How Brand USA Promotes

CALIFORNIA

Brand USA partners with California to market the state to international visitors with programs in four broad categories: the USA campaigns, cooperative marketing, travel-trade initiatives, and media relations that promote the entirety of the USA to, through, and beyond the gateways throughout the world!

Brand USA Counts Among its More Than 700 Industry Partners These California Organizations

Visit California
Beverly Hills Convention and Visitors Bureau
Big Bear Visitors Bureau
California Highway 1 Discovery Route
Cannery Row Company
Central Coast Tourism Council
Discover LA
Greater Palm Springs Convention and Visitors Bureau
High Sierra Visitors Council
Irvine Company Retail Properties
Lake Tahoe Visitors Authority
LEGOLAND California Resorts
Mammoth Lakes Tourism
Mineta San Jose International Airport
Monterey County Convention and Visitors Bureau
Visit Napa Valley
NBC Universal Hollywood
Orange County Visitors Association
San Diego Tourism Authority
San Francisco Travel Association
San Jose Convention and Visitors Bureau
Shasta Cascade Wonderland Association
Sonoma County Tourism Bureau
South Coast Plaza
Tuolumne County Visitors Bureau
Ventura County Coast
Visit Anaheim
Visit Burbank
Visit Huntington Beach
Visit Oakland
Visit Oxnard
Visit Redondo Beach
Visit Santa Cruz
Visit Tri Valley
Warner Brothers
West Hollywood Marketing and Visitors Bureau
Yosemite Madera County
Yosemite/Mariposa County

International travel is very important to San Diego...We've been partnered with Brand USA from the get go and we are very proud of Brand USA getting the word out about the U.S. across the world.

Kerry Kapich, Senior Vice President of Marketing, Visit San Diego

BRAND USA IS CURRENTLY PROMOTING CALIFORNIA TO INTERNATIONAL TRAVELERS THROUGH THESE PROGRAMS:

»The USA Campaign

The USA campaign, an array of promotion and advertising messages presented in multiple formats has been fundamental to Brand USA's ability to create broad-based awareness and inspire travel to the United States. California features prominently across these campaigns, including:

- *National Parks Adventure*, the award-winning IMAX film still playing in theaters worldwide. It was the world's highest-grossing documentary film in 2016 and features Yosemite National Park.
- *America's Musical Journey*, a giant-screen film premiering in February 2018 that explores key American cities and the music and culture that shape them, including Los Angeles and Laguna Beach.
- Brand USA features San Francisco, Los Angeles, and Yosemite National Park in its Market the Welcome video that plays in embassies and consulates across the globe, inspiring international tourists and extending a warm welcome to them before they reach our shores.
- Brand USA's *USA Through Music* miniseries on BBC and digital platforms featured Sebu Simonian from the band Capital Cities and Bethany Consentino from Best Coast. Both episodes showcased Los Angeles.
- Brand USA brought *Olly's Ale Trail*, a popular Travel Channel United Kingdom show that highlights craft beer breweries and the places they are located to San Diego for an episode in 2017.
- Brand USA featured California as part of the BBC miniseries, *America Through the Great Outdoors*. In one episode, body surfer and entrepreneur Ed Lewis showcased Encinitas – in the other, Andy Cochrane and Roberto Gutierrez, inventors of the folding Oru Kayak, discuss the wonders of kayaking in the San Francisco Bay.
- Chefs from Los Angeles, San Francisco, Santa Monica, Santa Barbara, Monterey, Napa, and San Diego were featured in short vignettes that aired on Travel Channel International in 2015 and Food Network International in 2016.
- Brand USA brought the popular Travel Channel United Kingdom program, "Jeni & Olly's West Coast Wine Adventures," to California for individual episodes in seasons one and two.
- Brand USA brought German social media star, Kelly Svirakova, to San Francisco to share her experience in the city with 1.7 million followers on YouTube. Similarly, Brand USA sent Mexican influencer, Ale Ivanova, to Los Angeles and Palm Springs to document her trip with nearly 1 million subscribers.
- Brand USA frequently pushes California digital social content on platforms in 14 target markets in eight different languages.

Please visit VisitTheUSA.com/state/california for more examples.

Source: "Visit California Travel Impacts 2016."
**Data represents CY2016 visitation research.*

» Cooperative Marketing

Brand USA promotes travel experiences in the United States to, through, and beyond the gateways and offers approximately 100 cooperative marketing programs that provide a platform for partners of all shapes and sizes to tell their stories to international audiences in compelling ways.

In fiscal years 2016 and 2017, California was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Brand USA multichannel marketing programs that interact with international consumers through a host of different media in Australia, Canada, and China
- Targeted digital advertising on trip booking and review platforms Expedia, TripAdvisor, and Sojern
- Full-page advertising in *Dreamscapes* luxury travel magazine
- Print advertising in *Essentially America*, a travel and lifestyle magazine

» Travel Trade and Media Outreach

Brand USA's business-to-business outreach activities connect U.S. destinations and travel organizations directly with key travel trade (tour operators, travel agents) and media in top international markets.

Familiarization Tours

Familiarization tours bring key tour operators and travel agents to the United States to learn about new destinations and develop new product to sell to clients back home. Brand USA's innovative "Megafam" programs bring groups of 50-100 agents at a time to explore different itineraries around the country. California has been featured in:

2013: United Kingdom Megafam: Los Angeles, Santa Barbara, Paso Robles, Carmel, Santa Cruz, San Francisco

2014: Germany Megafam: Los Angeles, Palm Springs, Santa Monica
United Kingdom Megafam: Los Angeles

2015: Germany Megafam: Sacramento, Yosemite, Mariposa, San Francisco
Australia & New Zealand Hawaiian Airlines Megafam: Sacramento, Sonoma, San Francisco, San Diego, Huntington Beach, Los Angeles
United Kingdom Megafam: San Diego, Palm Springs

2016: China Megafam: Los Angeles, San Francisco
Germany, Austria, Switzerland Megafam: Santa Monica, Joshua Tree National Park, San Jose, Santa Cruz, Monterey
United Kingdom British Airlines: Huntington Beach
Australia & New Zealand Air New Zealand Megafam: San Francisco, Sacramento, San Diego

2017: United Kingdom & Ireland Megafam: Oakland, Lake Tahoe
Aero Mexico Megafam: Los Angeles, Palm Springs, La Quinta

Visiting Journalist Program

As part of its ongoing media outreach and public relations strategy, Brand USA works with a variety of journalists in international markets to promote the entirety of the United States through the power of earned media.

Brand USA has promoted destinations and experiences in California through this program that have generated valuable media coverage with dozens of features in Australia, Canada, China, India, South Korea, Japan, Hong Kong, Taiwan and Southeast Asia.

Sales Missions and Trade Shows

International sales missions and trade shows are a critical platform in Brand USA's marketing strategy. During these events, Brand USA and participants will meet with tour operators, airlines, travel agents, incentive and meeting planners, and media at a variety of programs and functions. California destinations have participated in:

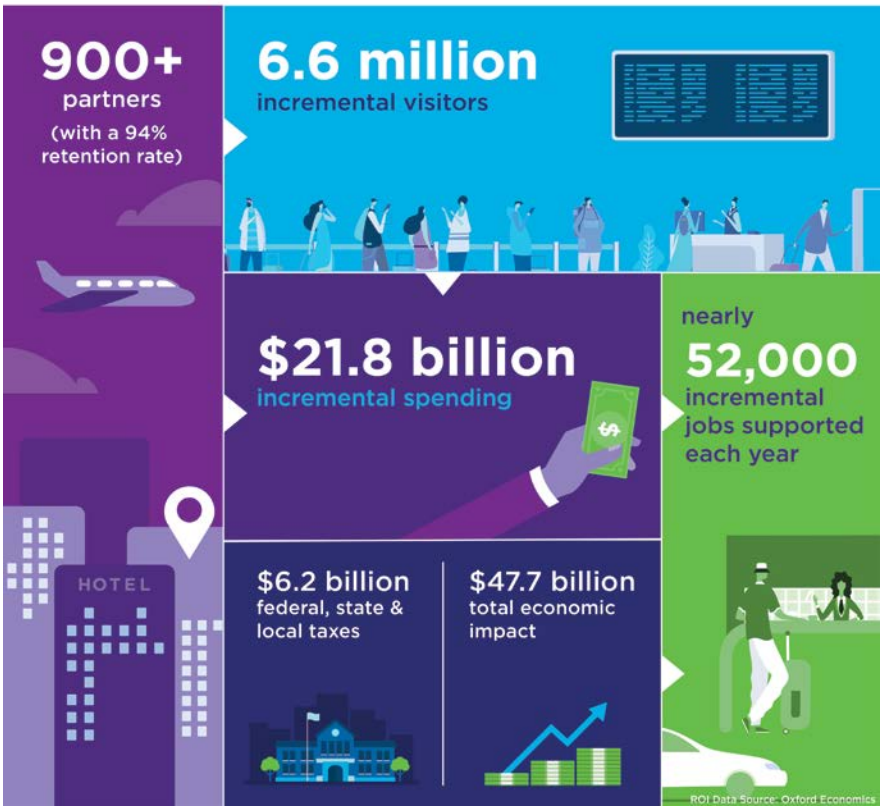
- Brand USA Sales Mission to India
- Brand USA Sales Mission to China
- Brand USA Sales Mission to Japan & South Korea
- Arabian Travel Market (ATM), Dubai
- China International Travel Mart (CITM), Shanghai
- International Tourism Exchange (ITB), Berlin
- International Tourism Exchange Asia (ITB Asia), Singapore
- South Asia Travel & Tourism Expo (SATTE), Delhi
- World Travel Market (WTM), London

About Brand USA

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.

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



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 in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past six years Brand USA's marketing initiatives have helped welcome nearly 7 million incremental visitors to the USA, benefiting the U.S. economy with $47.7 billion in total economic impact and supporting nearly 52,000 incremental jobs each year.

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.

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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