

USA

VisitTheUSA.com

Brand USA

# 2018 Partner Programs





# ROI

**4.3 million**  
incremental visitors

**\$13.6 billion**  
in incremental spending

an average of

**50,900** incremental jobs supported each year

federal, state, & local taxes nearly

**\$4 billion**

**\$29.5 billion** in total economic impact

more than

**700**

partners since our founding

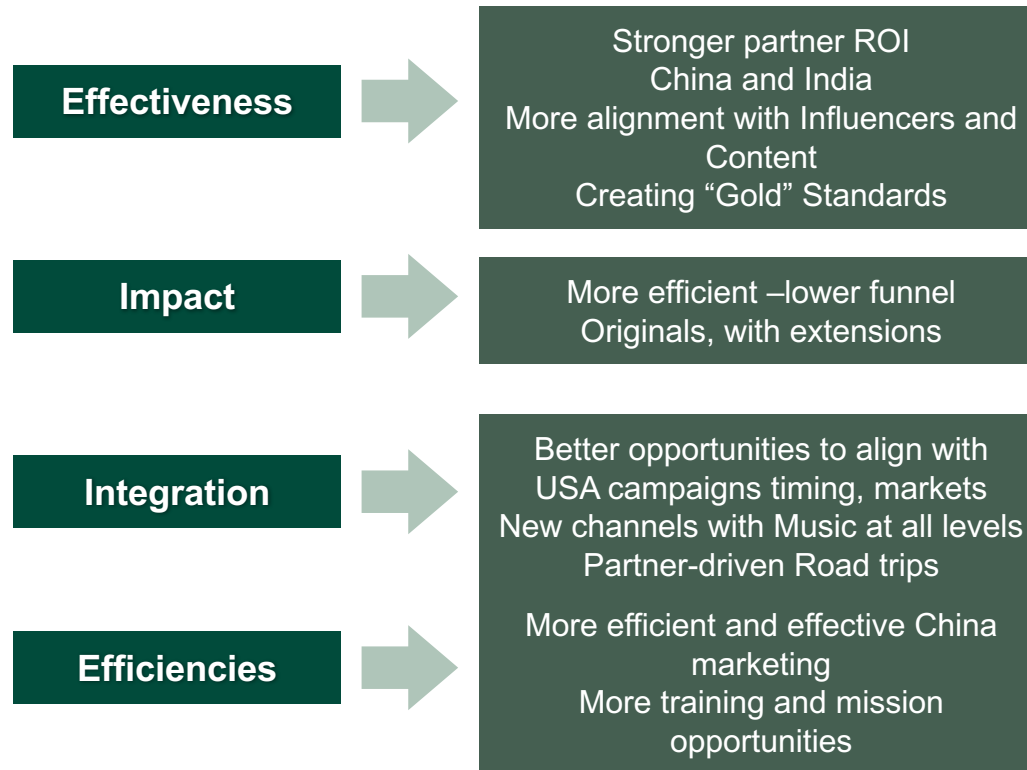


**98%**

partner program retention rate in FY2016



# Partner Marketing Constant Improvement







# AMERICA WILD & AMERICA'S TREASURES

USA

[VisitTheUSA.com](https://www.visittheusa.com)

Brand USA



# PROMOTING THE GREAT OUTDOORS

- *National Parks Adventure* released in honor of the 100<sup>th</sup> anniversary of the National Parks
- Film was the centerpiece of a multi-year strategy FY15-18
- Supported by Brand USA Originals, Market Specific and Consumer Marketing programs

**Overall Cost: \$23.6MM**

**Media Value: \$98.5MM**

**100,455,230,000 impressions**







BRAND USA  
AMERICA'S  
TREASURES



**FLAGSHIP**

Flagship platform of a new global strategy focused on music and culture.

**UNIVERSAL LANGUAGE**

Using the universal language of music, the film explores various cultural centers around the USA through the lenses of some of their biggest musical stars

# FY18 Markets & Timing



FY18	OCT	NOV	DEC	JAN*	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Australia				Green	Green	Green	Green	Green	Green			
Brazil				Green	Green	Green	Green	Green	Green			
Canada				Green	Green	Green	Green	Green	Green			
China	Green	Green	Green				Green	Green		Green	Green	Green
France				Green	Green	Green	Green	Green	Green			
Germany				Green	Green	Green	Green	Green	Green			
India				Green	Green	Green	Green	Green	Green			
Japan				Green	Green	Green	Green	Green	Green			
Mexico				Green	Green	Green	Green	Green	Green			
South Korea				Green	Green							
United Kingdom				Green	Green	Green	Green	Green	Green			
INFLUENCER THEMES	Neighborhoods			Culture & Entertainment			Road Trips			Great Outdoors		

Notes: 1. January Inspiration Activation; 2. China drive periods Chinese New Years, Summer Vacation and Golden Week; 3. Always-on Search: Chile, Colombia & Sweden  
 PLAN NOT FINAL

# Content Plan

Month	October	November	December	January	February	March	April	May	June	July	August	September
Brand Campaign	See How Far You Can Go											
Tone	Discovery			Go			Possibility			Freedom		
Theme	Neighborhoods, Cities, Towns			Arts & Entertainment			Road Trips			Great Outdoors		
Objective	Promote hidden gems to demonstrate that there is more available in the USA that you might have thought			Leverage the pop culture strength of the USA to generate interest			Showcase a broad range of travel possibilities (destinations/experiences) accessible via car			Use iconic destinations to spark traveler curiosity to want to see live		
SHFYCG	Invite travelers to discover their own unique finds in off-the-beaten-path locations			Emphasize the spiritual/emotional journey associated with experiencing art and culture			Encourage travelers to fully explore the areas they visit ("far" isn't only about distance)			Highlight the spiritual aspect of connecting with nature		
Partner Value	Work with partners to show experiences outside of the obvious ones they are known for			Connect partners with highly recognizable talent and entertainment/cultural events			Drive visitation to proximate locations outside major hub destinations			Create content that features unique USA landmarks/geographies and experiences to be had		



# January Inspiration: Activation

## 100 Best American Music Experiences (WIP)

- Reach out to partners for assets that portray unique destination culture:
  - Genre (Blues, Hip Hop)
  - Artist (Frank Sinatra, Dolly Parton)
  - Song (*Wichita Lineman*, *Empire State of Mind*)
  - Venue (e.g. Double Door, 9:30 Club)
  - Experience (Campfire Music, Luau)
- Digital ads use these assets to drive deeper destination exploration
- Create “wish list” trips on the VisitTheUSA.com bookmark page and win a music-themed itinerary through the United States

### 500 Greatest Songs of All Time

Rolling Stone's definitive list of the 500 greatest songs of all time.



**25 SONGS**  
THAT TELL US WHERE  
MUSIC IS GOING

A ONE-TIME SPECTACULAR

# Opportunities for In Market Events for *America's Treasures* and *National Parks Adventure*

- Brand USA Global/In-Market Premiere Event Sponsorships
  - UK, Australia, China, Americas (TBD)
- In Market Theatre Buyouts (Film Markets)
  - 4 week program + Expedia \$62k marketing value
    - Includes on site theater promotions/activations and ticket giveaways.
    - Geo-targeted marketing campaign on Expedia.com promoting your destination and the screenings.
    - Creation of Expedia custom interactive content feature and custom destination landing page.
- Custom In Market Exclusive Showings (Non Film Markets)
  - 6 week program + Expedia \$62k marketing value
    - Includes in theatre media, on site activation opportunities and ticket giveaways.
    - Geo-targeted marketing campaign on Expedia.com promoting bookings to your destination and the screenings.
    - Creation of Expedia custom interactive content feature and custom destination landing page.
- Will begin mid 2018, dates and times dependent on film launch per market







# Entertainment & Culture Initiative – Partner Opportunities



VisitTheUSA.com

**Brand USA**



# Entertainment & Culture Partner Programs

- **Phase 1 Partner Marketing Opportunities**
- Opportunity for mid-size partners to leverage Brand USA's consumer marketing efforts around music & culture to drive travel to the USA starting in October 2017
- **Partner Packages\***
  - Music-related experience pages on VisitTheUSA.com global sites
  - Video content developed around entertainment theme with local musician host
  - Social and paid media to generate engagement with partner content built into all packages
  - Integrated marketing on TBD music media channel to amplify partner content
  - Opportunity to showcase partner content on VisitTheUSA music hub
  - Markets: Global content + Market Specific amplification
- Subject to changes pending final packages



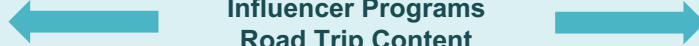
# PARTNER OPPORTUNITIES





# BRAND USA PROGRAMS BY COUNTRY

VisitTheUSA.com + GoUSA.cn  
 Global Inspiration Guide  
 Video Distribution  
 Influencer Programs  
 Road Trip Content  
 Multi-Channel  
 Affinity Programs



Attractions & Experiences Co-op	Attractions & Experiences Co-op	Attractions & Experiences Co-op	Attractions & Experiences Co-op	BBC	Attractions & Experiences Co-op	BBC	BBC	Attractions & Experiences Co-op	Attractions & Experiences Co-op
BBC	BBC	BBC	National Geographic Digital Co-op	Culinary Initiative	BBC	Facebook	Facebook	Facebook	Facebook
Facebook	Facebook	Facebook	Thomas Cook	STA Travel	Culinary Initiative	Culinary Initiative	Culinary Initiative	BBC	Culinary Initiative
Culinary Initiative	Culinary Initiative	Culinary Initiative	TravMedia	Thomas Cook	Influencer Program	National Geographic Digital Co-op	National Geographic Digital Co-op	Facebook	Digital Magazine
Influencer Program	Culinary Initiative	Digital Magazine	USA Discovery Program	Travelzoo	International SEM	USA Discovery Program	USA Discovery Program	Culinary Initiative	Influencer Program
International SEM	International SEM	International SEM	<i>Essentially America</i>		National Geographic Digital Co-op	National Geographic Digital Co-op	National Geographic Digital Co-op	International SEM	International SEM
National Geographic Digital Co-op	National Geographic Digital Co-op	National Geographic Digital Co-op	Ctrip		STA Travel	<i>Hindustan Times</i>	National Geographic Digital Co-op	International SEM	National Geographic Digital Co-op
STA Travel	USA Discovery Program	TravMedia	GoUSA Social Campaigns		Thomas Cook	<i>Times of India</i>	STA Travel	National Geographic Digital Co-op	STA Travel
TravMedia	USA Discovery Program	Travelzoo	Fliggy		TravMedia	Hot Star	Thomas Cook	USA Discovery Program	Thomas Cook
USA Discovery Program	Decolar	Dreamscapes	Mafwengo		<i>Essentially America</i>	Star TV	TravMedia	USA Discovery Program	TravMedia
Travelzoo		Postmedia	WeChat/Weibo		Travelzoo		<i>Essentially America</i>	USA Discovery Program	USA Discovery Program
NewsCorp		Travel Nation/Rogers Media			Air Berlin		USA Discovery Program	<i>Essentially America</i>	<i>Essentially America</i>
Sunrise/Flight Centre					Dertour		<i>Essentially America</i>	<i>Essentially America</i>	Travelzoo
					<i>FVW Medien</i>		<i>Essentially America</i>	<i>Essentially America</i>	RHS Hampton Court Flower Show
							<i>Essentially America</i>	<i>Essentially America</i>	<i>The Telegraph</i>
							<i>Essentially America</i>	<i>Essentially America</i>	<i>Times UK</i>
							<i>Essentially America</i>	<i>Essentially America</i>	WTM Taxis

# Brand USA Originals: Inspiration Guide

## 2018 Guide:

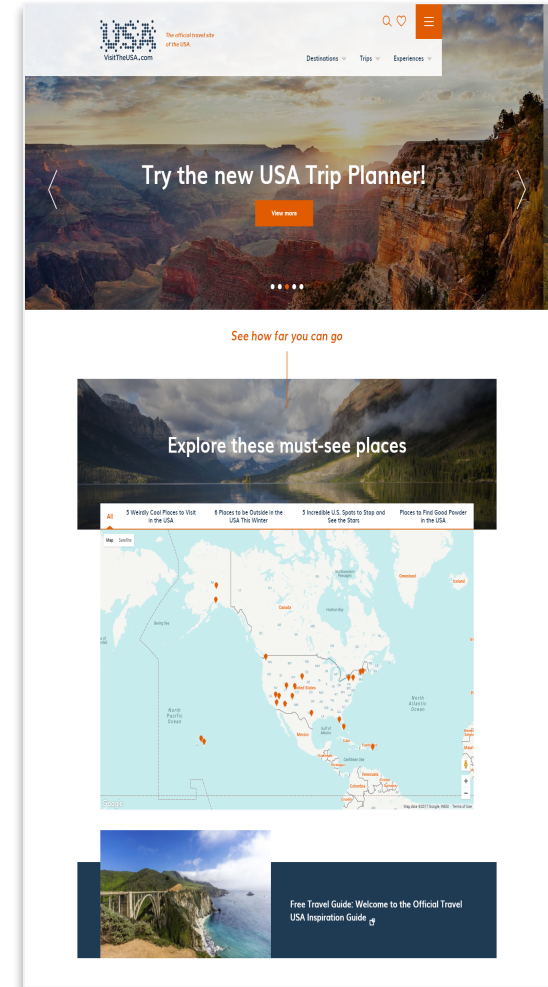
- 575,000 printed copies
- 30MM digital impressions
- 14 language editions distributed in 21 countries
- In-market January 2018





# Visit the USA Global Sites

- Destination Pages: State
  - Hero photo/video gallery, Google Map integration, Must-See module, official links, Where to Next module
- Destination Pages: City
  - Hero photo/video gallery, Google Map integration, TripAdvisor “Things to Do” feed, official links
- Experience Pages
  - Designed to highlight destination-specific experiences, tagged to populate in interest based searches, include photo/video gallery, partner links, locator map
- Trips Pages:
  - Regional or Statewide, trip stops content, locator map
- Thematic Content Verticals
  - Additional themed offerings with original content creation and marketing expansion. Details vary per program, themes include: Culinary, Outdoors, Entertainment and more



# Brand USA Originals: VisitTheUSA.com State Pages

Features include:

- Featured videos
- Weather
- Must-see places with UGC content
- Interactive maps with cities and parks
- Events
- Seasonal weather
- Featured content by location
- Fun facts
- Official partner links

## Must see places



1 of 3

### San Antonio River Walk

This bustling walk lives up to its name, running so close to the gentle San Antonio River you feel you could step right into it. The walk is filled with restaurants offering festive outdoor eating, music, shops, festivals and shows. You'll want to see every kilometer.

[View more](#)

Learn more

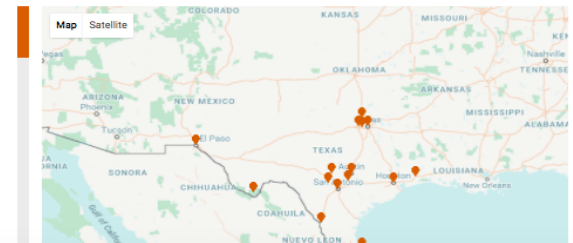
[Riverwalk Guide](#)

## Explore Texas destinations



Arlington

[View on Map](#)



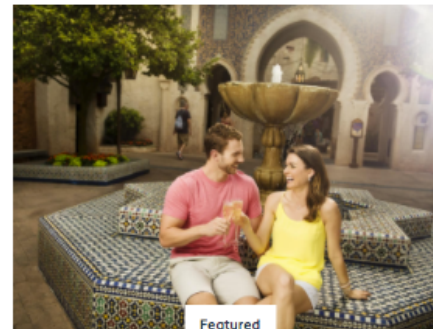


# Brand USA Originals: VisitTheUSA.com City Pages

Features include:

- TripAdvisor integration
- Official links
- Hero image gallery
- Featured videos
- Weather
- Interactive maps
- Events
- Seasonal weather
- Featured content by location
- Fun facts

## Upcoming events



Event

### Epcot International Food and Wine Festival

September-November

Select a month 



Event

### Grinchmas™ at Universal's Islands of Adventure

December



Event

### Kissimmee's Monumental July 4th Celebration

July



Event

### Celebration's Now Snowing

December

< 01 02 03 >

Official Kissimmee Travel Site



[experiencekissimmee.com](http://experiencekissimmee.com)

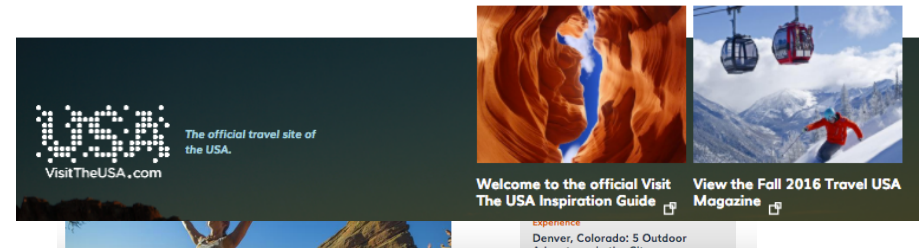
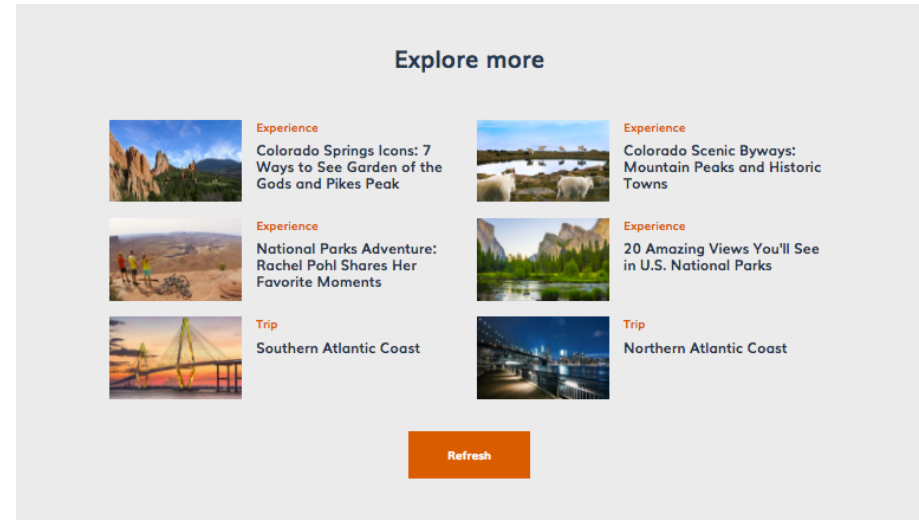


[US Travel Information](#)

# Brand USA Originals: VisitTheUSA.com Experience Pages

Features include:

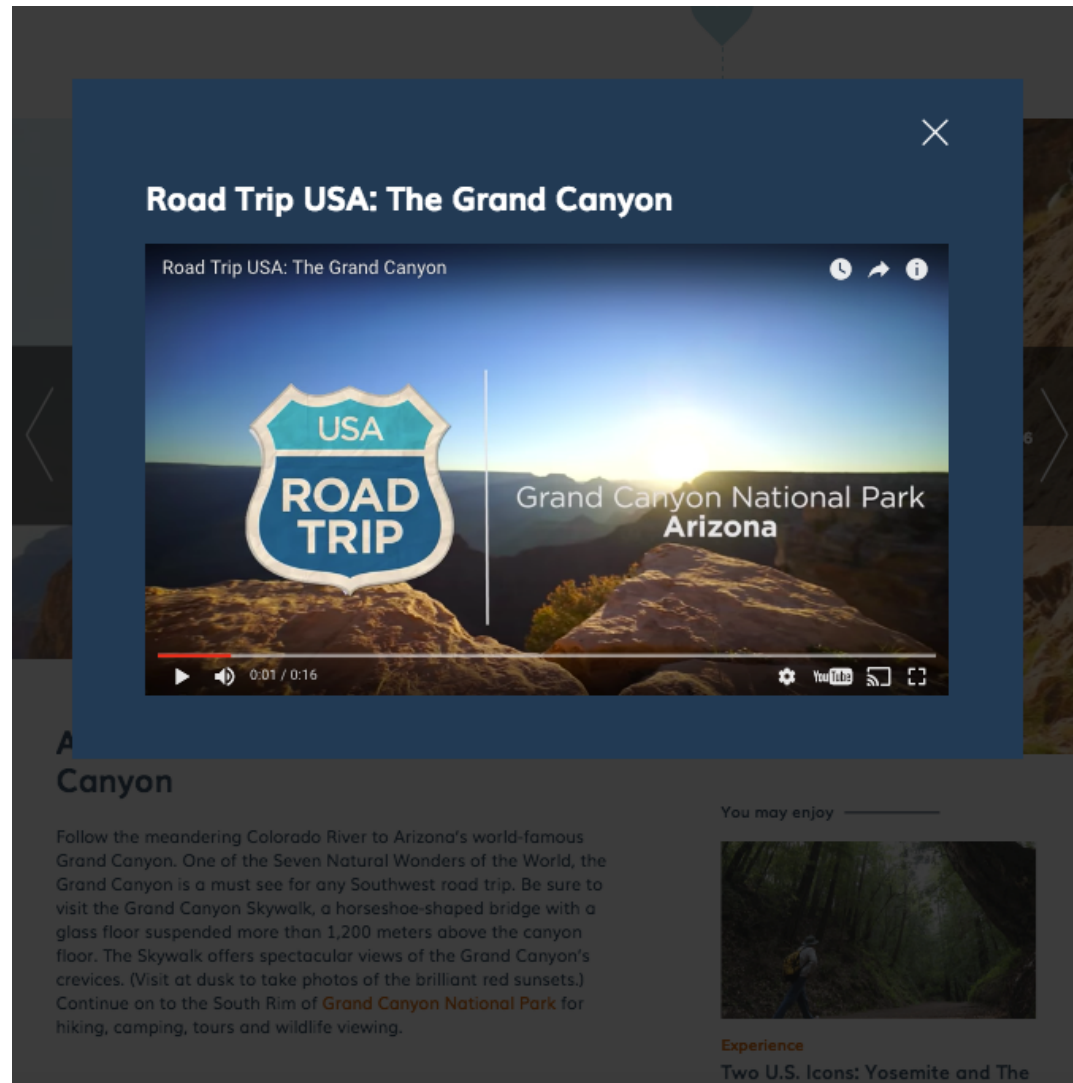
- Hero image gallery
- Featured videos
- Geolocated content
- Interactive maps
- Right rail for related stories and partner links
- Persistent module



# Brand USA Originals: VisitTheUSA.com Trip Ideas Pages

Features include:

- Hero image gallery
- Featured videos at each stop
- Travel time between stops
- Geolocated content
- Interactive maps
- Right rail for related stories and partner links
- Official links



**Road Trip USA: The Grand Canyon**

Road Trip USA: The Grand Canyon

USA  
ROAD TRIP

Grand Canyon National Park  
Arizona

0:01 / 0:16

You may enjoy

**Experience**  
Two U.S. Icons: Yosemite and The



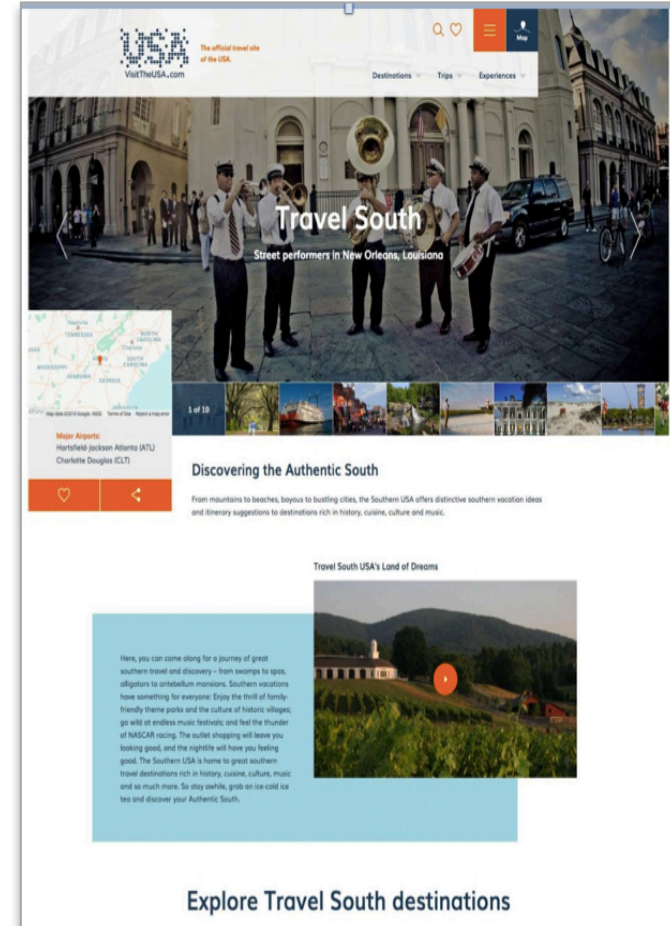
# Brand USA Originals: White Label VisitTheUSA.com

Leverages Brand USA's global media strategy  
Includes guaranteed quality video and content views  
100% turnkey content creation and translation

Complete custom site with Vanity URL – 13 foreign language sites

Firewall between GoUSA.com and Custom Partner Site

- **Package 1**
- Utilization of current content on gousa.com
  - Creation of 5 additional pages, all translations for all markets
  - Management and development of site
    - Total development
    - Annual updates
- **Package 2 (All of package 1+)**
  - Creation of relevant content – 20 pages – 30+ pages



# Brand USA Originals: Culinary

- High quality, strategically curated content
- Culinary-themed video creation and distribution
  - Focus on 2-3 locations, hosted in English (with subtitles for 1 additional language)
  - Rocket Fuel distribution
- Print and Digital Guide
  - Targeted consumer distribution within leading publications in the UK and Mexico
- Influencer Campaign
  - Integration in Brand USA's international influencer strategy
- Content Marketing & Promotions on Visit the USA Global Sites
  - Dedicated, paid traffic generation strategy (Outbrain or Taboola)
  - Enhanced Experience Page content with translations, photos, videos and link to partner's website



**COLORADO: FARM-TO-TABLE AND SEED-TO-SIP**

Colorado is a food-and-drink lovers' paradise, bursting with hands-on food tours, farm-fresh dishes and extensive craft beverage offerings. The diversity of Colorado's landscape, from mountains to wide-open ranch lands, is evidenced in the breadth of local food and drink. And the state's heritage, steeped in Native American and Old West traditions, comes through in its rich dining experiences. It's no wonder Colorado attracts visitors from around the globe to world-renowned festivals such as Aspen's Food & Wine Classic, the Great American Beer Festival, the Telluride Wine Festival and the Colorado Brewers' Festival.

**FARM-TO-TABLE DENVER**  
Denver's pedestrian-friendly neighbourhoods, brilliant blue skies and stunning mountain views make it a perfect backdrop for culinary explorations. Take a walking tour of the city's many breweries along the Denver Beer Trail before diving into the bustling restaurant scene. The Mile High City boasts award-winners including historic Larimer Square's Biya, which features Mediterranean dishes presented with a local flair. Or head straight from the airport to Denver Union Station via rail and be rewarded with a visit to Mercantile Dining & Provision. Pick up spices, charcuterie and other seasonal goods at the market or savour a meal at the seasonally focused restaurant. Test your friends back home you dined at Cpheta's electric Soupbowl (a former brother) or Linget (previously a mercantury). You'll get a good story and an unforgettable farm-to-table meal.

**GRAND JUNCTION'S BOUNTY**  
For an immersive experience, head to Grand Junction, Colorado's Wine Country and fruit-growing hub since the late 1800s. Artisans use that bounty to produce wine, beer, spirits, cider and more, and local chefs incorporate ingredients from the harvest into menus. Visit lush farms such as High Country Orchards, Tabbott's Farm or Aldo's Farms for peaches, pears, cherries and more. Many offer freshly made items such as jams, jellies, salsas and baked goods. Stroll along vineyards and settle in for a wine tasting at gorgeous Grande River Vineyards and Plum Creek Winery in Palisade. Love the heady scent of lavender? Check out Sage Creations in Palisade. Be sure to try lavender wine at one of the local wineries. In summer and early autumn, explore the Downtown Farmers' Market for the day's freshest produce and prepared goods.

**CRAFT BEVERAGE MECCA**  
Colorado is also at the forefront of the nation's craft beverage explosion. Brewers, winemakers, distillers and cocktail artists have made the state a must-stop for fans of lively protonand drinks. Start in the Front Range, the state's most-populated area, where Denver is home to the Great American Beer Festival in October and Boulder hosts the annual Craft Beer Festival in August. Tour and taste at Boulder's dozens of breweries including J. Weils brewery, Boulder Beer and Santos Brewing Co. About an hour north in Fort Collins, sample wines at Hunters Moon Meadery. Or head to Denver's award-winning Williams & Graham cocktail bar. Hidden behind a bookstore, this popular bar creates classic cocktails with locally sourced ingredients.

56 Travel USA | Flavours of the USA

Learn more about Colorado at [Colorado.com](http://Colorado.com)

VisitTheUSA.com/flavours 57



# Brand USA Originals: Video Storytelling

Brand USA's cooperative video program increases consumer engagement, includes international distribution channels and brings partners more ways to deliver their story to targeted international audiences.

- Road Trips
- Destination-At-A-Glance Videos
- International Storyteller
- Native Traveler Videos
- Destination Videos produced by Matador



**Gold Standard**

# Brand USA Originals: Video Storytelling

## Road Trips

- Videos place the viewer in the driver's seat, highlighting the traveler's perspective and capturing experiences that are high-energy, personal and memorable.
- Includes four vignettes (each focusing on a single stop or destination), one compilation video and one pre-roll (both of which include highlights from each vignette and act as an overview).
- A dedicated Trips Page will be created to host the full video series on all of Brand USA's language websites.





# Brand USA Originals: Video Storytelling

- Destination-At-A-Glance Videos
- International Storyteller (Thematic) Videos
- Native Traveler Videos
- Destination Videos produced by Matador
- Special/custom pricing options:
  - 360 Videos
  - Animated Reality Videos

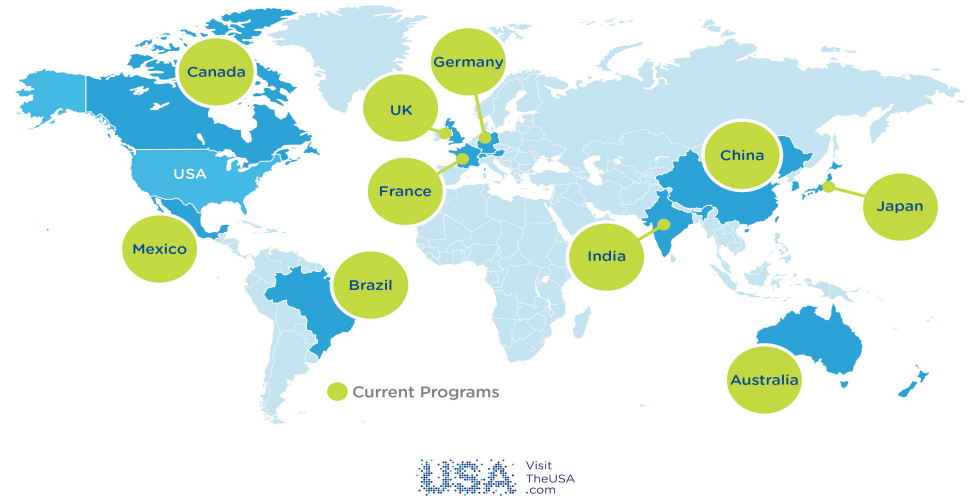


# Brand USA Originals: Multi-Channels

## New Media Platforms & Program Evolution

- Shift marketing channels from awareness/high funnel to engagement/activation/mid to lower funnel
- Greater investment in digital to support “social first” strategy, and provide opportunities for storytelling
  - 60% of Brand USA investment toward digital channels
- Primary Digital Channels
  - Facebook Ad Carousels (NEW)
  - Video – broadcast and digital (NEW)
  - Google Display Network
  - Expedia

2018 TARGET MULTI-CHANNEL MARKETS





# Brand USA Originals: Multi-Channel Results

## 2016 PROGRAM RESULTS



## 2016 MULTI-CHANNEL CAMPAIGNS • SAMPLE PARTNER RESULTS



\*Source: Total Room Nights Booked & Total Gross Bookings are Expedia, Inc. internal data for the total campaign or individual partner over the campaign dates and the campaign markers as listed above

\*\*Across 14 programs

- Facebook – Winter 2017 Multi-Channel Campaigns
  - 4 Markets (CA, UK, IN, FR)
  - 20 Carousel Units – 3 week flights
  - 54.8 Million Impressions
  - 614,580 Partner Engagements
  - Nearly 500,000 Clicks
- Expedia – 2016 Results
  - \$88 Million in Gross Bookings (14 programs)
  - 401,681 Room Nights Booked
- Google Display\*
  - Average CTR of 1.14% - nearly 15X the .08 industry average
  - Germany Fall 2016 – outstanding 1.65% CTR

*\*Results based on AU, DE & UK Fall 2016 campaigns*

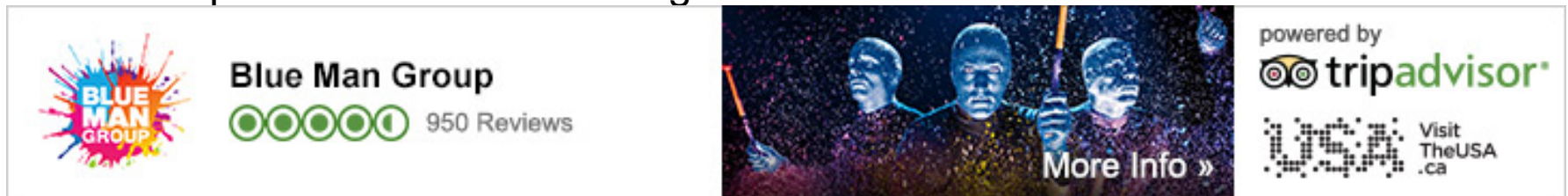
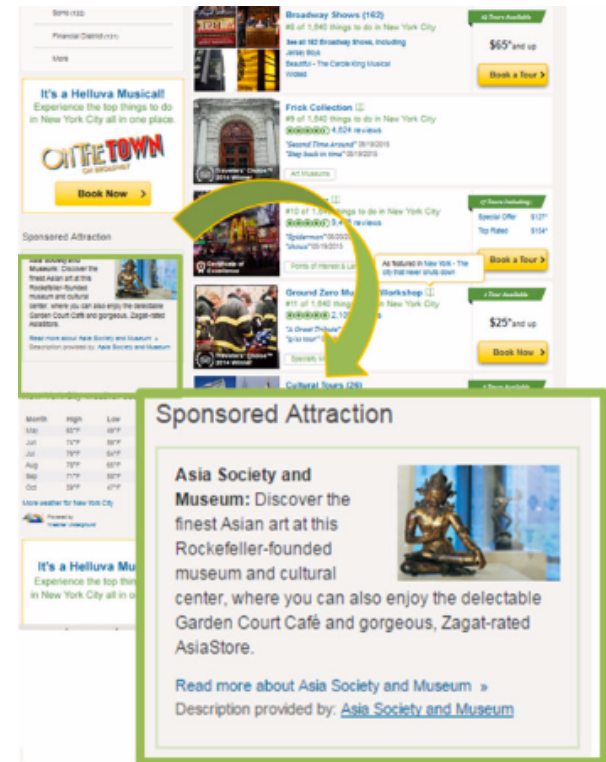
# Brand USA Originals: Digital Magazine

- Immersive digital experience that will reach consumers in high-volume markets and drive direct bookings
- Estimated 3MM digital ads served on Expedia (distribution partner)
- Native content links to a custom Expedia landing page featuring participating destinations
  - Ability to track travel intent and bookings
  - Expands reach of inspirational, experiential content
- Brand USA social and digital channels include links to the digital magazine on VisitTheUSA.com
- Four opportunities for partner participation:
  - What's New in the USA (slide show content)
  - Travel Spotlight (slide show content)
  - Featured City Destination (article, video, image gallery)
  - Itinerary (itinerary with video and image gallery)



# Brand USA Originals: Attractions & Experiences

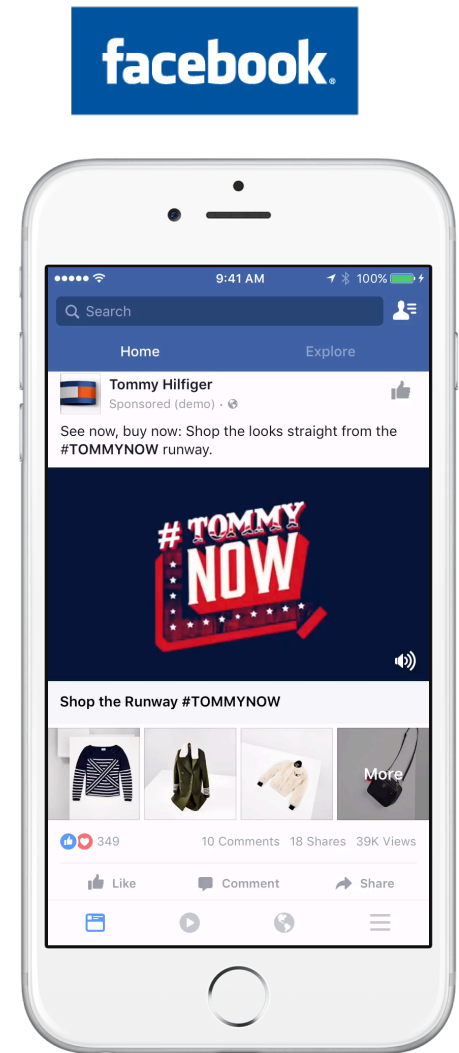
- Content Development & Distribution
  - Multi-Channel Print & Digital Exposure
    - Partner-driven content giving the featured attraction flexibility with messaging
  - Premium Experience Page on VisitTheUSA.com Global Websites
    - Includes editorial content, photo/video gallery, CTA with link, social integration, content marketing with guaranteed engagements
- Activation
  - TripAdvisor
    - Custom display ads
    - Sponsored Attraction listing





# Integration with Consumer Campaigns: Facebook

- Collections Unit
  - Interactive asset in feed to drive deeper engagement
  - Brand USA and partners will be first to market
  - 100% SOV
- Thematic Targeting:
  - Neighborhoods, Towns & Cities
  - Entertainment & Culture
  - Road Trips
  - Great Outdoors
- Awareness and engagement strategy for partners in key markets
- Available Markets: Australia, Brazil, Canada, Germany, India, Japan, Mexico and UK
- Brand USA contributes creative services for all partners



# Influencers 2018

## PROGRAMMATIC

- Brand USA defines the market, theme and timing (per content calendar)
- Partners (individual or group) may provide input on itinerary & must-sees
- Utilize micro influencers with paid media support dedicated to partners for greater efficiency
- Develop content and “ownable” assets that work across a variety of channels
- Assumes 7-10 day trips with a maximum of 4 partners per opportunity
- Example: Road Trips / Great Outdoors Social Campaigns

## CUSTOM

- Partner & Brand USA identify market, theme and timing
- Partner provides recommended itinerary & must-sees
- Execution and media support will vary depending on whether a macro or micro-influencer approach is selected and per goals of partner
- Requires greater level of investment from partner
- Example: Visit California – Beautiful Destinations Influencer Spring 2018

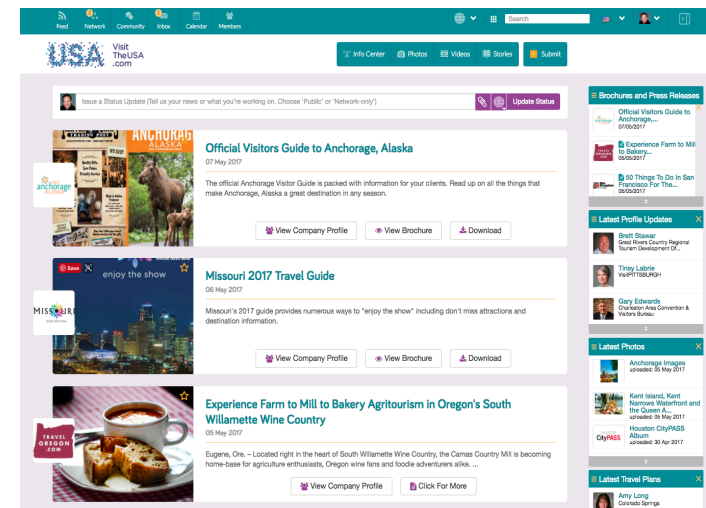
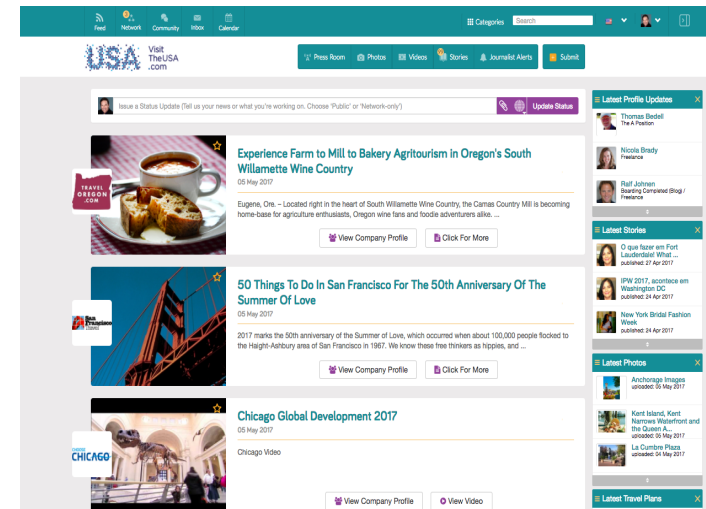
**mxm**

Meredith Xcelerated Marketing

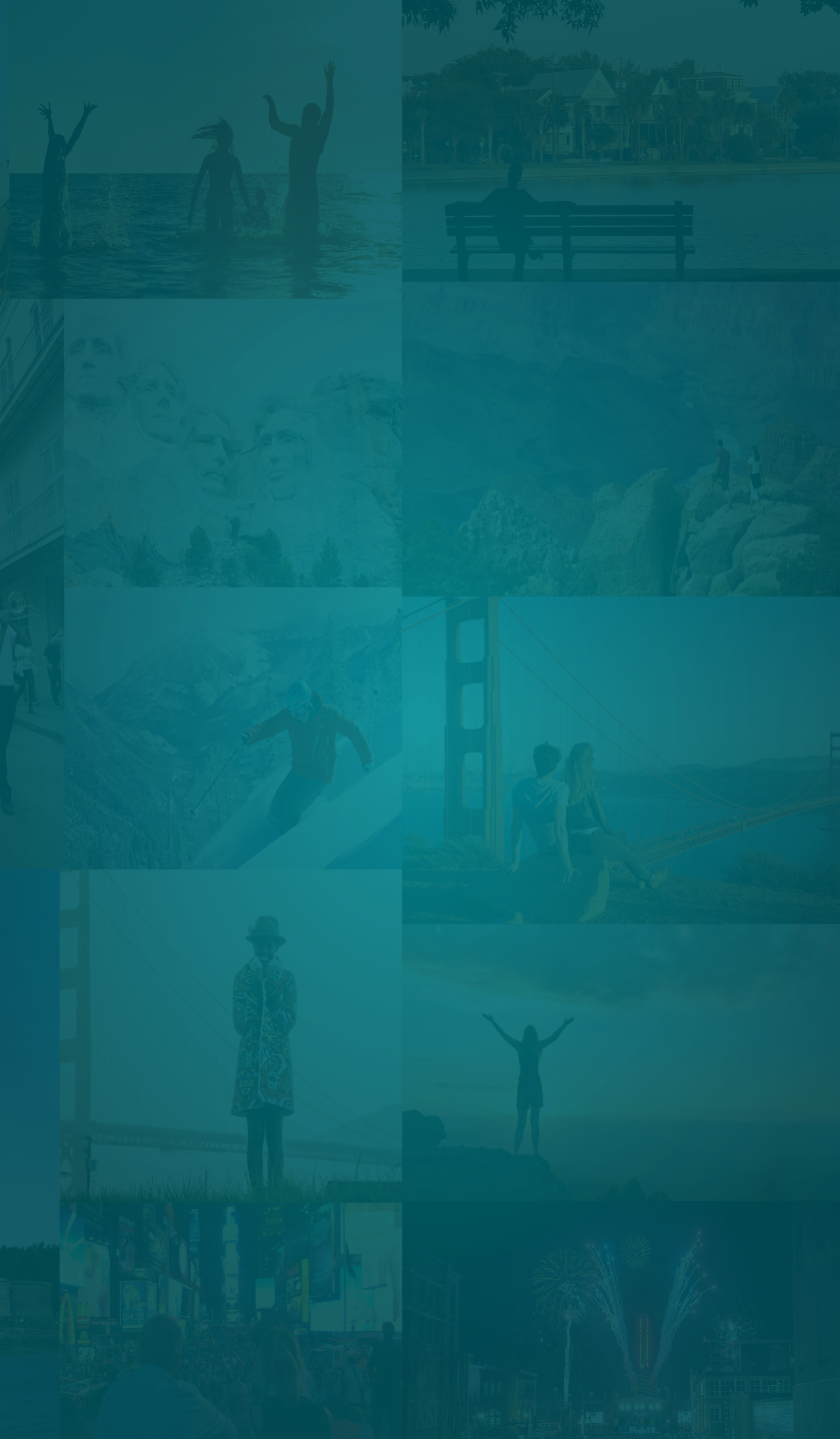


# Brand USA Originals: TravMedia

- Brand USA Partner news is distributed to the world's largest database of travel journalists, introducing Brand USA initiatives to more than 25,000 journalists globally
- TravMedia is the world's largest travel industry specific global network for travel and lifestyle media (25,000+) and Travel PR & Marketing Professionals (15,000).
  - **BrandUSA.travmedia.com**
- TravTrade is the travel trade sister business to TravMedia, providing white-label software solutions for Destination Marketing Organizations (DMOs), Industry Associations and events worldwide
  - **Brand USA.travtrade.com**
- **Tier 1:** 12 Releases in 6 Global Markets
- **Tier 2:** 6 Releases in 7 Global Markets
- **Markets:** Asia\*, Australia, Brazil, Canada, Germany, New Zealand, UK
  - Asia\* includes: Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Macau, Malaysia, Maldives, Myanmar, Nepal, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam



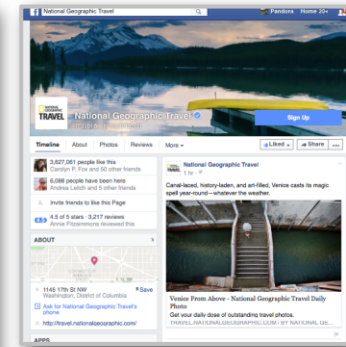
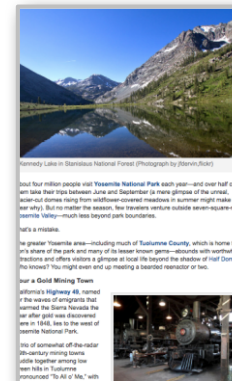
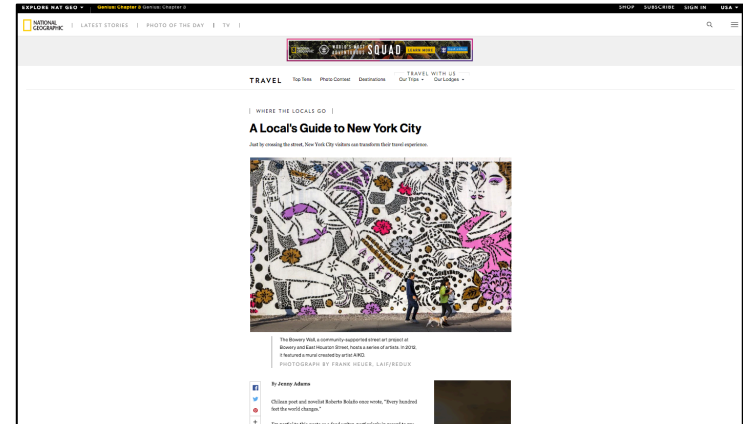




# Global Programs

# Brand USA Originals: National Geographic Digital Co-op

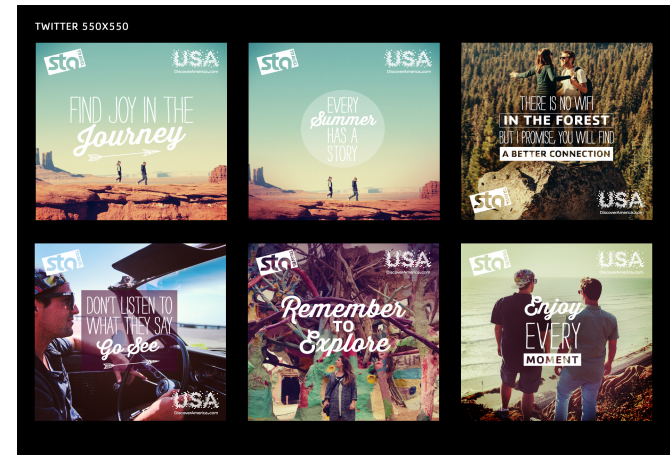
- Theme: “Where the Locals Go”
  - Locals’ go-to spots for authentic neighborhood flavor
  - Aligns with Brand USA’s “Neighborhood” editorial theme
- Editorial
  - Custom content written about your destination; also includes photography
  - Lives on the “Where the Locals Go” hub on NationalGeographic.com
- Social
  - Social media promotions of your destination’s editorial content to National Geographic’s 15MM+ fans
  - Promotion in the National Geographic e-newsletter
- Digital
  - Estimated 4MM impressions in key markets
  - “Digital” ad unit brings partner messaging and editorial content together in one place and drives additional traffic to the editorial content
- Activation through Expedia partnership
- 2018 launch



# Brand USA Originals: STA Travel

## Reach the Millennial Traveller with STA Travel and Brand USA!

- Leverage STA Travel and Brand USA's continued YOY growth of +10%
  - Integrated campaign
  - Paid media plan
  - STA landing pages
  - STA Blogs
  - In-store advertising
  - Trade outreach
- Limited opportunities to work with global artists to create content for your destination with distribution through STA Travel social channels with paid media support
- Leverage STA Travel's new music platform, **STA Travel Sounds**, to connect with travelers





# Brand USA Originals: Thomas Cook USA Everywhere

	Everywhere	Everywhere Plus	Everywhere Advanced	Everywhere Bespoke
<b>Package value</b>	<b>\$65,218</b>	<b>\$108,696</b>	<b>\$195,652</b>	<b>\$260,870</b>
<b>Approximate customer reach (impressions)</b>	<b>1,800,000</b>	<b>3,000,000</b>	<b>5,400,000</b>	<b>7,200,000</b>
Bespoke Landing Page	✓	✓	✓	✓
Thomas Cook E-Commerce Sites	✓	✓	✓	✓
News and Travel Websites Advertising	✓	✓	✓	✓
Facebook Sponsored Ads		✓	✓	✓
In-Store Screen: 15s Destination Video			✓	✓
Brochures, Magazines & Collateral: Advertising & Content				✓
Agent Training and Trade Events				✓

- Prices per market, choose from 16 source markets
- Where channels not available in a market, other channels will be up-weighted
- Custom packages available

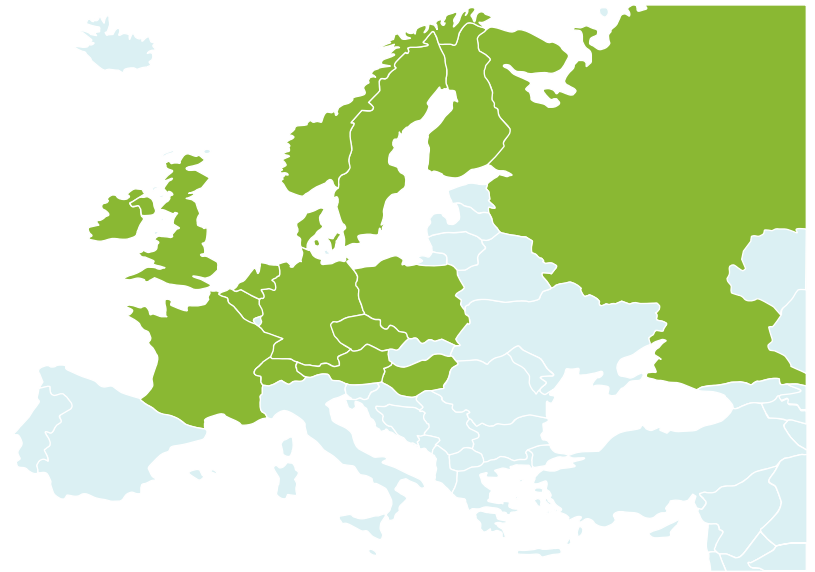
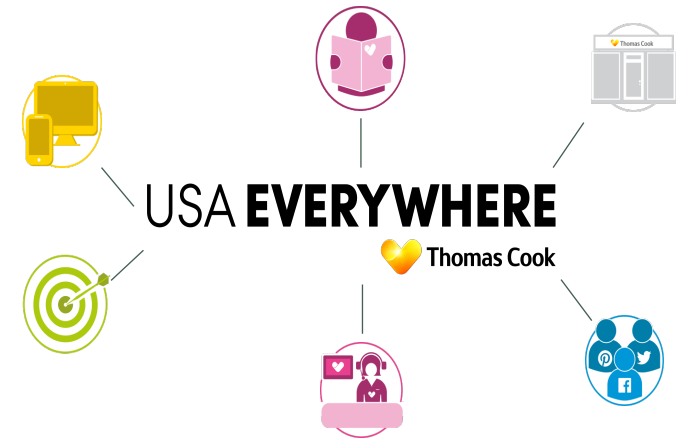
# Brand USA Originals: Thomas Cook

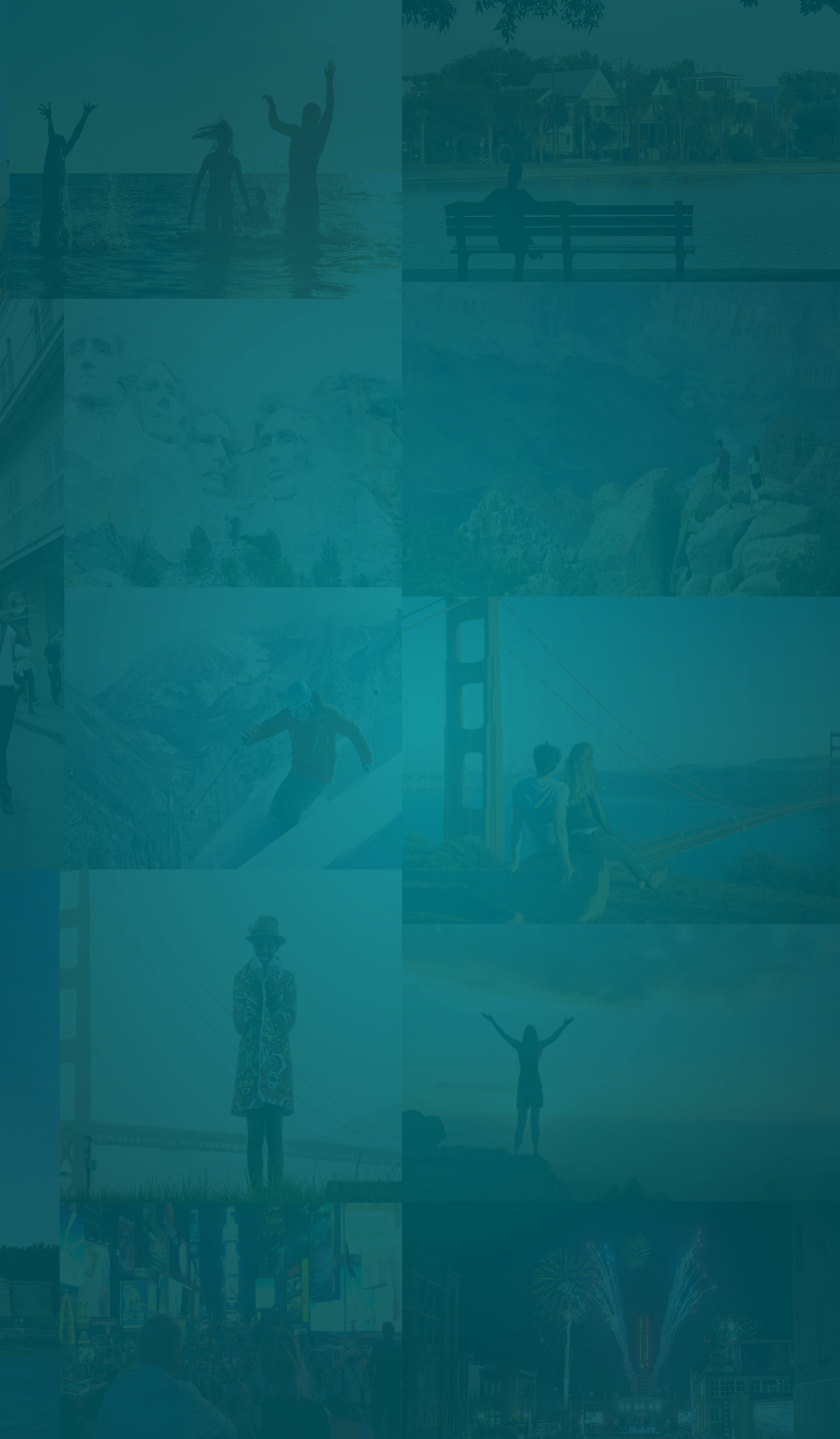
The Brand USA and Thomas Cook partnership has delivered +500,000 incremental US passengers since 2014. Our 2017 partnership will focus on innovative, data-focused marketing and product development.

**USA Everywhere** puts your advertising and/or content on:

- Thomas Cook websites
- News and travel websites
- Social media sites
- In-store screens
- Agent training/events (bespoke packages)
- Brochures/print magazines (bespoke packages)

- |                |                  |
|----------------|------------------|
| ✓ UK & Ireland | ✓ Norway         |
| ✓ France       | ✓ Denmark        |
| ✓ Belgium      | ✓ Finland        |
| ✓ Netherlands  | ✓ Hungary        |
| ✓ Germany      | ✓ Poland         |
| ✓ Austria      | ✓ Czech Republic |
| ✓ Switzerland  | ✓ China          |
| ✓ Sweden       |                  |





## Market Specific





**CHINA**



**Brand USA**

# And They're Social all the Way

9 out of 10 internet users have a social media account



And they go BIG...

11.6BN views & 27MM discussions to date for popular Weibo topic:  
#BringWeiboOnYourTrip



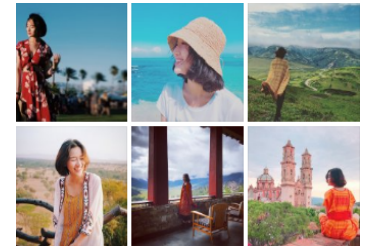
Things happen fast on social...

1MM organic views within 24 hours on a single WeChat post in July about escaping city life



Especially real-people stories.

3MM+ people follow grassroots travel KOL “猫力Molly” and her trips on Weibo.





# Influencers and KOLs Make a Difference

In all this noise, Chinese travelers look to peers & KOLs for what to do...



“Walking around Basel and taking in all the art and architecture, I can't imagine a better way to vacation”

“Walking around Basel and taking in all the art and architecture, I can't imagine a better way to vacation”



Source: Ogilvy PR; Weibo Social Listening, Nov. 2016



“Seeing the northern lights has been a dream of mine. What a marvelous experience!”

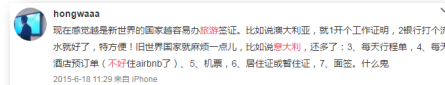


# Influencers and KOLs Make a Difference

...and what to avoid.



“Five more steps for an Italian visa than an Australian one... So inconvenient & annoying!”



“Another terrorist attack... is it still safe to travel in France?”



“It's not easy using an English GPS while paying attention to so many road signs”



“While travelling in the US, my kid dislocated a joint, and the doctor visit took 4 hours and \$2000 USD!”



# The BAT Ecosystem is Baidu, Alibaba & Tencent





# China Marketing 2018



Largest OTA platform in China and owned by Baidu

Monthly Active Users:  
**150 million**

Young, white collar users

In 2016, **20 million** (18%) of all outbound Chinese tourists booked their trip on Ctrip



OTA platform owned by Alibaba

Daily Active Users:  
**10 million**

Independent millennials

Fliggy is actively expanding its **outbound travel** business and seeking partnership with tourism boards around the world



Largest trip planning platform in China

Monthly Active Users:  
**80 million**

Middle to upper class millennials

Mafengwo has partnerships with travel boards and airlines, a key decision engine for pre-travel destination selection



Premier search engine

Monthly Active Users:  
**600 million**

3.3 billion search queries per day

85% of internet users in China use Baidu as primary search engine

Leverage search volume contract for all partners' benefit

Additional 15% of search of media

## Social



Live Streaming



WeChat Verification  
WeChat Moment Ads





# GOUSA.CN WEB OPPORTUNITIES

USA  
VisitTheUSA.com

Brand USA

# GoUSA.cn Web Opportunities

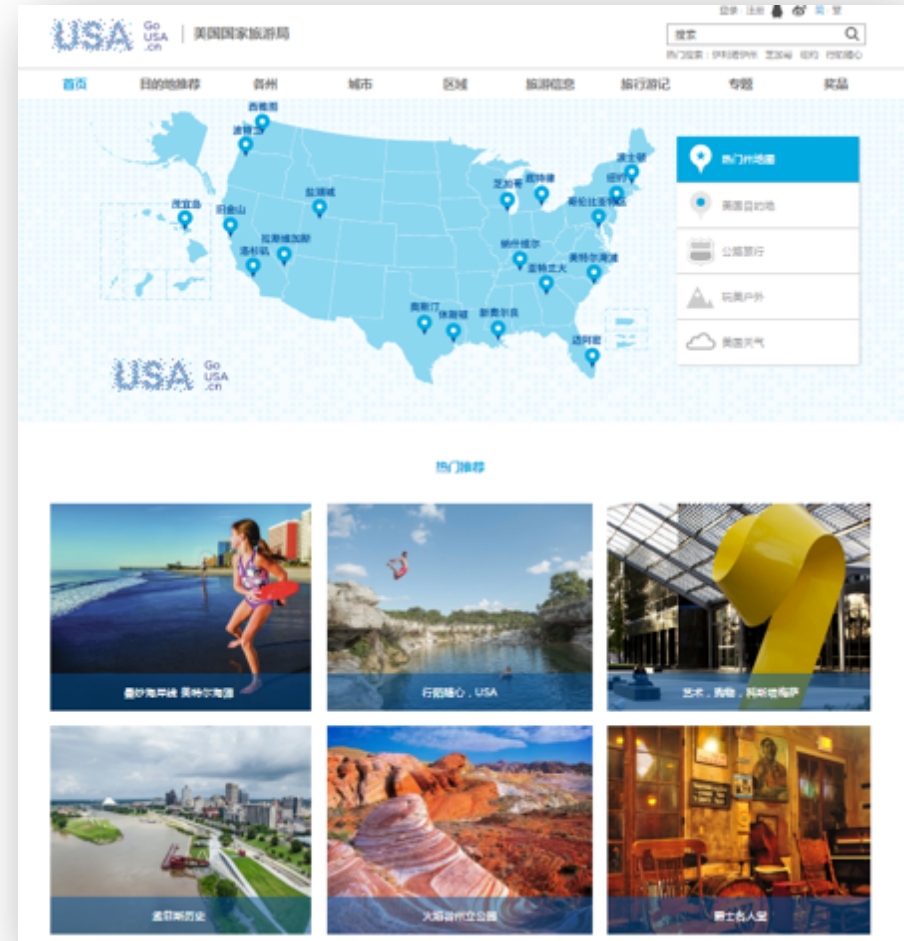
Reach the **#1 market** of visitors to the United States with a Chinese website that is optimized for both mobile and desktop, and introduces and highlights your destination or brand to China.

## Campaign Page

- Experience listings, homepage promotion, GoUSA social media posts, and featured blog posts
- **NEW:** \$500 Baidu Search credit and SEO service

## Custom Site

- Experience listings, homepage promotion, GoUSA social media posts, featured blog posts PLUS mosaic experience filter, custom designed banner ad creative
- **NEW:** \$1,000 Baidu Search credit and SEO service



# GoUSA.cn Web Opportunities

GoUSA Packages and Pricing*	Mosaic Filter by Experience	Custom URLs	Experience Listing	Homepage Promotion	Posts on GoUSA Social Channels	Featured Blog Posts On GoUSA.cn Site	Custom Banner Design	Links to Chinese Social Networks	Quarterly Reporting	Search Keywords	SEO
Campaign Page (Value \$39,000)	N/A	✓	Up to 10*	1 month featured tile promo	1 post per month for 3 months	1 per quarter	N/A	✓	✓	\$500 Baidu Search Credit	One-time during initial setup
Campaign Page - Renewal Option (Value \$30,500)	N/A	✓	Up to 10*	1 month featured tile promo	2 posts per month for 3 months	1 per quarter	N/A	✓	✓	N/A	One-time during renewal
Custom Site (Value \$137,800)	✓	✓	Up to 50*	3 months featured tile promo	5 posts per month for 6 months	1 per quarter	✓	✓	✓	\$1,000 Baidu Search Credit	One-time during initial setup
Custom Site - Renewal Option (Value \$70,800)	✓	✓	Up to 25*	3 months featured tile promo	1 post per month	1 per quarter	✓	✓	✓	N/A	One-time during renewal

Translations and localizations included for both Simplified and Traditional Chinese for us on GoUSA.cn and GoUSA.tw respectively. Chinese content will be accepted and edited.

\*Activity listings and blog content must be provided by the partner and will be translated and localized by GoUSA's China team.

\*\*Social links available to partners with current Chinese social media or who have contracted for one of the Social Media packages.



# GoUSA.cn Web Opportunities

Designed and managed by Hylink, China's largest independent digital agency, and GoUSA's digital agency in China, the site is search-friendly and responsive, effectively delivering your destination to a target audience who is ready to embark on a breathtaking trip to your destination. The website includes link-outs to travel booking sites, maximizing your ROI, and streamlining user experience.

Service	Description	Value	Commitment	Expected Results
Search Keywords (For those not participating in our Search Opportunities)	Drive increased traffic to your campaign or custom subsite with curated keywords that target our audience on Baidu, the largest search engine in China, and ensuring that your subsite is on the first page.	(Value: \$7,590/per month) Min. 15% in top up credit included	6 Months	-First page on Baidu search result on Desktop -First page on Baidu search result on Mobile -CTR of 10% or more (Click Through Rate)
Search Engine Optimization (SEO)	Monthly review of content and tagging to match with Baidu to ensure that your page shows up as an organic search result on Page 1 consistently	(Value: \$6,210/ per month)	6 Months	-First page on Baidu search result on Desktop -First page on Baidu search result on Mobile -CTR of 10% or more (Click Through Rate)



# SOCIAL OPPORTUNITIES- WeChat AND WEIBO

USA  
VisitTheUSA.com

Brand USA

# China – WeChat

## Platform Overview

- WeChat is the **#1 social media platform** in China, and is owned by Tencent.
- Registering an official WeChat account allows **direct communication** with Chinese travelers by sending text, images, audio, video, and links **directly to their inboxes**.

## Coverage

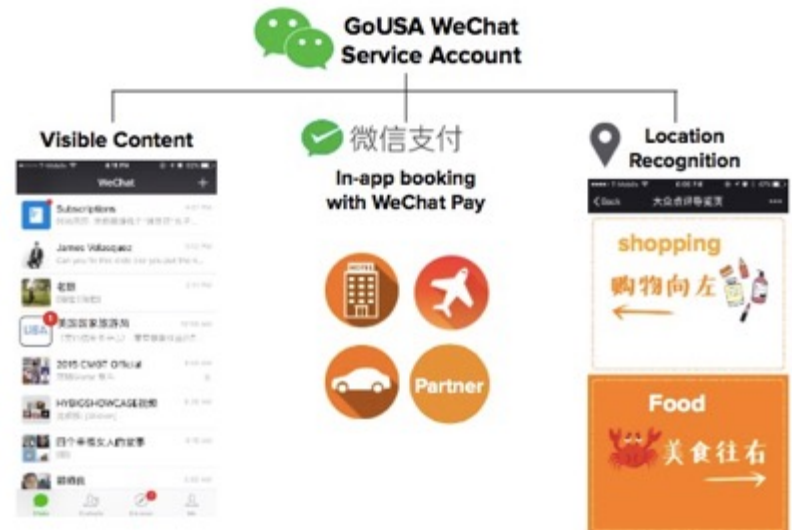
- **889 million** monthly users
- **768 million** daily users
- **8 million+** brands

## Notable Features

- Moments: allows users to share multimedia and links with friends
- WeChat Pay: can be used to transfer money between WeChat users (peer-to-peer), and make payments online to participating offline retailers

## Value for Brand USA

- Registering a verified WeChat service account will bring more partner value to the Brand USA programs
- Leverage WeChat Moments Ads to precisely target potential tourists and deliver multimedia messages





# WeChat Ads

Service	Description	Minimum Value	Package Opportunities
<p><b>WeChat Moments Ads</b> (Available for both Owned Social and GoUSA.cn)</p>	<p>WeChat moments ads give advertisers the opportunity to advertise within users' WeChat Moments, which is WeChat's equivalent of Facebook's news feed. WeChat Moments Ads' features include:</p> <p>DMO's name and logo Text description (up to 40 characters) Link to an HTML5 webpage hosted within the WeChat network Up to 6 photos or 6-15 seconds of video</p>	<p>Image and Text Ads: <b>(Value \$36,000)</b></p> <p>Video and Text Ads: <b>00</b> <b>(Value \$75,000)</b></p>	<p>Partner Offerings for Image and Text</p> <p>Partner Offerings for Video</p>
<p><b>WeChat Banner Ads</b> (Available for both Owned Social and GoUSA.cn)</p>	<p>WeChat banner ads allow DMOs to <b>target users</b> by location, interest, age, industry, gender, and device, allowing DMOs to deliver targeted, persuasive multimedia messages to potential travelers. The banner ad appears at the bottom of WeChat articles before the "Read More" button. WeChat banner Ads' features include:</p> <p>DMOs name and logo Banner photo "Learn More" button that takes users to the DMO's account</p>	<p><b>(Value \$30,000)</b></p>	<p>Partner Offerings for Post Ad</p>

# China - Weibo

## Platform Overview

- Weibo is China's **#1 microblogging website**, and is owned by the Sina corporation
- Verified Weibo accounts allow companies to advertise and launch campaigns to reach a large audience on an easily accessible online platform
- Sina Weibo is valued at **\$11.3 billion**, making it more highly valued than its American equivalent, Twitter

## Coverage

- **503 million** registered users
- **120 million** daily active users (PC+mobile)
- **85%** are on mobile
- **70%** active users are at university level

## Notable Features

- **SEO-able content**- popular platform for **short videos, live streaming, and buzzing topics**
- Has various marketing tools including data analysis, monitoring tools, and CRM features
- **Multiple advertising opportunities**: promoted content can be placed on the start-up header, at the top of the newsfeed, as a featured hot topic, etc.

## Value for Brand USA

- Strengthen **KOL partnerships**, and use KOL's voices to drive interest
- Leverage various advertising positions to increase the brand exposure



Start-up  
Ad



Ad featured at  
the top of the  
news feed



Featured  
hot topic

# Social Live Streaming

## Overview

- Rapidly growing mobile trend that is popular among potential Chinese travelers, particularly millennials
- Promote your destination or brand through Weibo's livestreaming partnership with Yizhibo.

## Coverage

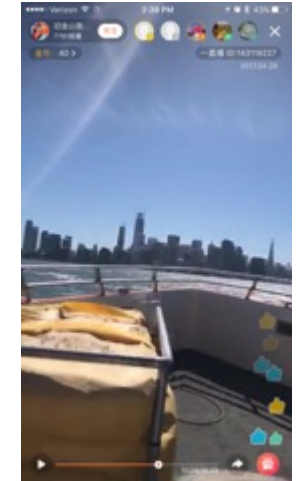
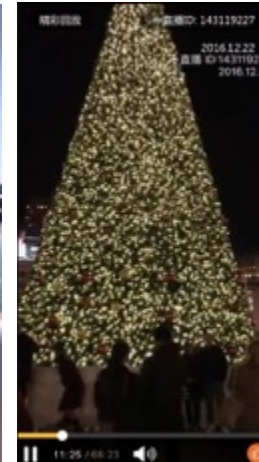
- **\$3 billion** in total revenue from livestreaming in 2016
- **70%** of livestream users are between 15-35
- **50%** of Chinese internet users use livestreaming apps

## New Addition to Partner Programs

- For GOUSA Social Account
  - Livestream cost TBD on Weibo + T&E
- Owned Social
  - 1 Livestream Per Year + T&E

## Notable Features

- An effective tool in acquiring new users and engaging existing audiences, get a 3x increase in engagement rate or more when a livestream is active.
- 1 Livestream constitutes 60 minutes on-location followed by 1 post on WeChat and 1 post on Weibo before livestream active.



### SFTA Weibo Live Streaming Performance Highlights:

- **170,000 Views** (\$0 media investment)
- **12,190 Likes**
- **400% increase in Weibo fans** during the live stream





**CTRIP**



# China - Ctrip

## Platform Overview

- As China's **largest online travel agency**, Ctrip provides comprehensive services including hotel reservations, flight reservations, package tours, corporate travel management, train tickets and dining reservation
- Ctrip is also a majority shareholder of Qunar, occupying a **market share** of approximately **80%** in China's online hotel and air-ticket markets

## Coverage

- **150 million** monthly active users
- **90 million** registered members
- **11 billion** total app downloads
- Tier 1, 2, and 3 cities

## User Demographics

- **Young**- majority of users are post 80s; **70%** of users are 23-45 years old
- **White collar, educated** Chinese

## Value for Brand USA Partners

- The country pavilion for Brand USA increases exposure, and allows partners to buy in at different tiers with custom travel packages



# Ctrip Packages

\*There is no cap on the maximum number of partner participants in each tier

Program Tier	Tier 1	Tier 2	Tier 3	Tier 4	OPTIONAL TIER
Package Value	(Value \$1,125,000)	(Value \$400,000)	(Value \$207,000)	(Value \$120,000)	(Value \$57,000)
Package Description	<p>Opportunity to receive advertising within Ctrip site Includes KOL Custom Branded Posts + Live Streaming</p> <ul style="list-style-type: none"> <li>-Homepage widescreen ad (20 days/40,000,000 Est. impressions)</li> <li>- Vacation Homepage Widescreen Banner (15 days/1,875,00 Est. impressions)</li> <li>-Vacation Homepage Button-Shanghai Station (20 days/200,000 Est. Impressions)</li> <li>-Outbound Tourism Widescreen Banner (25 Days/750,000 Est. Impressions)</li> <li>-Flight and Home Homepage Widescreen (15 Days/4,500,000 Est. Impressions)</li> <li>-Beautiful Destination Homepage Banner (120 Days/1,440,000 Est, Impressions)</li> <li>- Overseas Destination Recommendation (60 Days/720,000 Est. Impressions)</li> <li>- App Vacation Homepage Widescreen (10 Days/10,000,000 Est. Impressions)</li> <li>- App Vacation FIT Widescreen (5 Days/5,000,000 Est. Impressions)</li> <li>- Landing Page (PC+H5) (4 Groups)</li> <li>- WeChat Content Marketing (12 pieces/600,000 Est. Impressions)</li> <li>- Weibo Content Marketing (12 pieces/600,000 Est. Impressions)</li> <li>- Weibo Homepage Widescreen Banner (120 Days)</li> <li>- Million Tourists Traveling Media Campaign (50 Media Pieces)</li> <li>- Vacation Booking Confirmation Page (50 Days)</li> <li>- EDM (200,000 Estimated Impressions)</li> <li>- Cooperation Kick-Off Event</li> <li>- Media Announcement</li> <li>- KOL Self-driving Offline Event</li> <li>- Online Recruitment &amp; After Trip Media Release</li> <li>- Product Development</li> </ul> <p><b>TOTAL ESTIMATED IMPRESSIONS: 65.885 MILLION</b></p>	<p>Opportunity to receive advertising within Ctrip site</p> <ul style="list-style-type: none"> <li>-Ctrip Homepage Widescreen Banner 50% traffic (4 days/ 8 million est. impressions)</li> <li>-Vacation Homepage Widescreen Banner (10 days/ 1.25 million est. impressions)</li> <li>-Vacation Homepage Button (100K est. impressions/10 days)</li> <li>-Outbound Tourism Widescreen Banner (450K est. impressions/ 15 days)</li> <li>-Flight + Hotel Homepage Widescreen Banner (4.5 Million est. impressions/ 15 days)</li> <li>-Overseas Hotel widescreen banner (4.2 million est. impressions/ 14 days)</li> <li>-Overseas Destination Recommendation (480K est. impressions/ 40 days)</li> <li>-Landing Page PC + H5 (1 page)</li> <li>-PC + H5 (1 store)</li> <li>- WeChat content marketing (10 pieces)</li> <li>-Weibo content marketing (10 pieces)</li> <li>-EDM (150K est. impressions)</li> <li>-Product development (8 products)</li> </ul> <p><b>TOTAL ESTIMATED IMPRESSIONS: 24.09 MILLION</b></p>	<p>Opportunity to receive advertising within Ctrip site</p> <ul style="list-style-type: none"> <li>-Vacation Homepage Widescreen Banner (10 days/ 1.25 million est. impressions)</li> <li>-Vacation Homepage Button (100K est. impressions/10 days)</li> <li>-Outbound Tourism Widescreen Banner (360K est. impressions/ 12 days)</li> <li>-Flight + Hotel Homepage Widescreen Banner (3.6 Million est. impressions/ 12 days)</li> <li>-Overseas Hotel widescreen banner (3.6 million est. impressions/ 12 days)</li> <li>-Overseas Destination Recommendation (360K est. impressions/ 30 days)</li> <li>-Landing Page PC End (1 page)</li> <li>-PC + H5 (1 store)</li> <li>-Weibo content marketing (6 pieces)</li> <li>-100,000 direct emails to target clients</li> <li>-Product development (2 products)</li> </ul> <p><b>TOTAL ESTIMATED IMPRESSIONS: 9.27 MILLION</b></p>	<p>Opportunity to receive advertising within Ctrip site</p> <ul style="list-style-type: none"> <li>-Vacation Homepage Button (8 days/ 80K est. impressions)</li> <li>-Outbound Tourism Widescreen Banner (8 days/ 240K est. impressions)</li> <li>-Flight + Hotel Homepage Widescreen Banner (5 days/ 1.5 million est. impressions)</li> <li>-Overseas Hotel widescreen banner (8 days/ 2.4 million est. impressions)</li> <li>-Overseas destination recommendation (25 days/ est. 300K impressions)</li> <li>-PC + H5 (1 store)</li> <li>- WeChat content marketing (2 pieces)</li> <li>-Weibo content marketing (4 pieces)</li> <li>-Product development (2 products)</li> </ul> <p><b>TOTAL ESTIMATED IMPRESSIONS: 5.02 MILLION</b></p>	<p>Opportunity to receive advertising within Ctrip site</p> <ul style="list-style-type: none"> <li>-Vacation Homepage Widescreen Banner (4 days/est. 500K impressions)</li> <li>-Vacation Homepage Button (5 days/ 50K est. impressions)</li> <li>-Outbound Tourism Widescreen Banner (5 days/ 150K est. impressions)</li> <li>-Flight + Hotel Homepage Widescreen Banner (5 days/ 1.5 million est. impressions)</li> <li>-Overseas Hotel widescreen banner (4 days/ 1.2 million est. impressions)</li> <li>-Overseas destination recommendation (15 days/ est. 180K impressions)</li> <li>-Landing Page PC End (1 page)</li> <li>- WeChat content marketing (2 pieces)</li> <li>-Weibo content marketing (4 pieces)</li> <li>-Product development (2 products)</li> </ul> <p><b>TOTAL ESTIMATED IMPRESSIONS: 3.58 MILLION</b></p>
Minimum Commitment	1 year	1 year	1 year	1 year	1 year





**FLIGGY**

**USA**  
VisitTheUSA.com

**Brand USA**

# China - Fliggy

## Platform Overview

- An online travel agency providing plane tickets, hotel booking services, tour guide services, visa application services, hotel booking services, and vacation packages
- The brand's reorientation aims to offer the best quality outgoing travel services to meet millennials' travel demands

## Coverage

- **200 million** registered users
- **10 million** site visits per day
- **100 million** app downloads
- **10,000** merchants

## User Demographics

- **Young**- majority of users are post 80s; **70%** of users are 23-45 years old, **white collar**, **educated** Chinese

## Value for Brand USA Partners

- The country pavilion for Brand USA increases exposure, and allows partners to buy in at different tiers with custom travel packages

## 3 Fliggy Package Options :

1. **Destination Page - USA Pavilion / Flagship Store**
  - Business model: Production cost for pavilion + media buy on Alimama to promote the pavillion
2. **Social Events** (Can be used for 11/11)
  - Creating events like Secret Journey, or another social campaign with a travel promotion to be used for Singles Day
  - Business model: Pay for media buy on Alimama, get promotion and idea for free
3. **Branded Promotions** (Cannot be used for 11/11)
  - a. Business model: Create branded promotions promoting destination partners throughout the year by buying media on the Alimama network



# Fliggy Pavillion Packages

Program Tier/Spend	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Package Tier/Spend	(Value \$750,000)	(Value \$300,000)	(Value \$150,000)	(Value \$90,000)	(Value \$45,000)
Package Description*		<p>Custom partner pavilion + linkout from GoUSA pavilion</p> <p>Opportunity to advertise through the Alimama Ad Network</p> <p>Keyword research and insights provided by our Chinese digital team (5 keywords)</p> <p>Landing Page (Mobile interactive site + PC)</p> <p>EDM</p> <p>One (1) national creative campaign (i.e. secret journey)</p> <p>Four (4) social promotional campaigns per year within USA pavillion w/ options to leverage BrandUSA/Fliggy KOLs</p> <p><b>TOTAL ESTIMATED IMPRESSIONS: 45 million</b></p>	<p>Opportunity to advertise through the Alimama Ad Network</p> <p>Partner provides keywords for our Chinese digital team to translate (3 keywords)</p> <p>Landing Page PC End (1 page)</p> <p>Four (4) social promotional campaigns per year within USA pavillion w/ options to leverage BrandUSA/Fliggy KOLs</p> <p><b>TOTAL ESTIMATED IMPRESSIONS: 12.5 million</b></p>	<p>Opportunity to advertise through the Alimama Ad Network</p> <p>Landing Page PC End (1 page)</p> <p>One (1) social promotional campaigns per year within USA pavillion w/ options to leverage BrandUSA/Fliggy KOLs</p> <p><b>TOTAL ESTIMATED IMPRESSIONS: 6 million</b></p>	<p>Opportunity to advertise through the Alimama Ad Network</p> <p>Landing Page PC End (1 page)</p> <p><b>TOTAL ESTIMATED IMPRESSIONS: 4 million</b></p>
Minimum Spend	1 year	1 year	1 year	1 year	1 year



# Fliggy 11/11 Promotion

## Singles Day 11.11

Singles Day, which is equivalent to Black Friday in the US, is a nationally recognized day celebrating ecommerce! Last year, Fliggy hit a new record for total sales on 11.11, reaching over **\$2.17 billion** in revenue. In the **first 90** seconds alone, the site received over 100 million bookings, and 50 sellers made over \$10 million USD in just 1 day. Don't miss out on this incredible opportunity to drive bookings to your destination! 11.11 Tier 1 partners will receive a **free Brand USA pavillion Tier 2 package**, and 11.11 Tier 2 partners will receive a **free Brand USA pavillion Tier 3 package**.

5-8 country pavillions (to be confirmed) will be invited to be featured on Fliggy during the days leading up to 11.11 singles day. The USA pavillion will be one of the first countries to be featured during this period. The pavillion will be featured on Fliggy's homepage as well as on Tmall, capitalizing on massive daily reach of Tmall and Taobao users.

Program Tier/Spend	Tier 1	Tier 2	Tier 3	Tier 4
Package Tier/Spend	(Value: \$600,000)	(Value: \$300,000)	(Value: \$150,000)	(Value: \$60,000)
Package Description*	<p>Featured destination for Fliggy's Mystery Package**</p> <p>Pre-singles day promo period from 11.4-11.10</p> <p>Highlighted Destination on 11.11</p> <p>Pre-singles day promo period from 11.12-11.19</p> <p>Tier 2 Package of Brand USA Pavillion (\$100,000 Value)</p>	<p>Pre-singles day promo period from 11.8-11.10</p> <p>Highlighted Destination on 11.11</p> <p>Post singles day promo period from 11.12-11.14</p> <p>Tier 3 Package of Brand USA Pavillion (\$50,000 Value)</p>	<p>Pre-singles day promo day on 11.10</p> <p>Post-singles day promo day on 11.12</p>	<p>Minor campaign during the calendar year</p>

\*Packages subject to change following further negotiations with Fliggy

\*\*Tier 1 partners will have the opportunity to participate in Fliggy's 11.11. Fliggy users will enter into the mystery package lucky draw, and winners will be chosen from various cities in China. Winners will head to the airport, and find out where they are going for the mystery trip.



# MAFENGWO



# China – Mafengwo

## Platform Overview

- Mafengwo, China's version of TripAdvisor, is the **largest travel social network in China**
- Site features include travel guides, special tourism products, hotel reservations, insurance, visa services, and other travel services covering more than **60,000 destinations** worldwide
- Much of its content, such as travel guides and reviews, is written by users, helping billions of travelers form their travel plans



## Coverage

- **100 million** registered users as of 2015
- **80 million** monthly active users
- **490 million** app downloads
- **500 million** travel guide downloads

## User Demographics

- **Young- 62%** are between 18 – 35 years old
- **Financially able- 68%** have a monthly salary above 12k RMB

## Value for Brand USA

- **UGC travel information (pre-destination selection influence)**
- High interaction & broad coverage
- Travel guides and diaries for destination partners





# Mafengwo Packages

Program Tier	Tier 1	Tier 2
<b>Package Value</b>	<b>(Value: \$450,000)</b>	<b>(Value: \$150,000)</b>
<b>Package Description*</b>	<p><b>Travel Guides - Custom travel guide for your destination</b></p> <p><b>Destination specific travel itinerary- help users plan their entire trip to your destination</b></p> <p><b>Mafengwo Travel Magazine - Featured content in GoUSA Travel magazine</b></p> <p><b>Travel Diaries - User generated blog posts highlighting your destination</b></p>	<p><b>Custom travel guide for your destination</b></p> <p><b>Destination specific travel itinerary</b></p> <p><b>Featured content in GoUSA Travel magazine</b></p> <p><b>User generated blog posts highlighting your destination</b></p>
<b>Minimum Commitment</b>	<b>1 year</b>	<b>1 year</b>



**BAIDU**



# Search - Baidu



## Platform Overview

- Baidu is the most popular search engine in China, and has more than an 80% market share by advertising revenues
- Offers the widest content coverage across both PC and mobile platforms

## Coverage

- 660 million monthly active user
- 70 million daily active users
- 3.3 billion search queries per day
- 85% of internet users in China use Baidu as their primary search engine to search websites, music, and videos

## Value for Brand USA

- Leverage search volume contract for all partners' benefit
- Expand keywords to encompass all destination partners
- Lower cost for partners and/or increase inventory 15%

### Understanding Search Visibility in China



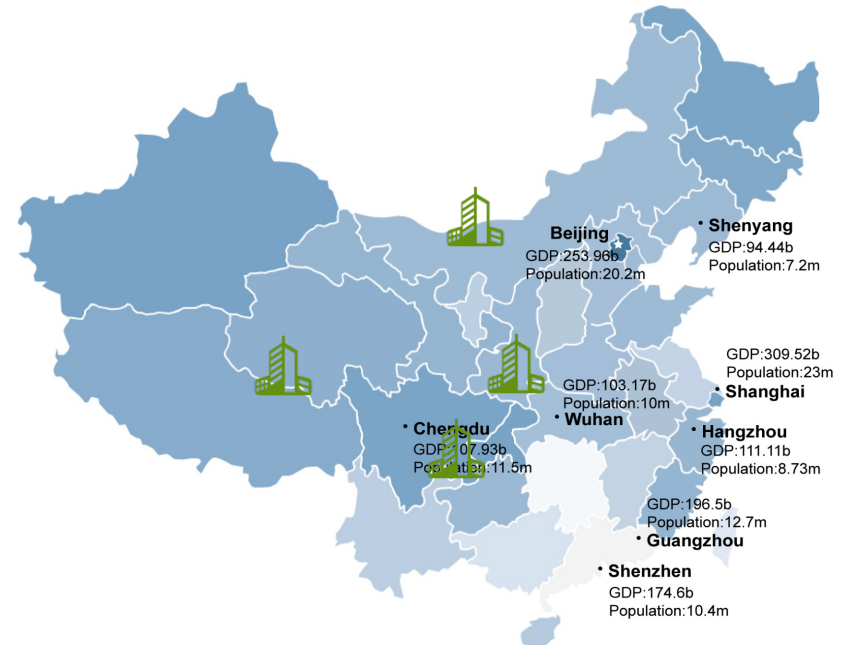
Program Tier/Spend	Tier 1	Tier 2	Tier 3
Package Tier/Spend*	(Value \$316,250)	(Value \$126,500)	(Value \$63,250)
Package Description*	Keyword research and insights provided by our Chinese digital team	Partner provides keywords for our Chinese digital team to translate	Partner provides keywords for our Chinese digital team to translate
Minimum Spend/Commitment	1 year	1 year	1 year





# China Market Entry Program

- In-Market Office and Staff
- Trade and PR
- Tradeshows, Sales Missions
- Travel Training Seminars
- Trade/Media Co-ops
- GoUSA.cn Website Promotion
- Social Media Campaigns
- Digital Advertising Package
- China Ready Seminars



**Customizable Packages**





# OUR NEIGHBORS – CANADA + MEXICO

USA

[VisitTheUSA.com](https://www.visittheusa.com)

Brand USA





# Travel Nation



Travel Nation is a full service lifestyle marketing and travel e-commerce company focused on targeting closed user groups through global strategic partnerships and white label solutions.

Travel Nation differentiates itself by:

- Targeting captive, closed user groups through strategic partnerships and white label booking solutions
- Offering curated commerce and refined customer engagement through a leading edge technology platform
- Being an integrated, data-driven travel company



Rogers Media is Canada's premier media company, offering a combination of category-leading television broadcasting, sports entertainment, publishing and digital media properties.

Rogers Media has a wide variety of media assets including:

- 24 Television properties
- 93 websites and over 100 partnership sites
- Canada's #1 rated morning show - Breakfast Television

The screenshot shows the Travel Nation website homepage. At the top, there is a navigation bar with the Travel Nation logo, contact information (100+ years of travel expertise, 1.844.5.NATION (628466)), and a Price Drop Guarantee badge. Below the navigation bar are icons for Home, Vacations, Flights, Hotels, Car Rental, Cruise, Last Minute Deals, Groups, and Newsletter. The main content area features a 'Search Vacations' form with fields for 'From', 'To', 'Depart', 'Length', 'Rooms', 'Adults', and 'Children'. A prominent banner on the right says 'WE ARE SEARCHING MILLIONS OF VACATIONS TO GUARANTEE YOU THE LOWEST PRICE'. Below the search form, there are logos for Sunwing, Ho-la-Sun, Signature, WestJet, and Transat. At the bottom, there are three red circular icons labeled 'Great Deals', 'Great Service', and 'Lowest Price Guarantee'.

The screenshot shows the Travel Nation Hotels search results page for Las Vegas, NV, United States. The page includes a map of Las Vegas, a search filter for 'Hotels in Las Vegas, NV, United States', and a list of hotel results. The results are sorted by Price, Hotel, and Star Rating. Two hotel listings are visible: 'Palace Station Hotel and Casino' with a price of \$41.74 CAD and 'Circus Circus Hotel' with a price of \$47.46 CAD. A red banner on the right side of the page says 'Use at checkout' and 'To reveal your winnings! Code: SAVENOW'.







# Travel Nation Programs

- Campaign Timing – Starting June 2017
- Multiple Package Options Available
- Media:
  - TV, digital and radio advertising.
- Travel Nation Canada is a full service lifestyle marketing and travel e-commerce company focused on targeting closed user groups through global strategic partnerships and white label solutions.
- Rogers Media is Canada’s premier media company, offering a combination of category-leading radio and television broadcasting, sports entertainment, publishing, and digital media properties.



**travel nation** canada



Partner Tiers	Package Value	TV Impressions	Digital Impressions	Dedicated Destination Site on travelnation.com
Tier 1	\$141,745	N/A	6,700,000	✓
Tier 2	\$294,679	11,500,000	4,500,000	✓
Tier 3	\$738,563	28,800,000	11,400,000	✓



# Postmedia

## **POSTMEDIA**

- Postmedia Network is a Canadian news media company, with a legacy of delivering trusted news and information, representing the majority of newspaper brands in Canada across print, online, and mobile platforms
- They include national and market focused publications, from Vancouver, British Columbia in the west to Montreal, Quebec in the east.
- Reaching over 18.6 million monthly readers, (8 million of whom plan to take a leisure trip in the next year)
- Programs can be targeted by individual market(s) or to a national audience.





# Postmedia Programs

	TIER 1		TIER 2		TIER 3	TIER 4
	Western Canada + Toronto	Eastern Canada + Toronto	Western Canada + Toronto	Eastern Canada + Toronto	NATIONAL: Western, Eastern Canada + Toronto Entry Program	Digital only
<b>Individual Package Value</b>	<b>\$816,227</b>	<b>\$758,948</b>	<b>\$408,114</b>	<b>\$379,474</b>	<b>\$214,271</b>	<b>\$202,375</b>
<b>PRINT</b>						
Western Newspapers	✓	N/A	✓	N/A	✓	N/A
Eastern Newspapers	N/A	✓	N/A	✓	✓	N/A
National Post (Toronto)	✓	✓	✓	✓	✓	N/A
<b>DIGITAL</b>						
Multiplatform digital co-brand advertising	✓	✓	✓	✓	✓	✓
Video PreRoll	✓	✓	✓	✓	✓	✓
Point of Entry Takeover	✓	✓	✓	✓	N/A	✓
Custom Content Stories	✓	✓	✓	✓	✓	✓
Custom Content Distribution including 7 touchpoints	✓	✓	✓	✓	✓	✓
Sponsored Social Media posts	✓	✓	✓	✓	✓	✓
Native Collections (4 stories)	✓	✓	✓	✓	✓	✓
Native single story	✓	✓	✓	✓	✓	✓
<b>Total Estimated Impressions</b>	<b>2,517,058</b>	<b>3,798,458</b>	<b>1,257,592</b>	<b>1,898,292</b>	<b>615,158</b>	<b>8,037,865</b>



PRINT



WEB



SMARTPHONE



TABLET



MAGAZINE



CONTENT



PRINTING



DISTRIBUTION





# Despegar (MX) & Decolar (BR)



Mexico \$10k cost (recommended 2 month Campaign)		
	Impressions	Total
Home Banners and Search Results	800,000	30,000
Despegar audience extention retargeting	300,000	4,000
Hot site with special offers		6,000
Value		40,000

Mexico \$22.5k cost (recommended for 3 month Campaign)		
	Impressions	Total
Home Banners and Search Results	1,200,000	46,200
Despegar audience extention retargeting	300,000	4,000
Hot site with special offers		6,000
Radio spots	30	27,000
Newspaper	8	7,200
Value		90,000

Mexico \$37.5 cost(recommended for 4 month Campaign)		
	Impressions	Total
Home Banners and Search Results	2,000,000	77,000
Despegar audience extention retargeting	1,000,000	13,000
Hot site with special offers		6,000
Radio spots	30	27,000
Newspaper	15	13,500
Pay Tv spots cobranded	30	14,000
Value		150,000

Brasil \$10k cost (recommended 2 month Campaign)		
	Impressions	Total
Home Banners and Search Results	1,000,000	26,000
Despegar audience extention retargeting	500,000	4,500
Hot site with special offers		10,000
Value		40,000

Brasil \$22.5k cost (recommended for 3 month Campaign)		
	Impressions	Total
Home Banners and Search Results	2,000,000	52,000
Despegar audience extention retargeting	500,000	4,500
Hot site with special offers		10,000
Radio spots	30	9,210
Newspaper	3	15,000
Value		90,000

Brasil \$37.5 cost (recommended for 4 month Campaign)		
	Impressions	Total
Home Banners and Search Results	2,000,000	52,000
Despegar audience extention retargeting	500,000	4,500
Hot site with special offers		10,000
Radio spots	60	18,400
Newspaper	10	50,000
Pay Tv spots cobranded	20	15,000
Value		150,000



# Televisa, Tier 1

Flight Dates:	10/1/17 - 11/26/17 4/1/18 - 5/27/18	
Activity	Description	Number of Spots/Impressions
Pay TV	Unicable Primetime 7p-11p	600 spots
	Golden Primetime 7p-11p	700 spots
	Televisa Deportes Primetime 7p-11p	700 spots
	Pay TV In-Show 1 min vignette	20 spots
	National Pay TV promo spots ROS across all Pay TV Networks 5a-2a (used to promote Televisa.com Brand USA campaign)	500 spots
Digital	Televisa.com rich media video desktop (video fold, box banner, half banner)	25 million imp
	Televisa.com mobile (standard 320x50)	18 million imp
	Televisa.com mobile & apps (video)	9 million imp
	Televisa.com video in-read	1 million imp
	Facebook Televisa Deportes Box Banner instant article	3.5 million imp
	Televisa.com homepage navigation link	Annual Sponsorship
	Televisa.com ViajesUSA landing within Televisa.com	Annual Sponsorship
	Televisa.com on-site promo to Viajes USA landing page	100 million imp
Social	Televisa Social Media (Hoy Facebook)	100 posts
	Televisa Social Media (Netas Divinas Facebook)	100 posts
	Televisa Social Media (Miembros al Aire Facebook)	100 posts
	Televisa Social Media (Espectaculos Facebook)	100 posts
	Televisa Social Media (Hoy Facebook)	100 posts
	Televisa Social Media (Cross promo to Viajes USA FB)	100 posts
Production Content Integration	1 integration that incorporates scenes from within the USA in the production of a novela	



# Televisa, Tier 2

Flight Dates:	10/1/17 - 11/26/17 4/1/18 - 5/27/18	
Activity	Description	Number of Spots/Impressions
Pay TV	Unicable Primetime 7p-11p	350 spots
	Golden Primetime 7p-11p	400 spots
	Televisa Deportes Primetime 7p-11p	400 spots
	Pay TV In-Show 1 min vignette	10 spots
Digital	Televisa.com rich media video desktop (video fold, box banner, half banner)	10 million imp
	Televisa.com mobile (standard 320x50)	10 million imp
	Televisa.com mobile & apps (video)	5 million imp
	Televisa.com video in-read	1 million imp
	Facebook Televisa Deportes Box Banner instant article	3.5 million imp
	Televisa.com Native Advertising	100 million imp
Social	Televisa Social Media (Hoy Facebook)	100 posts
	Televisa Social Media (Netas Divinas Facebook)	100 posts
	Televisa Social Media (Miembros al Aire Facebook)	100 posts
	Televisa Social Media (Espectaculos Facebook)	100 posts
	Televisa Social Media (Cross promo to Viajes USA FB)	100 posts





# Televisa, Tier 3



Flight Dates:	10/1/17 - 11/26/17 4/1/18 - 5/27/18	
Activity	Description	Number of Spots/Impressions
Pay TV	Unicable Primetime 7p-11p	175 spots
	Golden Primetime 7p-11p	200 spots
	Televisa Deportes Primetime 7p-11p	200 spots
	Pay TV In-Show 1 min vignette	5 spots
Digital	Televisa.com rich media video desktop (video fold, box banner, half banner)	5 million imp
	Televisa.com mobile (standard 320x50)	5 million imp
	Televisa.com mobile & apps (video)	2.5 million imp
	Televisa.com video in-read	500,000 imp
	Facebook Televisa Deportes Box Banner instant article	1.75 million imp
	Televisa.com Native Advertising	50 million imp
Social	Televisa Social Media (Hoy Facebook)	50 posts
	Televisa Social Media (Netas Divinas Facebook)	50 posts
	Televisa Social Media (Miembros al Aire Facebook)	50 posts
	Televisa Social Media (Espectaculos Facebook)	50 posts
	Televisa Social Media (Cross promo to Viajes USA FB)	50 posts



# Televisa, Tier 4



Flight Dates:	10/1/17 - 11/26/17 4/1/18 - 5/27/18	
Activity	Description	Number of Spots/Impressions
Pay TV	Unicable Primetime 7p-11p	50 spots
	Golden Primetime 7p-11p	50 spots
	Televisa Deportes Primetime 7p-11p	50 spots
	Pay TV In-Show 1 min vignette	2 spots
Digital	Televisa.com rich media video desktop (video fold, box banner, half banner)	2.5 million imp
	Televisa.com mobile (standard 320x50)	2.5 million imp
	Televisa.com mobile & apps (video)	2.5 million imp
	Televisa.com video in-read	250,000 imp
	Facebook Televisa Deportes Box Banner instant article	1 million imp
	Televisa.com Native Advertising	15 million imp
Social	Televisa Social Media (Hoy Facebook)	15 posts
	Televisa Social Media (Netas Divinas Facebook)	15 posts
	Televisa Social Media (Miembros al Aire Facebook)	15 posts
	Televisa Social Media (Espectaculos Facebook)	15 posts
	Televisa Social Media (Cross promo to Viajes USA FB)	15 posts





# KEY MARKETS

USA

[VisitTheUSA.com](http://VisitTheUSA.com)

Brand USA





**AUSTRALIA / NEW ZEALAND**

USA

VisitTheUSA.com

Brand USA



# Australia & New Zealand



REPEAT VISITATION

**71%**

(+3% YOY)



NUMBER OF STATES VISITED

**2.2**

STATES



AVERAGE LENGTH OF STAY

**22.4**

NIGHTS



AVG. AIR TRAVEL RESERVATION

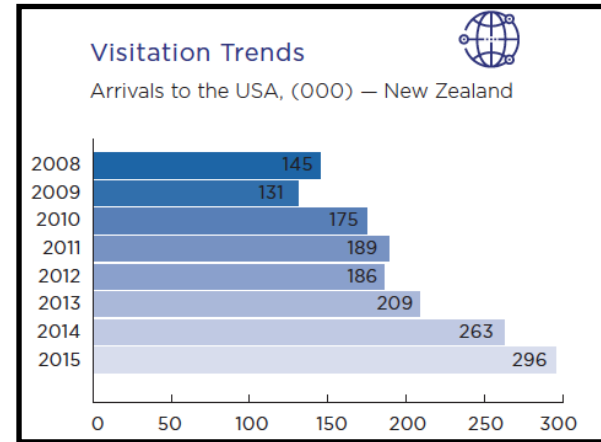
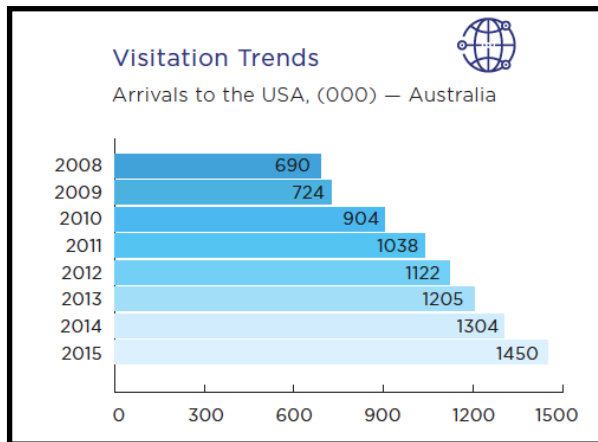
**112**

DAYS

**Visitation and spend from Australia and New Zealand are currently at record highs.**

**Visitors from this market are staying longer, traveling further and spending more.**

This trend is being supported by more airlift than ever before, causing a deflation in airfares. Plus both countries have had stable exchange rate versus the USD in the past 18 months, helping support strong consumer confidence.





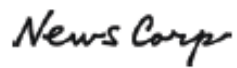
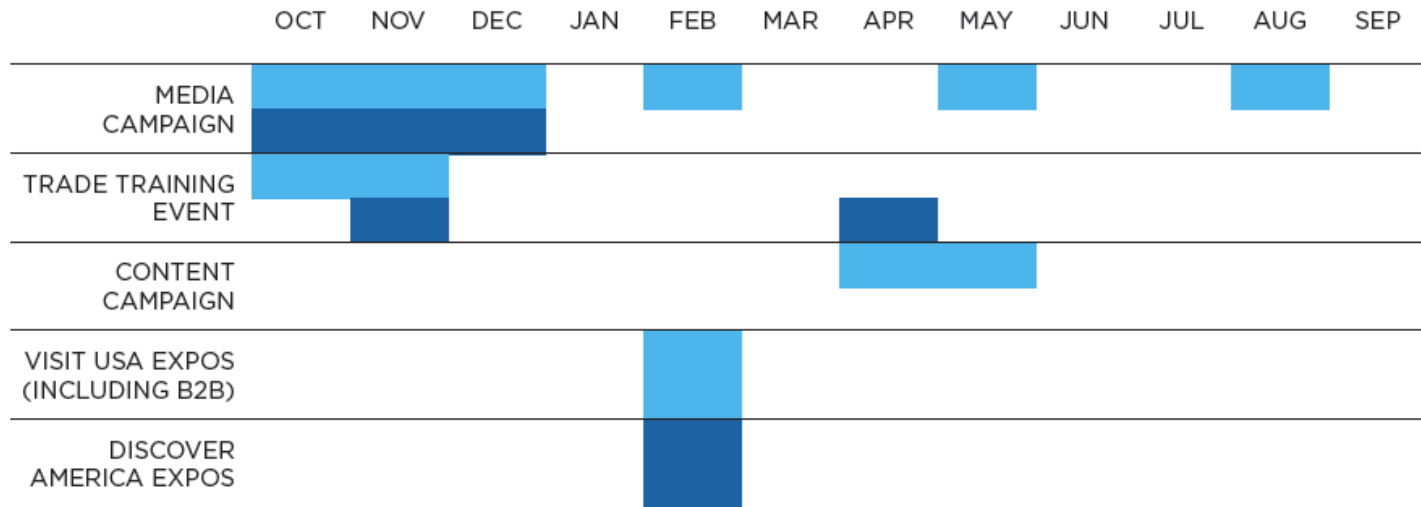
# Package Tiers



## Partnership Opportunities 2017/18

AUSTRALIA

NEW ZEALAND







## Educate and Inspire

Increase awareness and education of the diversity of the Southern States.

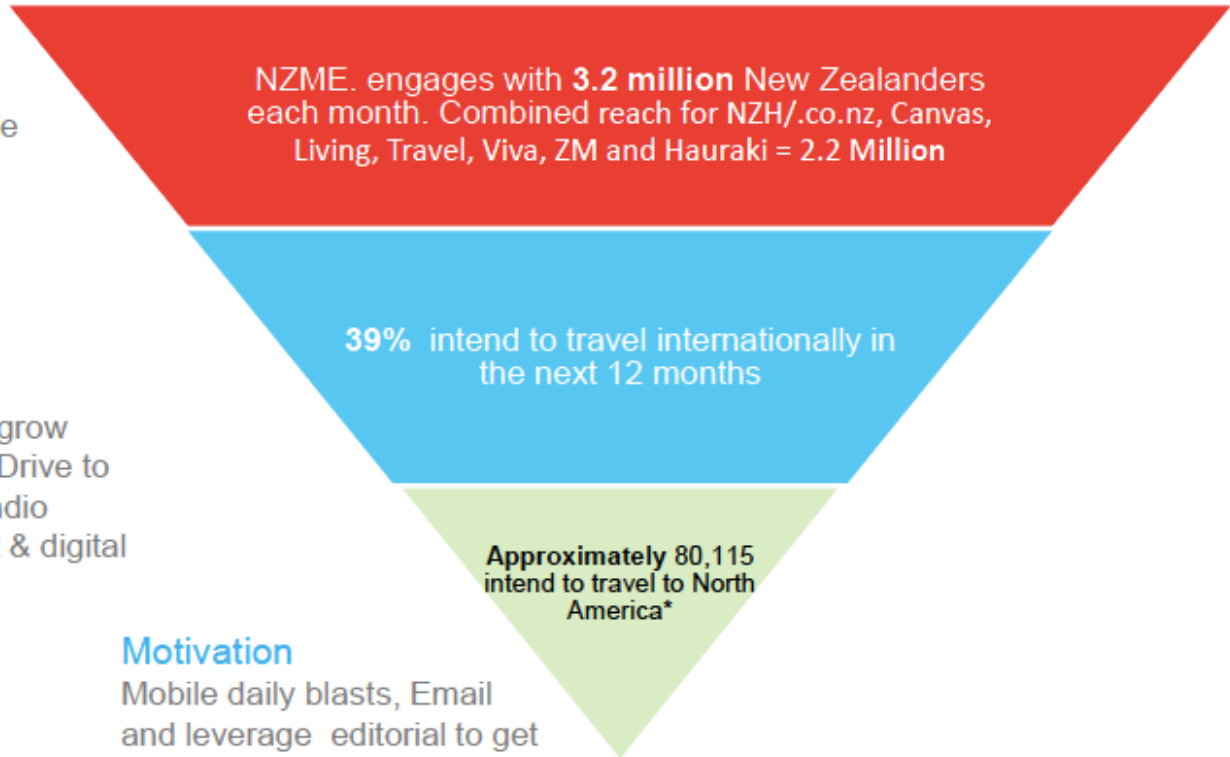
Radio promotions, editorial series and high impact digital including video.

### Plan.

Information to grow market share. Drive to websites via radio schedule, print & digital ads

### Motivation

Mobile daily blasts, Email and leverage editorial to get them to book now



Source: Nielsen CMI Fused Nielsen CMI Q2 13 – Q1 14 AP10+

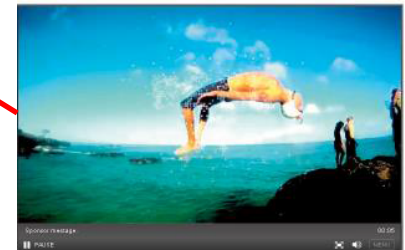


# NZME

**Included:** many of the most successful high performing ad units, specifically delivering high conversion for travel campaigns

- Grab One Solus Email
- NZ Herald Video Pre Roll
- In-Read Content Video (Cost per view)
- NZH iPad app
- Mobile Daily Blasts
- High Impact wallpaper/home page takeover

The screenshot shows a news article on the NZ Herald website titled "Martin Jetpack changes IPO terms". A video pre-roll advertisement is positioned above the main text of the article. The ad features a video player with a red arrow pointing to it, and a sidebar on the right with various promotional banners, including one for "Gain a Bachelor of IT" and "Take control and ENROL".



Video Pre-roll example within *NZ Herald*

A photograph of two young women with long hair talking and smiling on a city street at dusk. The street is lined with buildings, and a large neon sign spelling "VENICE" is strung across the street. A teal banner is overlaid on the image.

**GERMANY**

**USA**  
VisitTheUSA.com

**Brand USA**





- With more than 45 years experience, FVW Medien is Germany's leading travel industry media group and a premier trade magazine for tourism and business travel
- Package includes:
  - Digital banners
  - Print advertisements
  - Print advertorials
- Campaign Timing: October 2017 – September 2018

# fvw



# TravelTalk





# Air Berlin

- Air Berlin has seen a 90% growth in seats sold since 2011
- Direct flights to key gateway destinations
- 3 month co-op campaign with a 4:1 value
  - OOH
  - E-newsletter
  - Digital
  - Social



Hallo [Vorname] [Nachname],

vergessen Sie für einen Moment Ihren Job, Ihre Termine und Ihre Verpflichtungen. Stellen Sie sich den Fahrtwind vor, der Ihnen durchs Haar weht, während Sie mit offenem Verdeck oder auf einem Chopper über die Straße der Freiheit brausen: **Die Route 66.**

Diese Phantasie muss keine bleiben. Entfliehen Sie jetzt dem Alltag mit airberlin und finden Sie Ihren ganz persönlichen American Dream.







**UNITED KINGDOM**

**USA**  
VisitTheUSA.com

**Brand USA**

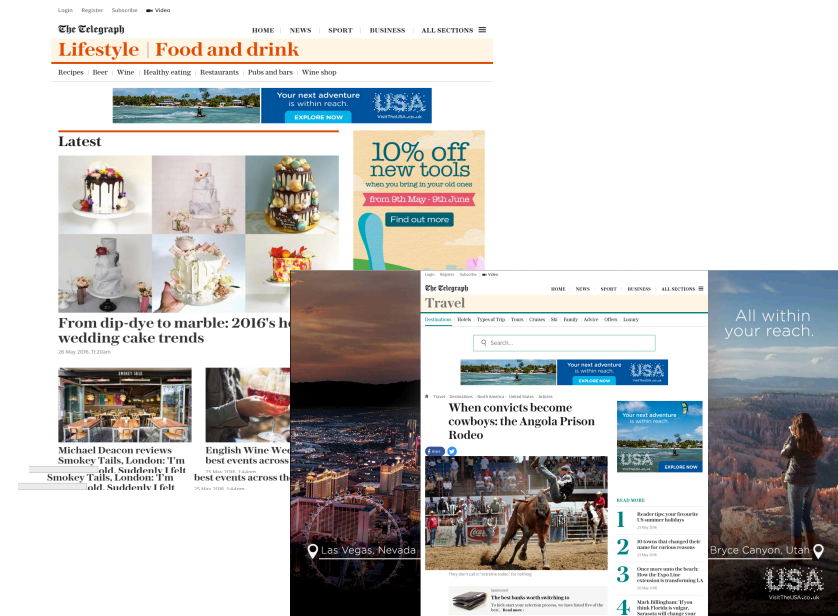




# The Telegraph

- Reach millions of potential travelers through exposure in The Telegraph, a UK daily newspaper distributed internationally
- Telegraph readers are 41% more likely to travel to the USA than any other destination
- Package includes: advertorial in *The Telegraph Saturday* magazine; iPad advertorial; exclusive online displays; inclusion in dedicated bespoke USA supplement.
- Media plan subject to improvement

## The Telegraph





# WMTM Taxis

- Exposure for Brand USA partners during World Travel Market 2017
- Packages include:
  - Option 1)
    - 10x taxis/four weeks
    - SuperSide, Tip Seat Interior Ads and Branded Receipt
    - :30 or :60 sec video (this is new as part of the package)
    - One Creative
  - Option 2)
    - 25x taxis/four weeks
    - SuperSide, Tip Seat Interior Ads and Branded Receipt
    - :30 or :60 sec video (this is new as part of the package)
    - Up to Two Creatives
    - One taxi each way to/from Central London hotel and Excel each day of the show (total of six transfers)...this also is new as part of the package
- Additional Options:
  - Full Livery
  - Campaign extensions past four weeks
  - Additional taxi transfers (including to/from airport) and or PR use of taxis
  - Additional creative iterations

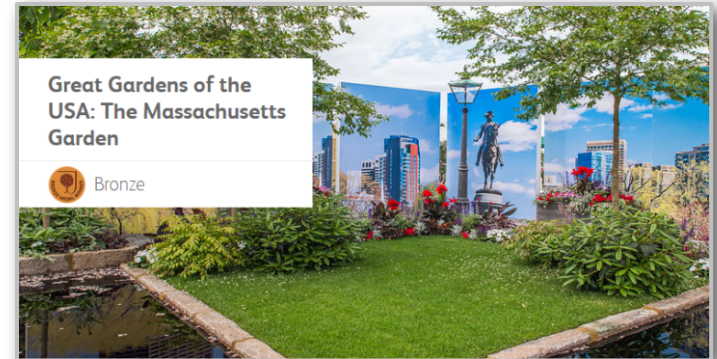






# RHS Hampton Court Palace Flower Show

- World's largest annual outdoor flower show with 160,000 visitors
- Creation of garden by a local designer of your choice working in partnership with a UK gardener
- Ability to showcase your destination to target consumers
- Additional media promotion
- Tour packages with RHS Holidays







# RHS Hampton Court Palace Flower Show

- World's largest annual outdoor flower show
- Awarded the title of **Garden Event of the Year** by the International Garden Tourism Network
- Extensive media coverage
  - Featured on RHS website with nearly 1 million unique users monthly – 47% year over year growth
  - BBC TV and radio audience of 80 million
  - Other broadcast audience of 13 million
  - Print press reach of 68 million

THE TIMES  Mirror

 THE Sun Telegraph 

 BBC Mail Online  
theguardian





# British Airways Co-op

## Campaign

- 1x Yahoo/ Tumblr Gif
- 1x Yahoo/ Tumblr article
- 7,813 Tumblr Engagements – *engagements will be driven through a highly targeted audience that will be defined between the partner, BA and Yahoo.*
- 8,333 Clicks to ba.com – *audiences will be targeted as above.*
- 1x pathfinder article to sit on ba.com on the partners destination pages
- Yahoo/ Tumblr activity as above
- Pathfinder article as above
- Additional ATL media plan (*media could potentially include OOH, print or tactical digital*)
- Bespoke creative execution in line with BA's September Sale creative
- As £30k investment plus either:
- Additional content and media on the Yahoo/ Tumblr portfolio
- Or
- Additional tactical media as part of the September Sale campaign





**INDIA**

USA

VisitTheUSA.com

**Brand USA**





India

## Custom Opportunities – Coming in January

- **Hotstar** – Leading digital media network, showcasing all major network shows
- **Hindustan Times** – Print & digital, advertorial focused, second largest english language newspaper with 1.3M circulation
- **Star TV** – Leading television network, 650 million monthly viewers, reach 9 out of 10 households with cable & satellite
- **Times of India** – Print & digital, advertorial focused 3.9m circulation, 100m monthly UU, #1 or 2 rated network for all TOI channels

hotstar

hindustantimes





# India

- Hotstar – Coming 2018
  - Hotstar is one of India's most popular on-demand viewing platforms with more than 50 million monthly users.
  - Package offerings will include
    - :30s non-skippable ads
    - :15s bumper ads
    - :15s static placements
  
- Thomas Cook India – Coming 2018







# GLOBAL TRADE PROGRAMS

USA

[VisitTheUSA.com](https://www.visittheusa.com)

Brand USA



# USA Discovery Program

- Award-winning travel agent training site where agents can get accredited as USA Specialists
- More than 17,500 Travel Agents using the USA Discovery Program
- Based on learning about the USA
  - Read Up, Take a Quiz, Earn a Badge!
- Currently in UK, Ireland, Australia, New Zealand, Brazil, China, India, Mexico
- Coming in 2018 in S Korea, Germany and Canada



# Trade Show Calendar

- **Annual Trade Shows with Brand USA Pavilion**

- ITE (Hong Kong) June 15 – 18, 2017; June 14 – 17, 2018
- JATA (Tokyo) September 21 – 24, 2017
- IFTM (Paris) September 26 – 29, 2017
- TTG (Rimini) October 12 – 14, 2017
- ITB Asia (Singapore) October 25 – 27, 2017; October 17 – 19, 2018
- WTM (London) November 6 – 8, 2017
- IBTM World (Barcelona) November 28 – 30, 2017; November 27 – 29, 2018
- FITUR (Madrid) January 17 – 21, 2018
- ITB (Berlin) March 7 – 11, 2018
- WTM LatAm (Sao Paulo) April 3 – 5, 2018
- IMEX (Frankfurt) May 15 – 17, 2018
- CITM (Shanghai year only) October TBA, 2018

- **Trade Shows supporting Visit USA Committees (No Brand USA Pavilion)**

- Vakantiebeurs (Utrecht) January 10 – 14, 2018
- Reiselivsmessen January 12 – 14, 2018
- Matka (Helsinki) January 18 – 21, 2018
- Discover America Denmark March 5, 2018

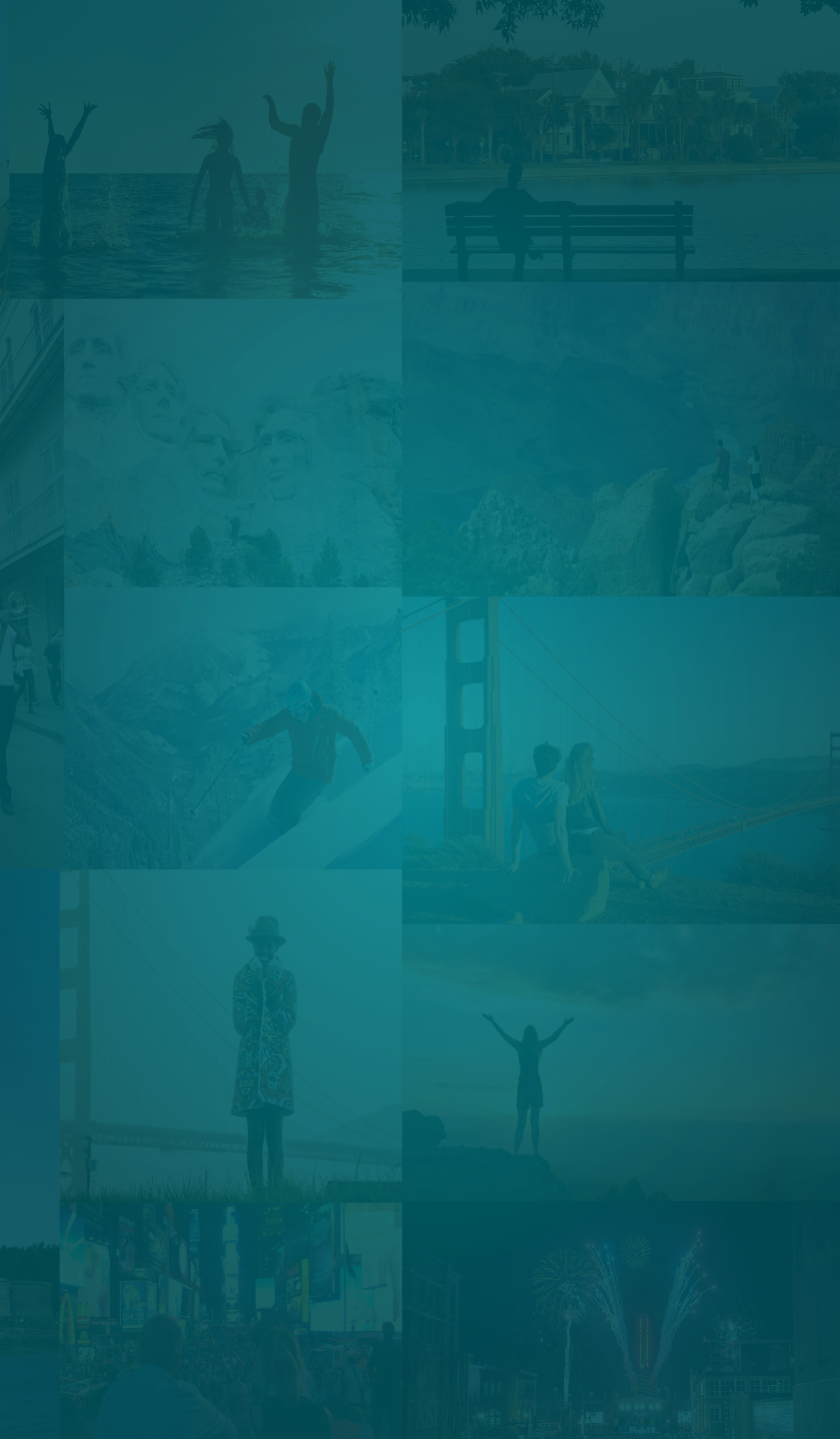
# Sales Missions and B2Bs

## Sales Missions and B2Bs

- Japan & South Korea: Tokyo, Osaka, Seoul July 10 – 14, 2017
- India: Mumbai, Delhi, Chennai September 10 – 15, 2017
- Southeast Asia: Hong Kong, Singapore, Taiwan Nov 27 – Dec 1, 2017
- Australia/NZ B2B: Sydney, February 2018
- China: March 2018
  - Beijing, Shanghai, Guangzhou, Chengdu, Wuhan, Shenyang
- Brazil B2B: Sao Paulo, Rio de Janeiro, others, TBD
- 

**Sales Missions** are opportunities for partners to travel together to another country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators and are usually multi-city. Brand USA will coordinate B2B meetings, media opportunities, networking events and travel from city to city. **B2Bs** are often a one day session.





# Affinity Programs

# Affinity Programs



# Sojern Ski & Golf Programs

- Leverage Sojern's unique travel intent data set to identify travelers outside of the USA planning International travel and with affinity to visit the USA
- Layer contextual 3<sup>rd</sup> party data to identify ski & golf enthusiasts based on previously booked ski and golf vacations, content sites visited, equipment purchases, etc.
- Utilize Sojern PMP (Private Market Place) ski and golf publishers' inventory for additional contextual relevance when activating digital media
- Reach active travelers in the process of planning international vacations, engage them with a message on ski and golf destinations/promotions in the USA and activate via digital media (display and pre-roll video)
- Identify key time periods/seasonality as well as top 5-10 origination markets based on historical data search events
- Increase brand awareness of USA ski and golf destinations
- Track conversions and visitation, length of stay, travel dates, search to book to travel window







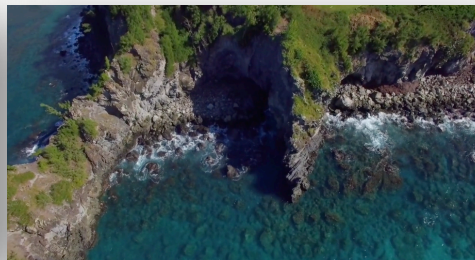
# PARTNER UPDATES



# One Big Welcome!

# One Big Welcome!

The idea behind “One Big Welcome” is to extend a warm and authentic invitation to visit the USA using real people to tell unscripted stories of their favorite places.





# One Big Welcome!

Using a documentary approach, we're creating welcome messages that feel genuine and showcase the range of interconnected experiences in the USA.



# One Big Welcome!

Our goal is to collect video and audio messages from all 50 States, 5 Territories & the District by June 30<sup>th</sup> so we can send “One Big Welcome!” to the world.



VisitTheUSA.com

# One Big Welcome!

What kind of stories do we want to share?

- Is it real, honest and unscripted? (We want it.)
- Silly or quirky? (Yep, want that too.)
- Family fun and adventure? (Of course!)
- Full of pride and emotion. (Do you even have to ask?)
- Something you wouldn't find in a travel guide? (Now we're talking!)
- Does it make us want to get on a plane right this instant? (C'mon.)
- Is it warm and welcoming? (That's the whole idea.)

So, how can you participate?



VisitTheUSA.com



# One Big Welcome!

There are **THREE** ways you can capture footage and/or audio

- With a film crew
- With a smartphone (and ideally a plug-in microphone)
- Even if you don't have recording equipment (via audio file or transcript)

Instructions are available on The Brand USA website, including uploading information and the importance of getting releases from your interview subjects.

Submissions will be accepted until 11:59pm on Friday, June 30.



# One Big Welcome!

## Do:

- Use the provided survey questions
- Review best practices for capturing footage
  - Available in our DAM starter kit
- Get a release on any place you show or talk about, any people shown, and any third-party content. This includes b-roll footage, photography, and music.
- And importantly, **HAVE FUN!**



# Media Roundtables + Webinars

## Upcoming Webinars

- June: New FY18 Co-op Program Recap
- July: Research & Market Trends
- August: How to Benefit from Brand USA's Digital Asset Management System
- September: China Readiness

## Media Roundtables

- Starting in 2018 Brand USA will host 2 media/advertising roundtables and education sessions in country:
  - India
  - China
    - 2 hour session at US-China Tourism Leadership summit with key media from China



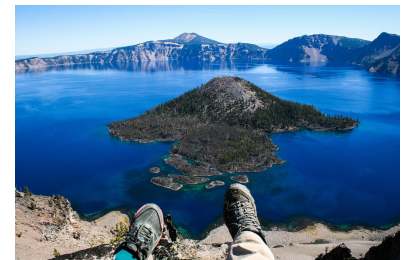
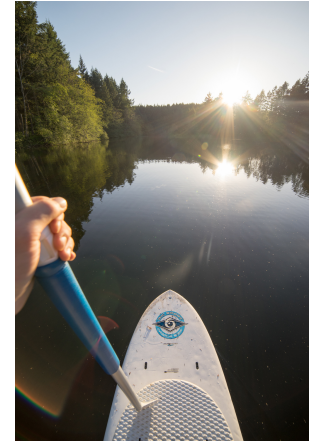
# Providing Editorial Content

## How To Provide Editorial Content?

- Participate in the partner thematic content
- Send us images/video for our DAM
- Send story ideas or events
- Email [socialmedia@thebrandusa.com](mailto:socialmedia@thebrandusa.com)

Work with your Partner Representative and/or Miles Representative:

- Upgrade your city, state pages
- Partner with us on road trips



# Media Valet Digital Asset Management System

- Organization by folders
- Consistent tagging system
- Permissions
- Speed
- Use digital asset management system:
  - Organize
  - Store
  - Catalogue
  - Track usage rights
  - Collect visuals
  - Share visuals
  - Manage brand identity



# Partner Reporting Portal

- <http://thebrandusa.com/partner-reports/>
- Contact a Brand USA Partner Development team member to sign up for your password



The image shows a screenshot of the Brand USA Partner Reports Portal login page. The page features a teal header with the USA logo and navigation links: ABOUT, PARTNERS, MEDIA & EVENTS, RESEARCH & ANALYTICS, SPEAKERS BUREAU, and a search icon. A 'PARTNER LOGIN' button is located in the top right corner. Below the header, the text 'Brand USA' is displayed. The main content area has a background image of a city street with a large 'LOVE' sculpture. Overlaid on this image is a white box containing the USA logo and 'VisitTheUSA.com'. Below the logo, the text 'PARTNER REPORTS PORTAL' is centered. There are two input fields: 'Email Address' and 'Password'. A teal 'LOG IN' button is positioned at the bottom of the form.





# APPENDIX – Additional Program Information

USA  
VisitTheUSA.com

Brand USA

# WeChat Subscription vs. Service Account

WeChat	Subscription	Service
<b>Who can apply</b>	Individuals and Organizations	Organizations Only
<b>Posting Content</b>	1 message per day	4 messages per month
<b>Display Position</b>	Subscription account folder	Session list (active chats)
<b>Basic Functions and Custom Menu</b>	Yes	Yes
<b>Advanced Features</b>	Some	All
<b>WeChat Payment System</b>	No	Yes
<b>Direct Communication with Followers</b>	Yes	Yes



Messages sent from subscription accounts are sent to the subscription folder, making messages less visible. Messages sent from service accounts appear in active chats, maximizing visibility.

# WeChat and Weibo Social Media Management

With over 768 million daily active users, WeChat is the #1 social media platform in China. Registering an official WeChat account allows your destination to connect directly with Chinese followers by sending text, images, audio, video, and links directly to their inboxes. Weibo, China's version of Twitter, has over 132 million daily active users and is China's #1 microblogging site. A verified Weibo account will allow your destination to reach your core target audience by engaging directly with followers through short videos, live streaming, photos, and exciting copy. Join GoUSA and China's largest independent digital agency in crafting compelling and exciting Weibo and WeChat content that sparks conversations and drives travel to your destination!

Service	Description	Post Frequency	Commitment	One-Time Verified Account Fees NEW	WeChat Microsite Setup	Reporting	Annual Verified Account Fee	Reach
GoUSA Social Account per month (Value: \$14,700)	Participate in an active, vibrant community of pre- and post-travelers on the GoUSA branded WeChat and Weibo page.	Maximum of once a month	Minimum 3 months	N/A	N/A	Quarterly	N/A	768,000 on Weibo + 129,000 on WeChat.
Owned Social Weibo and WeChats per month (Value: \$54,500)	Own your own WeChat and Weibo account, verified by your brand or destination! An exciting opportunity to grow your own audience in a custom-branded WeChat account.	4 Posts / Month	Minimum 1 Year	WeChat: optional account verification one-time fee (included in total price). Verification takes 6-8 weeks.  Weibo: optional account verification one-time fee (included in total price). Verification takes 6-8 weeks.	Create a rich media-enabled mobile site	Quarterly	Yes	50,000* *Estimate based on the average partner's owned social performance



# WeChat and Weibo Social Media Management

Participate in video livestreaming your destination or brand with Weibo's livestreaming partnership with Yizhibo. An effective tool in acquiring new users and engaging existing audiences, get a 3x increase in engagement rate or more when a livestream is active.

1 Livestream constitutes 60 minutes on-location followed by 1 post on WeChat and 1 post on weibo before livestream active.

Service	Custom Design for Visuals (Backgrounds/ Brand Images)	GoUSA's WeChat Site Promotion	GoUSA's Weibo Site Promotion	Localization of Social Media Posts to Simplified Chinese	Content Screening for Chinese Sensitivities	Fun Activities (mini-games, challenges, quizzes, etc.)	Account Support	Reporting	Video Live-Streaming
GoUSA Social Account (Additional Option)	✓	1 featured post/month: up to 4 keywords for the autoresponse function per 6 mos.	2 week-long background skin (DMOs only) & 1 month slideshow banners per 6 months: 4 posts/mon.	✓	✓	N/A	N/A	Quarterly	livestream on Weibo + T&E
Owned Social (Additional Option)	✓	Mentioned as determined by GoUSA	Reports and interactions as determined by GoUSA	✓	✓	1 time per month		Quarterly	1 Livestream Per Year + T&E

# WeChat Verification

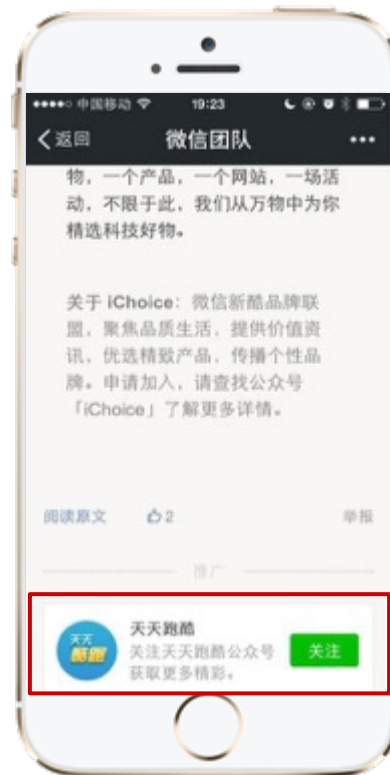
- WeChat verification **establishes legitimacy** among the Chinese audiences, and reinforces the brand's trustworthiness
- Typically, brands must wait 10-12 weeks for verification; however, Hylink has the unique ability to work directly with WeChat to verify accounts in just **6-8 weeks**
- By becoming official Brand USA partners, cities, states and brands can receive **expedited verification**

Service	Description	One-Time Verified Account
WeChat Account Verification	Verify your WeChat account in your own name, and legitimize your account among potential travelers.	<b>WeChat:</b> Verification takes 6-8 weeks.

# WeChat Ads



WeChat Moments Ad



WeChat Banner Ad



# Fliggy- Brand USA Pavilion - Media Packages

Program Tier/Spend	Tier 1	Tier 2
Package Value	<b>\$1,171,428 USD</b>	<b>\$702,857 USD</b>
Package Description*	<p><b>Pavilion/Virtual Booth</b>            Individual destination/partner Pavilion  <b>Fliggy PC</b>            Fliggy home page widescreen banner 1, 2, 3, and 4 (4 days each)            Fliggy vacation page widescreen banner (4 days)            Fliggy destination page widescreen banner (20 days)  <b>Fliggy APP</b>            Fliggy APP opening screen (2 days)            APP push msg (11.1 million recipients)            Home screen widescreen banner 1, 2, 3, 4, 5, 6, and 7 (3 days each)  <b>Taobao APP Fliggy Page</b>            Home screen widescreen banner 1, 2, 3, 4, and 5 (3 days each)  <b>Alipay APP Fliggy Page</b>            Home screen widescreen banner 1, 2, 3, 4, and 5 (3 days each)  <b>Alibaba Network (Fliggy, Taobao, Alipay)</b>            Fliggy FIT channel widescreen banner (4 days)            Fliggy destination channel widescreen banner (4 days)            Fliggy travel headline widescreen banner (4 days)            Fliggy APP search bar suggestion ad (4 days)            Fliggy APP suggested destinations (4 days)  <b>Social Media</b>            Fliggy Weibo account (12 days)            Alipay service window (2 days)            Alipay service window feed ad (4 days)            Fliggy Weitaobao account (8 days)            Fliggy WeChat account (5 days)  <b>Creative</b>            Weibo Blue V account reposts (7 Accounts)            Didi/Youku/UC forum/Miaopai/Yizhibo/Zhihu (2 platforms &amp; 1 post each)            KOLs (4)  <b>Rewards</b>            Secret Journey flights + Hotels (7 winners/people)  <b>TOTAL ESTIMATED IMPRESSIONS: 112,650,000</b></p>	<p><b>Pavilion/Virtual Booth</b>            Individual destination/partner Pavilion  <b>Fliggy PC</b>            Fliggy home page widescreen banner 1, 2, 3, and 4 (2 days each)            Fliggy vacation page widescreen banner (2 days)            Fliggy destination page widescreen banner (13 days)  <b>Fliggy APP</b>            APP push msg (6.42 million recipients)            Home screen widescreen banner 1, 2, 3, 4, 5, 6, and 7 (1 day each)  <b>Taobao APP Fliggy Page</b>            Home screen widescreen banner 1, 2, 3, 4, and 5 (1 day each)  <b>Alipay APP Fliggy Page</b>            Home screen widescreen banner 1, 2, 3, 4, and 5 (1 day each)  <b>Alibaba Network (Fliggy, Taobao, Alipay)</b>            Fliggy FIT channel widescreen banner (2 days)            Fliggy destination channel widescreen banner (2 days)            Fliggy trips channel widescreen banner (2 days)            Fliggy APP search bar suggest ad (2 days)            Fliggy APP suggested destinations (2 days)  <b>Social Media</b>            Fliggy Weibo account (6 days)            Alipay service window (2 days)            Alipay service window feed ad (3 days)            Fliggy WeChat pay account (4 days)            Fliggy WeChat account (3 days)  <b>CREATIVE</b>            Weibo Blue V account reposts (4 Accounts)            Didi/Youku/UC forum/Miaopai/Yizhibo (1 platforms &amp; 1 post)            KOLs (2)  <b>Rewards</b>            Secret Journey flights + hotels (5 winners/people)  <b>TOTAL ESTIMATED IMPRESSIONS: 67,590,000</b></p>
Minimum Commitment	<b>1 year</b>	<b>1 year</b>

# Fliggy- Brand USA Pavilion - Media Packages

Program Tier	Tier 3	Tier 4
Package Value	<b>\$468,571 USD</b>	<b>\$234,285 USD</b>
Package Description*	<p><b>Fliggy PC</b>            Fliggy home page widescreen banner 1, 2, 3, and 4 (1 day each)            Fliggy vacation page widescreen banner (1 day)            Fliggy destination page widescreen banner (9 days)</p> <p><b>Fliggy APP</b>            APP push msg (4.28 million recipients)            Home screen widescreen banner 1, 2, 3, 4, 5, 6, and 7 (1 day each)</p> <p><b>Taobao APP Fliggy Page</b>            Home screen widescreen banner 1, 2, 3, 4, and 5 (1 day each)</p> <p><b>Alipay APP Fliggy Page</b>            Home screen widescreen banner 1, 2, 3, 4, and 5 (1 day each)</p> <p><b>Alibaba Network (Fliggy, Taobao, Alipay)</b>            Fliggy FIT channel widescreen banner (2 days)            Fliggy destination channel widescreen banner (2 days)            Fliggy trips channel widescreen banner (2 days)            Fliggy APP search bar suggest ad (2 days)            Fliggy APP suggested destinations (2 days)</p> <p><b>Social Media</b>            Fliggy Weibo (4 days)            Alipay service window feed ad (2 days)            Fliggy WeChat pay account (3 days)            Fliggy WeChat account (1 day)</p> <p><b>Creative</b>            Weibo Blue V account reposts (3 Accounts)            Didi/Youku/UC forum/Miaopai/Yizhibo (1 platforms &amp; 1 post)            KOLs (2)</p> <p><b>Rewards</b>            Secret Journey flights + hotels (3 winners/people)</p> <p><b>TOTAL ESTIMATED IMPRESSIONS: 45,060,000</b></p>	<p><b>Fliggy PC</b>            Fliggy home page widescreen banner 1, 2, 3, and 4 (1 day each)            Fliggy vacation page widescreen banner (1 day)            Fliggy destination page widescreen banner (4 days)</p> <p><b>Fliggy APP</b>            APP push msg (2.14 million recipients)            Home screen widescreen banner 1, 2, 3, 4, 5, 6, and 7 (0 days each)</p> <p><b>Social Media</b>            Fliggy Weibo (2 days)            Alipay service window feed ad (1 day)            Fliggy WeChat pay account (1 day)            Fliggy WeChat account (1 day)</p> <p><b>CREATIVE</b>            Weibo Blue V account reposts (2 Accounts)</p> <p><b>Rewards</b>            Secret Journey flights + hotels (1 winner/people)</p> <p><b>TOTAL ESTIMATED IMPRESSIONS: 22,530,000</b></p>
Minimum Commitment	<b>1 year</b>	<b>1 year</b>

Singles Day, which is equivalent to Black Friday in the US, is a nationally recognized day celebrating ecommerce! Last year, Fliggy hit a new record for total sales on 11.11, reaching **over \$2.17 billion in revenue**. In the first **90 seconds** alone, the site received over **100 million bookings**, and **50 sellers** made over **\$10 million USD in just 1 day**. Don't miss out on this incredible opportunity to drive bookings!

Singles Day in China was started by Alibaba and has had a meteoric rise in the country as a National Consumer Holiday with a week leading up to 11.11 and followed by an additional week of sales and discounts.

**2017 11.11 Single's Day promotional thematics will only become available early September. All details below are known resources and will be updated with 2017 thematics once available.**

Program Tier	Tier 1	Tier 2	Tier 3	Tier 4
<b>Package Description*</b>	Creative participation of 2017 11.11 Fliggy thematic promotion  Pre-singles day promo period from 11.4-11.10  Highlighted Destination on 11.11 and 12.12  Pre-singles day promo period from 11.12-11.19  Tier 3 Package of Brand USA Pavilion (\$100,000 value)	Pre-singles day promo period from 11.8-11.10  Highlighted Destination on 11.11 and 12.12  Post singles day promo period from 11.12-11.14  Tier 4 Package of Brand USA Pavilion (\$50,000 value)	Pre-singles day promo day on 11.10  Highlighted Destination on 12.12  Post-singles day promo day on 11.12	Highlighted Destination 12.12

\*Packages subject to change following further negotiations with Fliggy

\*\*Tier 1 partners will have the opportunity to participate in Fliggy's 11.11 and 12.12 mystery package. Fliggy users will enter into the mystery package lucky draw, and winners will be chosen from various cities in China. Winners will head to the airport, and find out where they are going for the mystery trip.





# Thank You!

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