



Brand USA

# How Brand USA Promotes Maryland

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 Maryland.

### 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 Maryland like Baltimore, Assateague Island, Annapolis, and Ocean City 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. Maryland 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, Maryland was featured in three licensed shows.

*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, Maryland participated in several impactful programs including The Telegraph, NFL International Series, and more.



Annapolis

## IN FY23 AND FY24 BRAND USA PARTNERED WITH THESE MARYLAND ORGANIZATIONS

- Annapolis & Anne Arundel County Conference & Visitors Bureau
- Capital Region USA (regional alliance)
- Visit Baltimore
- Visit Frederick
- Visit Maryland



## 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.

In FY23 and FY24, Maryland destinations 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 Brand USA Travel Week UK & Europe
- 2024 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). In FY23 and FY24, Maryland was featured in:

- Brazil Product FAM: Baltimore
- UK & Europe MegaFam: Annapolis
- Canada MegaFam: Annapolis
- Ireland FAM: Annapolis
- Italy Travel Agent FAM: Annapolis
- Germany, Switzerland & Austria Travel Agent FAM: Berlin, Ocean City, and Saint Michaels
- Spain Tour Operator FAM: Annapolis, Baltimore, Hanover, OXon Hill, and Prince George's County