

Destination Storytelling 2020: A Guide to Telling Great Stories

Skift X Brand USA - October 08, 2019

SkiftX and Brand USA surveyed over 400 storytellers and creators, and interviewed numerous industry leaders to discover how destinations are using storytelling to inspire travel. We asked them about strategy, campaign goals, content distribution, and what's top of mind for 2020. Here's what we learned.

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About Brand USA

Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent \$38.1 billion in the United States, leading to \$82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly \$11 billion in attributable tax receipts at the federal, state, and local levels.