profile event, increasing the value to Florida partners. This is the first time a U.S. destination has sponsored Brazil's fashion week and we're excited that Florida is breaking new ground.”

Here are the highlights of Shop Florida:

- VISIT FLORIDA and Brand USA will align both the Discover America and VISIT FLORIDA brand with Fashion Week Sao Paulo, the pre-eminent fashion event in Latin America, and Shop Florida will take center stage on the runways.
- Out-of-home advertising will carry the Discover America and Florida's messaging in Sao Paulo's upscale neighborhoods and shopping centers where fashion-savvy shoppers and frequent international travelers will be the prime target market.
- Top tour operators will be promoting and selling the Florida product in market.

- Upon arrival in the Sunshine State, Brazilian visitors will receive an international smartphone service by Handprint that will drive geo-targeted shopping offers to increase awareness of U.S. and VISIT FLORIDA partner retailers.

For more information:

Amy Rodriguez, The Rodriguez Group, amy@therodriguezgroup.net

Kathy Torian, VISIT FLORIDA, ktorian@VISITFLORIDA.org

Anne Madison, Brand USA, amadison@TheBrandUSA.com

###

About VISIT FLORIDA

As the Sunshine State's No. 1 industry, tourism was responsible for welcoming 93.7 million visitors in 2013 who spent \$76.1 billion, generating 23 percent of the state's sales tax revenue and employing nearly 1.1 million Floridians. For every \$1 spent on tourism marketing, VISIT FLORIDA – the state's official tourism marketing corporation – generates more than \$390 in tourism spending and \$23 in new sales tax collections, paid by visitors, not residents. VISIT FLORIDA promotes tourism to Florida through sales, advertising, promotions, public relations and visitor services programs. As a public/private partnership, VISIT FLORIDA serves more than 12,000 tourism industry businesses, including major strategic alliance partnerships with The Hertz Corporation, LEGOLAND Florida Resort, SeaWorld Parks & Entertainment, Universal Orlando Resort and Disney Destinations. To learn more about VISIT FLORIDA, please go to www.VISITFLORIDA.org or follow our corporate blog at www.SunshineMatters.org.

About Brand USA

Brand USA is the public-private partnership responsible for promoting the United States as a premier travel destination and communicating U.S. entry/exit policies and procedures. Established by the Travel Promotion Act in 2010, the organization's mission is to increase international visitation to the United States while working in partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures. For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about travel to and around the United States, please visit Brand USA's consumer website at www.DiscoverAmerica.com.

