

How Brand USA Promotes Indiana

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 Indiana.

Social Media

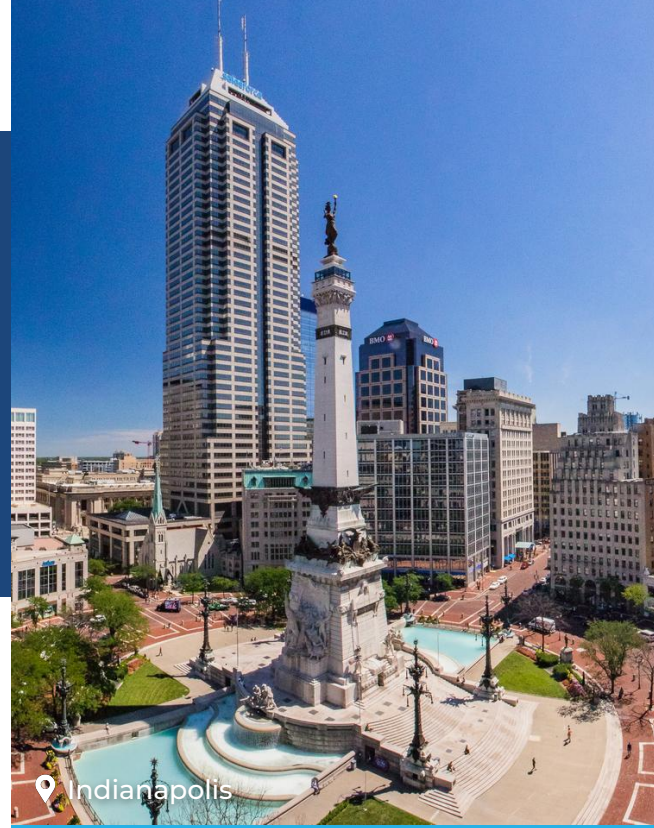
Social media is the primary way people around the world engage, share, and make travel decisions today. In FY23 and FY24, Brand USA featured destinations in Indiana in more than 15 social media marketing campaigns across multiple platforms.

Content Marketing

Content marketing targets interested audiences with specific USA experiences to convert them from consideration to booking. Indiana 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. Indiana was recently featured in *GoUSA TV* original episodes of "Ask a Local," and "United Stories," and four licensed episodes.

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. Indiana is currently featured on multiple specialized web pages featuring must see places, cities, and experiences like Bloomington, Marengo Cave National Landmark, Indiana Dunes National Park, and more.



Indianapolis

IN FY23 AND FY24 BRAND USA PARTNERED WITH THESE INDIANA ORGANIZATIONS

- Visit Indiana
- Visit Bloomington



📍 Cataract Falls

Product Development and B2B Marketing

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. Indianapolis is featured in the *Road Trips USA* itinerary “Bourbon, Bluegrass and Horse Country.”

Indiana 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:

- 2019 Brand USA Travel Week UK & Europe

Familiarization tours bring key tour operators and travel agents to the United States to experience destinations and develop new itineraries to sell to clients in their home market. These take the form of either small groups of the decision makers from major tour companies (product fams) or large, multi-itinerary groups of dozens of qualified travel agents (MegaFams). Indianapolis has been featured in a UK & Ireland MegaFam.

INDIANA