

Spotlight of the week

# Los Angeles

## Agents: Upskill & Win



Become a USA expert AND win with Brand USA and Air New Zealand USA Discovery Program! From 29 Oct-20 Nov, every badge completed or retained on Brand USA's Discovery Program will earn an entry into a draw to win incredible prizes or to attend the Air New Zealand VIP training day.

There are over 60-plus badges to earn across all regions and states, once agents have completed the Brand USA badge training, they can download and add the badge icons to any client communications, demonstrating their USA expertise. The Brand USA training platform lets you enhance your USA knowledge in four key ways: earn badges, access valuable resources, share inspiring content with clients, and utilise specialised tools to boost your sales. Don't miss out—access the USA Discovery Program [HERE](#).

## USA TRAINING FOCUS AHEAD



**Air New Zealand, United Airlines and Brand USA are excited to launch a four-week agent sales and training incentive focusing on the USA.**

From 29 Oct-24 Nov agents can log any 086 ticketed booking to the USA in duosales and complete a Brand USA Discovery programme badge to be in to win. Agents have the opportunity to win weekly prizes including prezzy cards, Airpoints, access to the exclusive USA Day and much more along with earning points to be in the draw for the grand prize of return flights for two to Houston flying Air New Zealand and a domestic connection from United Airlines. Visit duo for more information. Terms and conditions apply. See details [HERE](#).



### Road Trips USA

Discover the Open Road with Brand USA's Road Trips USA Collection! Get ready to inspire your clients to explore the diverse landscapes of the USA with Brand USA's exciting Road Trips USA collection.

Featuring a wealth of trip inspiration and essential travel information the Brand USA self-drive itineraries will empower your clients to confidently hit the highways and byways of the U.S.

### LA Itineraries

Some of the Brand USA self-drive itineraries that feature Los Angeles include 'At the Movies,' 'Shopping USA,' and the 'Pacific Coast Music Trail.' More road trips inspiration can be found [HERE](#).



### Re-LAX @ The Beaches

Clients can escape to the iconic California coast with a convenient stopover in LA's vibrant beach cities! There they can explore a world of sun-kissed beaches, world-class surfing, eclectic street art, and charming shops.

From the bustling boardwalk of Venice Beach to the laid-back charm of Manhattan Beach, each beach community offers a unique experience.

### Getting Around

Navigating to and around LA's beach cities is a breeze. Many beach communities are connected by the scenic Marvin Braude Bike Trail, perfect for exploring on two wheels. For a detailed guide on exploring LA's beach cities, read [HERE](#).



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