

The logo consists of the letters 'USA' in a bold, sans-serif font, where each letter is composed of a grid of small dots.

VisitTheUSA.com

Brand USA

Market Information

SOUTHEAST ASIA

2020

About This Guide

This market guide includes a snapshot of the economies in Southeast Asia, along with information about travel from this region (booking channels, consumer trends, U.S. international inbound visitation data, and key travel motivators and indicators).

Brand USA.....	4
Who We Are.....	4
A Message from Christopher L. Thompson.....	6
Brand USA Executive & Senior Leadership.....	8
Market Facts	9
Geography	9
Demographics	12
Economy	12
Vacation Allocation.....	14
Travel Trends	16
International Travel Trends: Taiwan	16
Inbound Travel Trends	17
Traveler Characteristics: Taiwan.....	18
International Travel Trends: Singapore	21
Traveler Characteristics: Singapore.....	22
Air Travel Information	25
Market Snapshot.....	28
Visa Waiver Taiwan	28
Hong Kong's Steady Market.....	28
Fast-Booming Southeast Asia.....	29
Brand USA Resources	31
Online Channels.....	31
Highlights of Success.....	34
Brand USA Markets.....	35
Brand USA Partnerships.....	36
About the U.S. Department of Commerce.....	36

Brand USA



Who We Are

Our 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.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

Building on Success

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

Photos: Taipei, Taiwan (left); Hong Kong Harbor (right)



Our Partnerships

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

According to studies by Oxford Economics, over the past seven years, Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Learn More

For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

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A Message from Christopher L. Thompson



As the destination storytellers for the United States of America, Brand USA helps drive our nation's economy, create jobs, and bring the people of the world closer together. This guide is designed to assist you in generating business from the South East Asia outbound-travel sectors. And, while it includes data from our fiscal year 2019, it's important to acknowledge the unprecedented impact of COVID-19 in 2020.

The global pandemic has resulted in tremendous loss for many families and has had a devastating impact on the travel industry. All of this makes Brand USA's work even more critical. We are uniquely positioned to help guide the industry out of this crisis.

South East Asia comprises six countries: Singapore, Malaysia, Indonesia, the Philippines, Thailand, and Vietnam, and more than 650,000 people visited the United States from this region in 2019. This market guide also includes information about Hong Kong and Taiwan, which accounted for nearly 655,000 visitors to the United States last year, a combined total of 1.3 million visitors from the region. The market continues to be a relatively untapped market for travel.

Our forward-thinking marketing approaches allow us to capture the attention of global audiences in new, more compelling ways which ensure the United States stays top-of-mind as an aspirational travel destination. Brand USA uses many voices to showcase the diverse people and places across the United States in a way that inspires and encourages wanderlust. In FY2019, Brand USA launched the *United Stories* campaign giving voices to real travel experiences from a variety of perspectives including locals, international visitors, category experts and the creative class. We continued to stream content through the GoUSA TV streaming and YouTube channels, which offer a variety of short, medium, and long-form content about a diversity of travel experiences.



As you consider resources, please know Brand USA has a dedicated travel-trade website which provides a more effective and efficient platform for industry professionals to navigate information about U.S. travel. In addition, please don't hesitate to reach out to our team about U.S. destinations, the opportunities we offer to enhance your marketing efforts, and the most effective ways to inspire travelers to book trips to the USA.

We look forward to working with you in the months ahead to generate business to the United States from the South East Asian market.

Together, we are marketing the USA!

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Market Facts



Geography

Area

Taiwan: 35,980 km² (slightly smaller than Maryland and Delaware combined)

Singapore: 719.2 km² (slightly more than 3.5 times the size of Washington, DC)

Malaysia: 329,847 km² (slightly larger than New Mexico)

Indonesia: 1,904,569 km² (slightly less than three times the size of Texas)

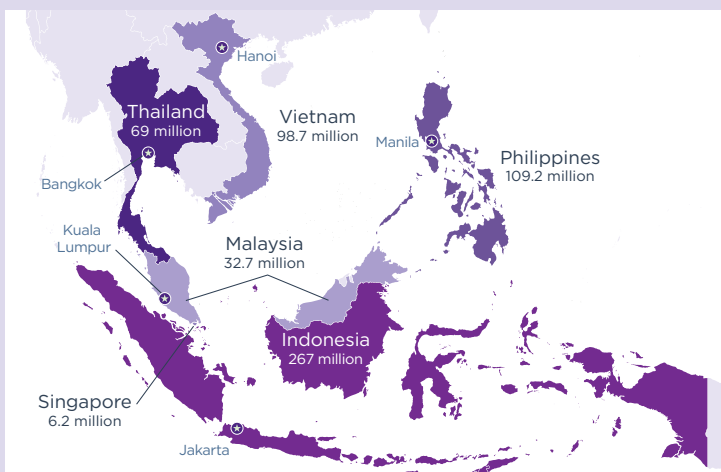
Hong Kong: 1,108 km² (six times the size of Washington, DC)

Philippines: 300,000 km² (slightly less than twice the size of Georgia; slightly larger than Arizona)

Thailand: 513,120 km² (slightly more than twice the size of Wyoming)

Vietnam: 331,210 km² (slightly larger than New Mexico)

Largest Metropolitan Areas



Photos: Lanyu, Taiwan (left); Da Nang, Vietnam (right)

Source: CIA World Factbook 2019; Euromonitor 2019

Climate

Taiwan

Most of Taiwan has a warm climate year-round. The northern part of Taiwan belongs to the sub-tropical zone where the middle mountain area and western plain are abundant with rainfalls in different periods. The southern part belongs to the tropical zone, where the hottest months are from May to September, when it's subject to more rain than most other areas. However, these showers are short-lived, and blue skies prevail on most days. July to September offer the most activities to experience.

Singapore

With a location close to the equator, Singapore has a tropical rainforest climate. It has mostly consistent weather conditions—hot temperatures and frequent showers. The wettest months are November through January.

Malaysia

Hot temperatures and tropical rain showers run throughout the year. The wettest season on the east coast is between November and February—which is when the west coast has sunshine and dry conditions. The heaviest rainfall on the west coast occurs April to October—when the opposite is true on the east coast.

Indonesia

Indonesia is an archipelago, or chain of islands, with varied geological features that can affect the weather. Generally hot and humid, Indonesia has the most rain from November to April. June to September is the driest period.



Hong Kong

Subtropical Hong Kong has four distinguishable seasons: warm and humid spring, hot and rainy summer, pleasant and sunny autumn, and cool and dry winter. The mild climate of Hong Kong makes it a year-round travel destination. However, there are tropical cyclones and occasional squally thunderstorms between May and November, and there are typhoons in September.

Philippines

Heavy rains from the Southwest monsoon hit the far-flung islands of the Philippines from June to September. August is generally when the most severe cyclones occur.

Thailand

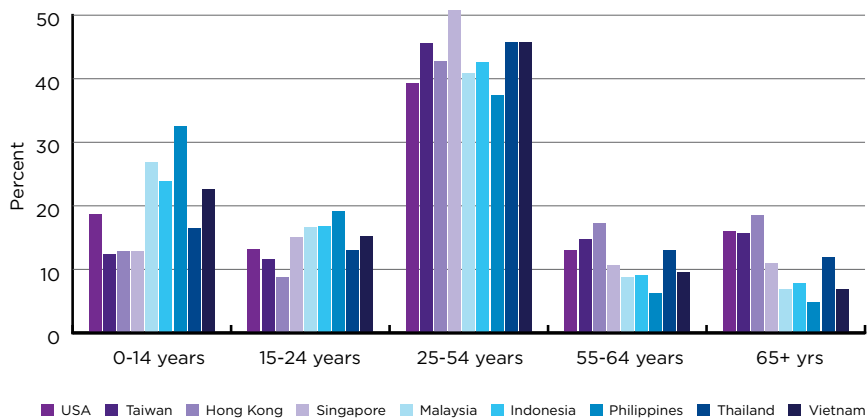
The rains of the Southwest monsoon are most apparent in Thailand between June and October. September tends to be the wettest month. With the Northeast monsoon season, November into March, drier and cooler conditions arrive. Some areas, like the Kra Isthmus (in southern Thailand), for instance, are always hot and humid.

Vietnam

With 2,000 miles of coastline, Vietnam has several weather systems that vary by region. In Hanoi and northern areas, conditions are hot and humid with heavy rainfall from May to October. Central Vietnam has hot, dry weather from January to August. Southern Vietnam is hot and dry from November to April, with the greatest amount of rain from June through August.

Demographics

Population by Age



Economy

Taiwan (2018 est.)

- **GDP:** \$607 billion
- **GDP Real Growth Rate:** 2.8%
- **GDP—Per Capita:** \$25,750
- **Unemployment Rate:** 3.7%
- **Inflation Rate:** 1.4%
- **Exchange Rate:** TWD30.58 per USD

Singapore (2018 est.)

- **GDP:** \$372 billion
- **GDP Real Growth Rate:** 3.4%
- **GDP—Per Capita:** \$65,953
- **Unemployment Rate:** 2.1%
- **Inflation Rate:** 0.4%
- **Exchange Rate:** SGD1.36 per USD



Malaysia (2018 est.)

- **GDP:** \$358 billion
- **GDP Real Growth Rate:** 4.7%
- **GDP—Per Capita:** \$11,068
- **Unemployment Rate:** 3.3%
- **Inflation Rate:** 1.0%
- **Exchange Rate:** MYR4.13 per USD

Indonesia (2018 est.)

- **GDP:** \$1,042 billion
- **GDP Real Growth Rate:** 5.2%
- **GDP—Per Capita:** \$3,946
- **Unemployment Rate:** 5.3%
- **Inflation Rate:** 3.3%
- **Exchange Rate:** IDR14,380 per USD

Hong Kong (2018 est.)

- **GDP:** \$363 billion
- **GDP Real Growth Rate:** 2.9%
- **GDP—Per Capita:** \$48,454
- **Unemployment Rate:** 2.8%
- **Inflation Rate:** 2.4%
- **Exchange Rate:** HKD7.83 per USD

Philippines (2018 est.)

- **GDP:** \$331 billion
- **GDP Real Growth Rate:** 6.2%
- **GDP—Per Capita:** \$3,104
- **Unemployment Rate:** 5.3%
- **Inflation Rate:** 5.2%
- **Exchange Rate:** PHP52.50 per USD

Thailand (2018 est.)

- **GDP:** \$505 billion
- **GDP Real Growth Rate:** 4.2%
- **GDP—Per Capita:** \$7,455
- **Unemployment Rate:** 0.9%
- **Inflation Rate:** 1.1%
- **Exchange Rate:** THB32.4 per USD

Vietnam (2018 est.)

- **GDP:** \$241 billion
- **GDP Real Growth Rate:** 7.1%
- **GDP—Per Capita:** \$2,545
- **Unemployment Rate:** 2.2%
- **Inflation Rate:** 3.6%
- **Exchange Rate:** VND23,195 per USD

Vacation Allocation

Golden Travel Periods

Taiwan

- Late January–Early February (2 weeks)
- Late June–Early September (Approx. 10 weeks)

Singapore

- Mid-March–Late March (2 weeks)
- June (4 weeks)
- Mid-September (1 week)
- Late November–Late December (6 weeks)

Malaysia

- Mid-March (1 week)
- Early June–Mid June (2 weeks)
- Mid-August (1 week)
- Late November–Late December (5 weeks)

Indonesia

Peak travel period is during the dry season between April and October.

Hong Kong

- Late December–Early January (2 weeks)
- Mid-July–Early September (Approx. 6 weeks)



Philippines

- April–June (Approx. 12 weeks)
- October–December (Approx. 12 weeks)

Thailand

- November–Late March
- November–February

Vietnam

- Mid-October (1 week)
- Mid-December–Late December (2 weeks)
- Mid-February–Late February (2 weeks)

Travel Trends

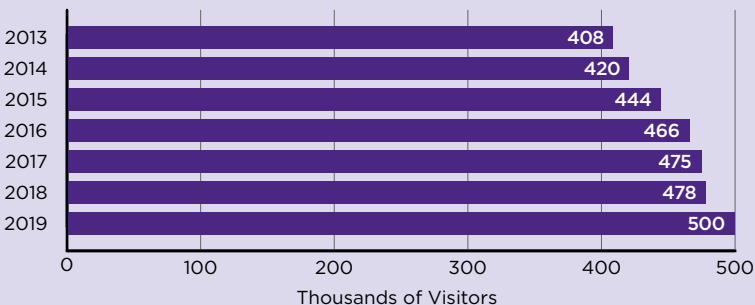


International Travel Trends: Taiwan

Spending Trends: Exports (millions of U.S. dollars)

	2013	2014	2015	2016	2017	2018	2019
Total Travel & Tourism Exports	\$2,141	\$2,223	\$2,261	\$2,246	\$2,219	\$2,201	\$2,228
Travel Receipts	\$2,133	\$2,212	\$2,253	\$2,235	\$2,205	\$2,188	\$2,215
Passenger Fare Receipts	\$8	\$11	\$8	\$11	\$14	\$13	\$13
Change (%) in Total Exports	14	4	2	-1	-1	-1	1

Visitation Trends: Arrivals



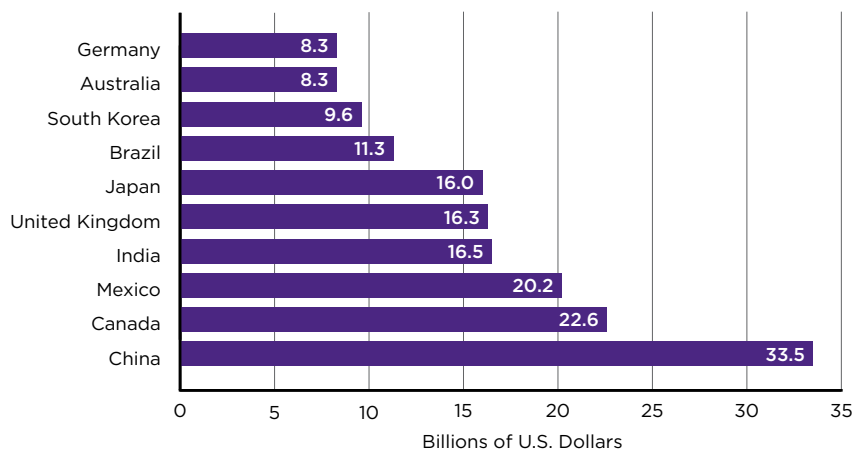
Photos: Paper lanterns in Taiwan (left), Sun Moon Lake, Taiwan (right)

Source: U.S. Department of Commerce, National Travel and Tourism Office



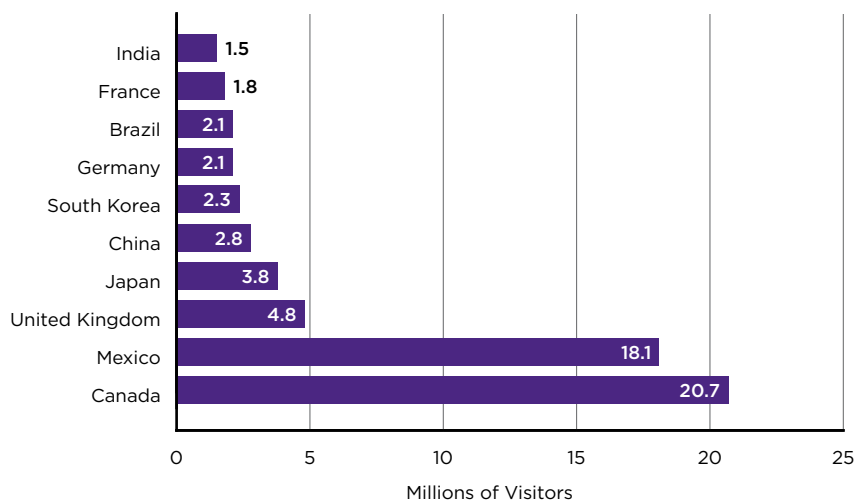
Inbound Travel Trends

Visitor Spending



International Arrivals to the USA

Top 10 Countries Generating Travel to the United States (Long-haul arrivals)



Source: U.S. Department of Commerce, National Travel and Tourism Office

Traveler Characteristics: Taiwan

Main Purpose of Trip

Main Purpose of Trip	2018 (%)	2019 (%)
Vacation/Holiday	35.1	35.5
Visit Friends/Relatives	25.1	31.3
Business	19.8	16.8
Convention/Conference/Trade Show	11.2	10.2
Education	6.2	5.7
Health Treatment	1.1	0.3
Religion/Pilgrimages	0.9	0.2
Other	0.5	0.0

All Purposes of Trip

All Purposes of Trip	2018 (%)	2019 (%)
Vacation/Holiday	50.8	52.2
Visit Friends/Relatives	41.1	47.5
Business	24.8	22.6
Convention/Conference/Trade Show	17.5	15.6
Education	8.6	6.0
Religion/Pilgrimages	2.0	1.3
Health Treatment	2.3	0.5
Other	0.6	0.2
NET PURPOSES OF TRIP		
Leisure & Visit Friends and Relatives	71.6	76.9
Business & Convention	35.8	30.7

Source: U.S. Department of Commerce, National Travel and Tourism Office



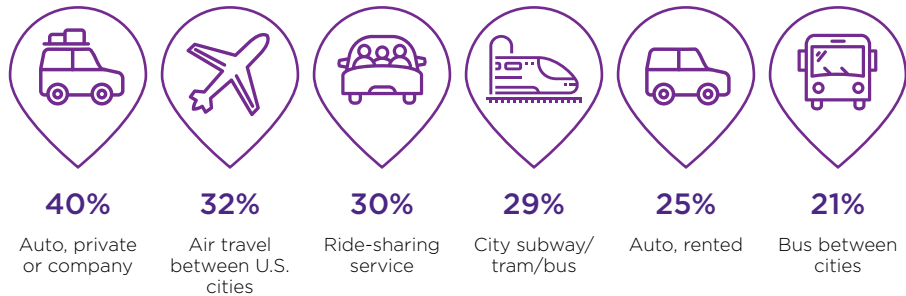
Select Traveler Characteristics

Traveler Characteristics	2018	2019
Length of Stay in USA (Mean Nights)	15.9	20
Length of Stay in USA (Median Nights)	8	9
First International Trip to the USA	21.2%	25.2%

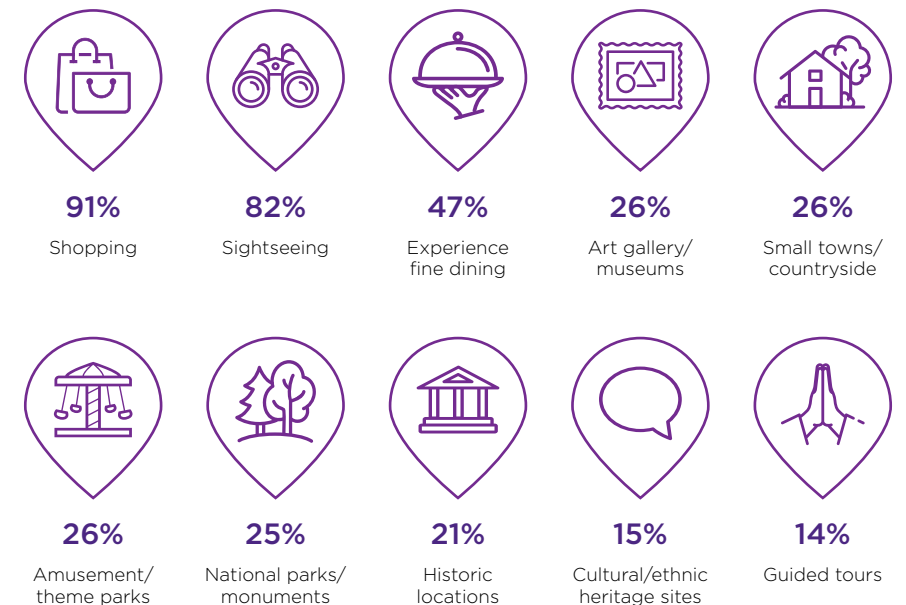
U.S. Destinations Visited (States, Cities, and Regions)

U.S. Destinations/ Regions	2018 (%)	2019 (%)
REGIONS		
Pacific	66.46	66.13
Pacific Islands	11.84	12.13
STATES/TERRITORIES		
California	57.97	57.46
Washington	9.57	7.47
Guam	6.43	6.30
CITIES		
Los Angeles	31.06	34.49
San Francisco	21.09	24.07
Seattle	9.42	7.33

Transportation Used in the USA



Activity Participation While in the USA



Source: U.S. Department of Commerce, National Travel and Tourism Office

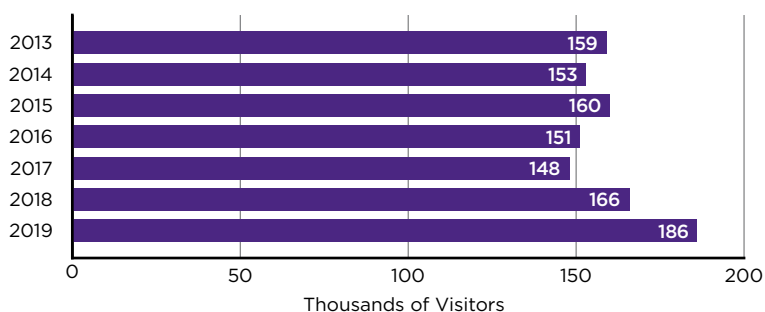


International Travel Trends: Singapore

Spending Trends: Exports (millions of U.S. dollars)

	2013	2014	2015	2016	2017	2018	2019
Total Travel & Tourism Exports	\$925	\$928	\$991	\$942	\$942	\$1,034	\$1,114
Travel Receipts	\$917	\$918	\$982	\$936	\$935	\$1,019	\$1,099
Passenger Fare Receipts	\$8	\$10	\$9	\$6	\$7	\$15	\$15
Change (%) in Total Exports	-2	0	7	-5	0	10	8

Visitation Trends: Arrivals



Traveler Characteristics: Singapore

Main Purpose of Trip

Main Purpose of Trip	2018 (%)	2019 (%)
Vacation/Holiday	39.7	44.3
Business	22.6	21.9
Convention/Conference/Trade Show	12.9	13.6
Visit Friends/Relatives	15.7	11.1
Education	8.5	8.5
Religion/Pilgrimages	0.0	0.4
Health Treatment	0.5	0.0
Other	0.1	0.2

All Purposes of Trip

All Purposes of Trip	2018 (%)	2019 (%)
Vacation/Holiday	60.3	59.3
Business	25.9	27.5
Visit Friends/Relatives	33.9	25.5
Convention/Conference/Trade Show	18.1	17.3
Education	10.8	10.2
Religion/Pilgrimages	0.0	0.4
Health Treatment	1.2	0.1
Other	0.3	0.7
NET PURPOSES OF TRIP		
Leisure & Visit Friends and Relatives	68.4	68.2
Business & Convention	39.1	39.8



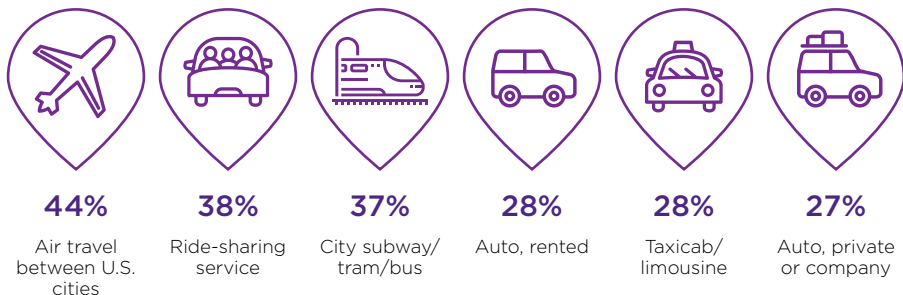
Select Traveler Characteristics

Traveler Characteristics	2018	2019
Length of Stay in USA (Mean Nights)	22.6	18.9
Length of Stay in USA (Median Nights)	10	9
First International Trip to the USA	17.1%	19.6%

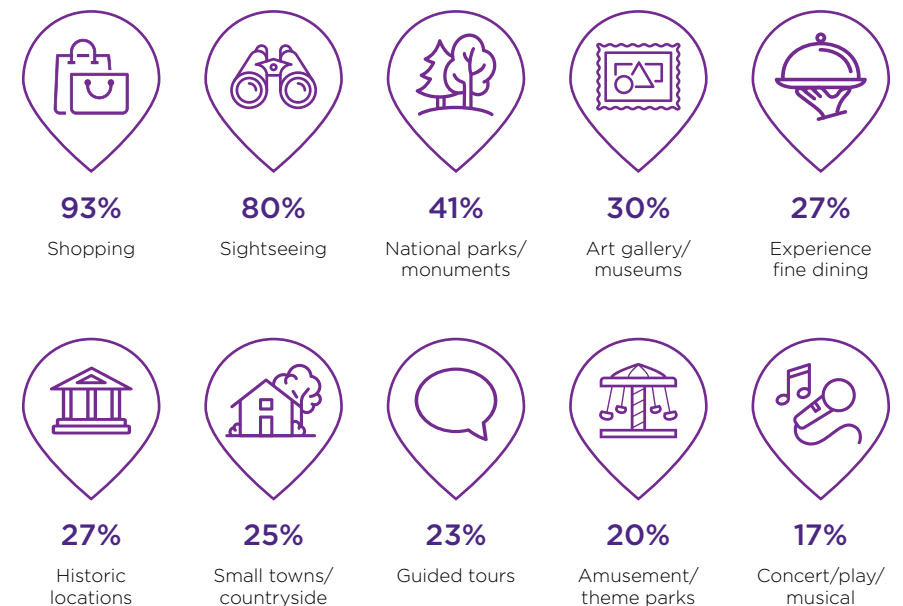
U.S. Destinations Visited (States, Cities, and Regions)

U.S. Destinations/ Regions	2018 (%)	2019 (%)
REGIONS		
Pacific	60.79	53.34
Middle Atlantic	27.77	31.74
STATES/TERRITORIES		
California	54.49	47.26
New York	24.53	28.11
Guam	0.50	0.45
CITIES		
New York City	N/A	27.86
Los Angeles	36.25	27.57

Transportation Used in the USA



Activity Participation While in the USA



Air Travel Information



Non-Stop Flights from Taiwan to the USA

Airline	Flights From	Flights To	Flight Number	Frequency (week)
China Airlines	Taipei	Guam	CI026	5
China Airlines	Taipei	Honolulu	CI002	3
China Airlines	Taipei	Los Angeles	CI006	7 (daily)
China Airlines	Taipei	Los Angeles	CI008	3
China Airlines	Taipei	New York (JFK)	CI012	4
China Airlines	Taipei	Ontario	CI024	7 (daily)
China Airlines	Taipei	San Francisco	CI004	7 (daily)
EVA Air	Taipei	Chicago	BR052	5
EVA Air	Taipei	Houston	BR004	7 (daily)
EVA Air	Taipei	Los Angeles	BR006	7 (daily)
EVA Air	Taipei	Los Angeles	BR012	7 (daily)
EVA Air	Taipei	Los Angeles	BR016	7 (daily)
EVA Air	Taipei	New York (JFK)	BR032	7 (daily)
EVA Air	Taipei	San Francisco	BR018	7 (daily)
EVA Air	Taipei	San Francisco	BR028	7 (daily)
EVA Air	Taipei	San Francisco	BR008	4
EVA Air	Taipei	Seattle	BR026	7 (daily)
EVA Air	Taipei	Seattle	BR056	3
United Airlines	Taipei	San Francisco	UA872	7 (daily)

Photos: Sky Lantern Festival, Taiwan (left); Temple in Bali, Indonesia (right)

Source: Brand USA Proprietary Research

Non-Stop Flights from Hong Kong to the USA

Airline	Flights From	Flights To	Flight Number	Frequency (week)
American Airlines	Hong Kong	Dallas	AA126	7 (daily)
Cathay Pacific	Hong Kong	Boston	CX812	7 (daily)
Cathay Pacific	Hong Kong	Chicago	CX806	7 (daily)
Cathay Pacific	Hong Kong	Los Angeles	CX880	7 (daily)
Cathay Pacific	Hong Kong	Los Angeles	CX882	7 (daily)
Cathay Pacific	Hong Kong	Los Angeles	CX884	7 (daily)
Cathay Pacific	Hong Kong	New York (JFK)	CX830	7 (daily)
Cathay Pacific	Hong Kong	New York (JFK)	CX840	7 (daily)
Cathay Pacific	Hong Kong	New York (JFK)	CX844	7 (daily)
Cathay Pacific	Hong Kong	Newark (EWR)	CX890	7 (daily)
Cathay Pacific	Hong Kong	San Francisco	CX870	7 (daily)
Cathay Pacific	Hong Kong	San Francisco	CX872	7 (daily)
Cathay Pacific	Hong Kong	San Francisco	CX892	7 (daily)
Cathay Pacific	Hong Kong	Seattle	CX852	4
Cathay Pacific	Hong Kong	Seattle	CX858	4
Cathay Pacific	Hong Kong	Washington, DC	CX866	4
HK Express	Hong Kong	Saipan	UO42	2
Singapore Airlines	Hong Kong	San Francisco	SQ1	7 (daily)
United Airlines	Hong Kong	New York (JFK)	UA180	7 (daily)
United Airlines	Hong Kong	San Francisco	UA862	7 (daily)



Non-Stop Flights from Southeast Asia to the USA

Airline	Flights From	Flights To	Flight Number	Frequency (week)
Philippine Airlines	Manila	Guam	PR0110	5
Philippine Airlines	Manila	Honolulu	PR0100	4
Philippine Airlines	Manila	Los Angeles	PR0102	7 (daily)
Philippine Airlines	Manila	Los Angeles	PR0112	7 (daily)
Philippine Airlines	Manila	Los Angeles	PR0124	3
Philippine Airlines	Manila	New York (JFK)	PR0126	7 (daily)
Philippine Airlines	Manila	San Francisco	PR0104	7 (daily)
Philippine Airlines	Manila	San Francisco	PR0114	7 (daily)
Singapore Airlines	Singapore	Los Angeles	SQ38	7 (daily)
Singapore Airlines	Singapore	Los Angeles	SQ36	3
Singapore Airlines	Singapore	Newark (EWR)	SQ22	7 (daily)
Singapore Airlines	Singapore	San Francisco	SQ32	7 (daily)
Singapore Airlines	Singapore	San Francisco	SQ34	3
Singapore Airlines	Singapore	Seattle	SQ28	4
United Airlines	Singapore	San Francisco	UA2	7 (daily)
United Airlines	Singapore	San Francisco	UA28	7 (daily)

Market Snapshot



Visa Waiver Taiwan

Taiwan qualified for the U.S. Visa Waiver Program in 2012 and became part of the U.S. Global Entry Program in 2017. Additionally, the National Travel and Tourism Office (NTTO) has reported a record surge in visitation to the USA from Taiwan with a significant 60 percent growth rate since 2012.

In March 2018, U.S. President Donald Trump introduced the Taiwan Travel Act, a bill that encourages U.S. officials to visit Taiwan and vice versa. The law has promoted travel for Taiwanese officials to the USA and strengthened diplomatic relations between the two nations.

The aviation industry has also been developing more flights to the USA, providing greater travel options to the destination. The market is planned to have 111 weekly flights to the USA with an increase in flight frequencies.

- **China Airlines:** Taiwan's national carrier has increased its weekly flights to Honolulu to three times, while Los Angeles routes will increase in frequency to 10 times weekly.
- **EVA Air:** The Taiwanese airline has extensively increased the frequency of its flights to Houston, Seattle, and Chicago with a total of 22 flights per week.

Hong Kong's Steady Market

More than 130 weekly, direct flights to various U.S. gateways come out of Hong Kong. The city, which has 7.4 million residents, is a leading financial center in Asia.

Photos: Kuala Lumpur, Malaysia (left), Jiufen Village, Taipei, Taiwan (right)



The Hong Kong market has been steadily growing in outbound travel with 94.7 million departures made in 2019. In addition to this, the USA has been one of the destinations among travelers that has resulted in aviation developments to cater to an increase in demand.

- **United Airlines: The major U.S. airline has doubled daily service to San Francisco since October 2019.**
- **Cathay Pacific:** Hong Kong's national carrier has increased from two to three daily flights since June 2019. It's scheduled to increase service to Seattle from eight to nine weekly flights, effective July 2020.

Fast-Booming Southeast Asia

Southeast Asia includes the developed and emerging nations of Singapore, Malaysia, Indonesia, Thailand, the Philippines, and Vietnam. With approximately 700 million residents in combined population, the region is the third-largest travel market in the world. Because of a fast-growing middle-class and changing lifestyles, the region's outbound travel growth rate will increase by 43 percent, predicting up to 121 million trips to be made by 2024. In addition, travel to the USA is slated to grow by 44 percent, reaching close to 1.48 million visitors by 2024, making the USA a market with high potential to tap into.

Singapore is the springboard and main aviation hub connecting this region to the world, serving a total of 68.3 million people in 2019. The flight traffic from the region to the USA is bustling, with over 40 direct flights to the USA per week and rising. The region has seen a series of airline developments in the recent years, bringing even more travelers to the USA.

With approximately 700 million residents in combined population, the region is the third-largest travel market in the world.

- **Singapore Airlines: The world-class carrier launched a new non-stop flight from Singapore to Seattle in September 2019. It's currently deploying 30 weekly, direct flights with 30,360 capacity per month to multiple U.S. cities—New York, San Francisco, Los Angeles, and Seattle.**

-
- **United Airlines:** The U.S. national airline has 14 weekly flights from Singapore to San Francisco.
 - **Garuda Indonesia:** The Indonesian airline has signed a partnership agreement with Japan Airlines. The strategic partnership allows Garuda Indonesia to extend their network to the USA via Japan through code-share flights.
 - **Bamboo Airways:** The Vietnamese start-up carrier Bamboo Airways announced plans to launch direct flights to the USA using a leased Airbus A380 superjumbo in 2020.
 - **Philippine Airlines:** Lucio Tan's Philippine Airlines (PAL) is joining in on eight domestic routes within the USA through a code-share partnership with American Airlines beginning in March 2020. The joint code-share deal includes flights from Philippines to Honolulu and Guam. In addition, the partnership will make use of Tokyo as an aviation hub to connect Manila and Cebu to Los Angeles.

Brand USA Resources



Online Channels

Digital Marketing/Social Media

The majority of the USA Campaigns are driven by digital marketing strategies to engage, inspire, and prompt international travelers to visit the United States. A variety of channels and methods are used, including:

- Proprietary website platforms
- Social media channels
- Global digital marketing and social campaigns
- Rich media
- Targeted advertising

Proprietary Consumer Website Platforms

Brand USA has two online consumer identities in the marketplace:

- VisitTheUSA (VisitTheUSA.com), which includes a global site in English plus in-language sites in most markets where Brand USA markets the United States to international travelers
- GoUSA, which is active in Asian markets, including China and Hong Kong (GoUSA.cn), Taiwan (GoUSA.tw), India (GoUSA.in), Japan (GoUSA.jp), and South Korea (GoUSA.or.kr)

Together, the VisitTheUSA and GoUSA website platforms are the consumer-facing online identities international travelers associate with travel to the United States.

Photos: Mountains in Taiwan (left); Taichung Park, Taichung, Taiwan (right)

Social Media Channels

In addition to the global and in-market VisitTheUSA and GoUSA proprietary websites, Brand USA leverages related social media accounts in consumer-facing content and communications. Each market where Brand USA has a fully developed marketing presence has a dedicated, in-language website and social channels, which Brand USA uses to reach consumers in its target markets.

The following handles are used for global, consumer-facing promotions in English:

- **Website:** [VisitTheUSA.com](https://www.VisitTheUSA.com)
- **Twitter:** [@VisitTheUSA](https://twitter.com/VisitTheUSA)
- **Facebook:** [Facebook.com/VisitTheUSA](https://www.facebook.com/VisitTheUSA)
- **YouTube:** [YouTube.com/VisitTheUSA](https://www.youtube.com/VisitTheUSA)
- **Instagram:** [VisitTheUSA](https://www.instagram.com/VisitTheUSA)

The following campaign hashtags support global and thematic promotions and initiatives:

- **Global:** [#VisitTheUSA](https://twitter.com/VisitTheUSA)
- **Great Outdoors:** [#OutdoorsUSA](https://twitter.com/VisitTheUSA)
- **Flavors/Culinary:** [#TasteUSA](https://twitter.com/VisitTheUSA)
- **Market the Welcome:** [#USAWelcome](https://twitter.com/VisitTheUSA)
- **Road Trips:** [#RoadTripUSA](https://twitter.com/VisitTheUSA)

In addition to leveraging these global channels, Brand USA currently has localized social media efforts in the following markets via the channels shown in the Digital Channels chart on the following page.



Digital Channels

Market	URL	Local Tagline	Channels	Hashtag
Australia	VisitTheUSA.com.au	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAau YouTube.com/VisitTheUSA #VisitTheUSA
Brazil	VisiteosUSA.com.br	Planeje Sua Viagem Aos USA Agora Mesmo	@VisiteOsUSA @VisitTheUSA	facebook.com/VisiteOsUSA YouTube.com/VisiteOsUSA #VisiteOsUSA
Canada: English	VisitTheUSA.ca	Plan Your USA Trip Now	@VisitTheUSAcA @VisitTheUSA	facebook.com/VisitTheUSAcA YouTube.com/VisitTheUSA #VisitTheUSA
Canada: French	frVisitTheUSA.ca	Planifiez Votre Voyage Aux USA Dès Maintenant	@VisitTheUSAcA @VisitTheUSA	facebook.com/VisitTheUSAcA YouTube.com/VisitTheUSAFr #VisitTheUSA
Chile	VisitTheUSA.cl	Planifica tu viaje a USA ahora	@VisitTheUSAes @VisitTheUSA	facebook.com/VisitTheUSACl YouTube.com/VisitTheUSAes #VisitTheUSA
China	GoUSA.cn	即刻 定制 您的 USA 旅行 计划	<p>Sina Weibo (Chinese microblogging site/hybrid of Twitter and Facebook): http://weibo.com/GoUSAcn</p> <p>Tencent Weibo (Chinese microblogging site): http://t.qq.com/DiscoverGoUSA</p> <p>Youku (YouTube equivalent): http://i.youku.com/gousacn</p> <p>Weishi (Vine equivalent): http://www.weishi.com/u/23484775</p> <p>Wechat (Chinese mobile social network for texting, images, music and articles sharing, mobile only):</p> <p>美国国家旅游局</p> <p>Lofter (Photo sharing platform): http://GoUSA.lofter.com</p>	#VisitTheUSA
Colombia	VisitTheUSA.co	Planifica tu viaje a USA ahora	@VisitTheUSAes @VisitTheUSA	facebook.com/VisitTheUSACo YouTube.com/VisitTheUSAes #VisitTheUSA
France	VisitTheUSA.fr	Préparez Votre Voyage Aux USA Dès Maintenant	@VisitTheUSAFr @VisitTheUSA	facebook.com/VisitTheUSAFr YouTube.com/VisitTheUSAFr #VisitTheUSA
Germany	VisitTheUSA.de	Plant Jetzt Eure Reise In Die USA	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAdE YouTube.com/VisitTheUSAdE #VisitTheUSA
Global	VisitTheUSA.com	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSA YouTube.com/VisitTheUSA #VisitTheUSA
India	GoUSA.in	Plan Your USA Trip Now	@GoUSAin @VisitTheUSA	facebook.com/GoUSAin YouTube.com/GoUSAin #USATrip
Japan	GoUSA.jp	今すぐ USAへの 旅の 計画を	@GoUSAjp @VisitTheUSA	facebook.com/GoUSAjp YouTube.com/GoUSAjp アメリカ旅行
Mexico	VisitTheUSA.mx	Planifica Tu Viaje A USA Ahora	@VisitTheUSAes @VisitTheUSA	facebook.com/VisitTheUSAmx YouTube.com/VisitTheUSAes #VisitTheUSA
Korea	GoUSA.or.kr	지금 USA 여행을 계획해보세요	@GoUSAkr @VisitTheUSA	facebook.com/GoUSAkr YouTube.com/GoUSAkr #미국여행
Sweden	VisitTheUSA.se	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSASe YouTube.com/VisitTheUSA #VisitTheUSA
Taiwan	GoUSA.tw	N/A	N/A	facebook.com/GoUSA.official N/A
United Kingdom	VisitTheUSA.co.uk	Plan Your USA Trip Now	@VisitTheUSAuk @VisitTheUSA	facebook.com/VisitTheUSAuk YouTube.com/VisitTheUSA #VisitTheUSA

GoUSA TV Available on Roku, Apple TV, Amazon Fire, iOS, and Android. Also accessible via GoUSATV.com and YouTube.

Highlights of Success

Over the past seven years, Brand USA's marketing efforts have generated...

7.5 million
incremental visitors



nearly
\$25 billion
incremental spending

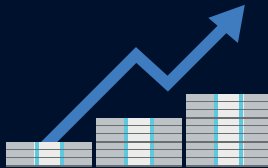


50,000+
incremental jobs
supported
each year

\$7.1 billion
federal, state &
local taxes



nearly
\$55 billion
total economic
impact





Brand USA Markets

Brand USA deploys its marketing efforts in a strategic combination of emerging and established markets that have the potential to drive the greatest returns in terms of visitation, spend, and market share.

Based on these market selection factors, Brand USA currently focuses the majority of its consumer marketing efforts in the following markets:

- Australia
- Brazil
- Canada
- Chile
- China
- Colombia
- France
- Germany
- India
- Japan
- Mexico
- South Korea
- Sweden
- United Kingdom

These 14 international markets generate more than 80 percent of inbound travel to the United States. In total, through the combined total of Brand USA's cooperative marketing platforms, contributed media, and trade outreach, the international marketing effort is present in more than 40 markets.

Brand USA Partnerships



About the U.S. Department of Commerce

Brand USA works in close concert with the U.S. Department of Commerce through the National Travel and Tourism Office (NTTO) and the U.S. Commercial Service.



The National Travel and Tourism Office (NTTO)

NTTO is the liaison between Brand USA and the federal government. The office works with Brand USA on behalf of the Secretary of Commerce, who appoints the Brand USA Board of Directors and approves Brand USA's annual objectives in consultation with the Secretary of State and the Secretary of Homeland Security. Additionally, NTTO facilitates the approval of matching funds for Brand USA and connects Brand USA to other federal agencies.

More broadly, NTTO creates a positive climate for growth in travel and tourism by reducing institutional barriers to tourism, administering joint marketing efforts, providing official travel and tourism statistics, and coordinating efforts across federal agencies through the Tourism Policy Council. The office works to enhance the international competitiveness of the U.S. travel and tourism industry and increase its exports, thereby creating U.S. employment and economic growth through:

- Management of the travel and tourism statistical system for assessing the economic contribution of the industry and providing the sole source for characteristic statistics on international travel to and from the United States;

Photos: Bali, Indonesia (left); Hong Kong, China (right)
Source: CIA World Factbook 2018, unless noted otherwise



- Design and administration of export expansion activities;
- Development and management of tourism policy, strategy and advocacy; and
- Technical assistance for expanding this key export (international tourism) and assisting in domestic economic development.

Contact:

The NTTO is located in the International Trade Administration of the Department of Commerce.

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The U.S. Commercial Service

The U.S. Commercial Service (USCS) is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration (ITA). The USCS is a federal government agency with a domestic network of over 100 offices and a global network operating in over 75 countries. The mission of the USCS is to assist American companies in their export needs and to support foreign direct investment into the United States.



As America's largest service export, travel and tourism is a key sector for the USCS. The Commercial Service Global Travel and Tourism Team helps U.S. destinations and travel suppliers to attract international visitors and to grow international arrivals. This assistance can include: trade counseling, market research, vetting of potential partners, outreach to wholesale buyers, and support with international sales calls/trade shows/visits. Our specialists in Southeast Asia can be reached at the contact details below.

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