



Brand USA

How Brand USA Promotes Idaho

Brand USA drives the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

DRIVING U.S. LEADERSHIP IN THE COMPETITIVE GLOBAL MARKETPLACE

Brand USA runs data-driven campaigns that measurably grow international arrivals and spending. These efforts stimulate demand for U.S. destinations, create new travel product for international markets, and ensure economic benefits are dispersed throughout the country. Brand USA makes its biggest impact beyond the gateways, including communities and businesses throughout Idaho.

Social Media

Social media is the primary way people around the world engage, share, and make travel decisions today. In FY23 and FY24, Brand USA featured destinations in Idaho, including Boise, Sun Valley, and Snake River Valley in more than 20 social media campaigns across multiple platforms.

Content Marketing

Content marketing targets interested audiences with specific USA experiences to convert them from consideration to booking. Idaho is featured in a variety of ways, including:

GoUSA TV is the world's leading streaming channel for travel. With global distribution built in, Brand USA delivers episodic and long-form productions to entice viewers to plan their next USA trip. In FY23 and FY24, Idaho was featured in one original program, "Trails & Trailblazers," and five licensed programs.

Cooperative marketing allows Brand USA to create effective, unified messaging that spans the country while helping destinations and businesses reach and compete in international markets. In FY23 and FY24 Idaho participated in several impactful programs, including specialized webpages featuring Boise and Rexburg; optimized audience campaigns targeting Canada; and more.



IN FY23 AND FY24 BRAND USA PARTNERED WITH THESE IDAHO ORGANIZATIONS

- Boise Convention and Visitors Bureau
- Idaho Falls CVB
- Idaho High Country
- North Idaho Tourism Alliance
- Sandpoint Chamber
- Southern Idaho Tourism
- Visit Idaho
- Visit Sun Valley



📍 Craters of the Moon National Monument and Preserve

Product Development and B2B Marketing

Travel agencies, tour operators, and distribution and sales networks are crucial. Travel agencies and tour operators are crucial intermediaries with international visitors. Brand USA works with these channels to expand the USA travel product in market, jointly promote new travel experiences, and educate salesforces to increase their ability to convert client interest into bookings. Working with the travel trade to develop and promote product is one of the most direct ways to disperse travelers to new communities throughout the country.

Brand USA has several programs that augment the volume and breadth of travel product, facilitating commercial relationships among domestic suppliers and international travel buyers. For example Brand USA curates and distributes multi-state, themed itineraries for U.S.-based receptive tour operators and international travel trade to offer their customers. Boise, Pocatello, and Twin Falls are featured in the *Road Trips USA* itineraries “Oregon Trail and the Wild West” and “Geological Wonders.”

Idaho destinations have also participated in several Brand USA *sales missions and trade shows* to connect with the travel trade in key markets and grow visitation and spending in the state, including:

- 2023 & 2024 Australia & New Zealand B2B Day
- 2023 & 2024 Brand USA Travel Week UK & Europe

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