Brand USA’s Mission
As the destination marketing organization for the United States, Brand USA’s mission is to increase incremental international visitation, spend and market share to fuel the nation’s economy and enhance the image of the USA worldwide.

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Global Inspiration Program
Reach high-value audiences around the world through the award-winning Visit The USA Global Inspiration Program. Exciting, inspiring content is translated into nine languages and distributed to more than 50 countries using a multi-faceted digital, mobile and print strategy. Showcase your destination or travel-related business in the most valuable international markets through this one robust program.

Multi-Channel Program
The Brand USA Multi-Channel Program provides an extraordinary opportunity to take advantage of the top media channels that international consumers use most. Each Multi-Channel Program campaign guides travelers from inspiration to booking using customized calls-to-action, generating real, measurable results.
Target the Canadian traveler using the largest online travel agency that is both owned and operated in Canada. This high-impact, multi-faceted and activation-driven campaign provides partners the ability to strategically reach Canadians using advertising across display, email and social channels.

ROGERS MEDIA
Promote your destination with the leading Canadian communications and media company. Packages include a multi-platform campaign that advertises across Rogers’ vast Digital Media Network and dynamic TV programming on City TV. New this year: an Air Canada advertising layer to enhance program value and extend reach to Canadians booking travel with Air Canada.

FLIGHT NETWORK

CHINA SOCIAL INFLUENCER PROGRAM
Promote your unique local experiences to Chinese millennial travelers with the “I Know This Spot” Chinese-English digital travel series. Leading Chinese influencer Jessica Beinecke bridges cultural and language barriers as she highlights U.S. destinations in exciting travel videos which have been viewed 100+ million times on Chinese social media.

CTRIP PROGRAM
Reach millions of Chinese travelers with a custom-built campaign page promoting bookable product supported by impactful advertising on China’s largest OTA. Ctrip provides travel services to more than 300 million members, providing a high level of exposure for your travel brand.
**MARKET-SPECIFIC PROGRAMS**

**TELEvisa**
Televisa is a Mexican multimedia mass media company and the largest in the Spanish-speaking world. Brand USA is partnering with Televisa to create a special opportunity for destinations to influence the Mexican traveler through pay TV, along with broadcast and digital channels, to reach a highly targeted audience with relevant content.

In 2018, the USA inbound market recorded 18.5 million Mexican travelers and $21.1 billion in spending.

**THE TELEGRAPH**
The Telegraph offers Brand USA partners a multi-channel program that will reach millions of potential travelers through exposure in the UK’s No. 1 quality news brand and travel publisher. The Telegraph team will produce both informative and inspiring content that will be amplified across a variety of channels to gain a wider reach.

The UK is the USA’s No. 1 overseas travel market, with 4.7 million travelers in 2018.

**JCDecaux – UK OUT-OF-HOME**
Dedicated to delivering the highest quality out-of-home advertising solutions, JCDecaux is the No. 1 outdoor advertising company in the world. Together, Brand USA and JCDecaux utilize the most sophisticated out-of-home infrastructure to promote U.S. destinations, targeting the UK’s young, affluent and urban population.
THOMAS COOK EVERYWHERE
Through online channels, in-store and direct advertising, this multi-channel marketing platform offers partners packages with different levels of investment for a variety of needs and budgets. All packages benefit from Thomas Cook’s first-party data combined with data from the Brand USA partnership, which ensures targeted messaging is delivered to the right audience at the right time.

MARKET AVAILABILITY

Video Creation & Distribution
Brand USA’s cooperative video program increases consumer engagement, includes international distribution channels and offers partners more ways to deliver their story to targeted international audiences.

Enhance video reach with distribution and extension options!

ROAD TRIPS
Road Trip videos place the viewer in the driver’s seat, highlighting the traveler’s perspective and capturing experiences that are high-energy, personal and memorable.

DESTINATION-AT-A-GLANCE
Short, dynamic vignettes about a city or region inspire international travelers who are actively planning their vacations.

THEMED CONTENT
Authentic, experience-focused, longer-form videos maximize international reach with a deeper look at a destination’s key experiences.

VIDEO DISTRIBUTION
Harness the power of Media iQ to generate views of your Visit the USA video content with this leading programmatic media-buying platform.

MARKET AVAILABILITY
VisitTheUSA Global Websites
Showcase your unique destination, experiences and trips on the official global website of the USA.

Leverage the VisitTheUSA.com infrastructure to reach more international travelers with engaging custom content and amplify your story across targeted distribution channels.

DESTINATIONS
This is the perfect program for showcasing state and city destinations with features such as a photo gallery, video, and attraction and related experience modules that keep users exploring the destination’s unique stories.

TRIPS
This is the ideal space for regions, states and cities to come together to showcase trips featuring overnight stays in multiple destinations.

EXPERIENCES
This program is designed for cities, attractions and other travel partners to create robust, multimedia content that tells your story and benefits from organic and paid marketing strategies.

SEARCH ENGINE MARKETING
These targeted and fully managed campaigns drive traffic directly to partner content on VisitTheUSA websites, increasing a destination’s brand awareness internationally.

DIGITAL REACH AND ENGAGEMENT
Generate qualified traffic to your VisitTheUSA content to expand consumer reach and engagement through Outbrain or Taboola, both leading content discovery platforms.

Brand USA also offers the opportunity for partners to create custom subsites within the VisitTheUSA platform.

MARKET AVAILABILITY

![Language Selection](language.png)
Brand USA Consumer Platform & Programs: Many Voices

We are the USA – a collection of places and experiences whose spirit is found in its diverse range of people. The Brand USA consumer marketing platform gives partners the opportunity to join us in introducing the world to the many voices of the USA.

UNITED STORIES

In January 2018, Brand USA launched United Stories, a global marketing campaign which aims to reinvent the Great American Roadtrip, inviting the world to explore exceptional, diverse and nearly limitless travel experiences available in the USA.

This multi-year project will tell stories from the Many Voices across the USA with the help of a series of mobile content creation labs which adapt to the destination, crisscrossing the country finding best-in-class content.

Follow the journey at #UnitedStories
visittheusa.com/UnitedStories

SORTEDfood

SORTEDfood is a group of award-winning UK mega-influencers, lifelong friends who are obsessed with travel and food. They create video content of the most incredible food experiences on the planet in a series of episodes. Brand USA has been developing engaging content with SORTEDfood over the last two years and now there is an opportunity for partners to get involved with its Game Changers series. SORTEDfood will create episodes featuring participating destination partners that will live on SORTEDfood’s YouTube channel with extra promotion driving video views.

“Exploring Wild America”

In 2020, Brand USA will launch its third IMAX film, tentatively called “Exploring Wild America.” A key part of the global film launch plan will be in-market film premieres. These events are designed to generate excitement and buzz around the launch of the film as it gains momentum in the marketplace. More details coming soon!
Trade Outreach

Brand USA trade outreach programs include targeted trade events, sales missions and travel trade opportunities that promote U.S. travel and tourism interests on a global scale. Through Brand USA’s trade outreach programs, partners are able to connect with key travel trade influencers who book travel to the USA.

TRADE SHOWS

Throughout the year, Brand USA hosts a series of USA-branded pavilions at influential travel and trade shows – providing participating U.S. exhibitors the opportunity to reach 1.6 million international travel buyers and sell future travel to the United States.

SALES MISSIONS

At these Brand USA-hosted events, Brand USA and sponsor partners connect directly with international travel buyers, including tour operators, airlines, travel agents, incentive and meeting planners, and the media.

ROAD SHOWS

Brand USA and partner organizations are able to connect directly with tour operators, travel agents and travel buyers through a series of seminars, receptions and events. Participants learn how to better promote the United States as a travel destination.

SEE VISITTHEUSA.COM/TRAVELTRADE FOR MORE DETAILS
# Programs and Platforms by Market

## Market-Specific Programs

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## Global Programs

- Global Inspiration Program
- Search Engine Marketing
- United Stories
- USA Discovery
- Video Creation (Destination-At-A-Glance, Themed Content, Road Trips)
- Video Distribution
- Visit the USA Pages (City, State, Trips, Experience)
- Visit The USA Custom Subsite
- Visit The USA Traffic Generation

## Global Affinity Programs

- ADARA
- Essentially America
- Expedia
- Sojern
- TripAdvisor

*Details to come in 2020*
Data-Driven Strategy

Brand USA’s global marketing strategy continues to evolve based on the latest in market research and ongoing analysis of program results. This data-driven approach ensures maximum impact and consistently produces high ROI for partners.

Brand USA leverages robust RESEARCH studies and analytics to continually maximize effectiveness.

Partners can access RESULTS from the programs in which they participate on the Brand USA Partner Reporting Portal.

Visit TheBrandUSA.com to learn more.

In 2018, Brand USA’s marketing efforts generated 1.13 MILLION incremental visitors who spent $4.1 BILLION on travel, including airfare with U.S. carriers.
Contact Us

PARTNER MARKETING & PLANNING
Cassady Bailey
Sr. Director, Partner Marketing & Planning
CSkerritt@TheBrandUSA.com
416-904-2326

Suzy Shepard
Sr. Manager, Global Trade Development
SShepard@TheBrandUSA.com
202.735.2303

Louis Lu
Sr. Manager, Global Trade Development
LLu@TheBrandUSA.com
202.888.2693

Amanda Davis
Manager, Global Trade Development
ADavis@TheBrandUSA.com
202.536.2066

PARTNER ENGAGEMENT
Maria Sheetz
Sr. Director, Partner Engagement
MSheetz@TheBrandUSA.com
202.787.5944

Allyson Carpenter
Sr. Manager, Partner Engagement
ACarpenter@TheBrandUSA.com
202.573.1585

Dianne Turner
Sr. Manager, Partner Engagement
DTurner@TheBrandUSA.com
404.272.4124

Erin Setter
Manager, Partner Engagement
ESetter@TheBrandUSA.com
202.888.0596

Paul Winkle
Sr. Vice President, Global Marketing,
Miles Partnership
Paul.Winkle@MilesPartnership.com
941.342.2325

GLOBAL TRADE
Cathy Domanico
Vice President, Global Trade Development
CDomanico@TheBrandUSA.com
202.735.2310

Jackie Ennis
Sr. Director, Global Trade Development
JEnnis@TheBrandUSA.com
202.735.2313

Notes