How Brand USA Promotes

COLORADO

Brand USA partners with Colorado 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 Colorado Organizations

Colorado Tourism Office
Alamosa Convention and Visitors Bureau
Aspen Chamber Resort Association
City of Loveland
Colorado Historic Hot Springs Loop
Colorado Springs Convention and Visitors Bureau
Durango Area Tourism Office
Go Breck
Grand Junctino Visitors and Convention Bureau
Grand Lake Area Chamber of Commerce
Mesa Verda Country
Ouray Chamber Resort Association
Snowmass Tourism
The Broadmoor
The Golden Isles Convention and Visitors Bureau
Vail Resorts Management Company
Visit Denver
Visit Estes Park
Visit Fort Collins
Visit Montrose
Visit Pagosa Springs

> **Brand USA offers us opportunities every year to reach markets more broadly than we could afford to do on our own. Their cooperative marketing programs provide value that helps our marketing dollars go further and allows us to reach more potential visitors.**
>
> **Jayne Buck, Vice President of Tourism, Visit Denver**

BRAND USA IS CURRENTLY PROMOTING COLORADO 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. Colorado 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.
- Brand USA features Colorado 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 brought *Olly's Ale Trail*, a popular Travel Channel UK show that highlights craft beer breweries and the places they are located to Colorado for an episode in 2017.
- Brand USA, in partnership with ESPN, featured Vail, Colorado as presented by world champion alpine ski racer, Mikaela Shiffrin in a *United States of Sports* vignette.
- Brand USA brought German social media personality, Sarazar, to Denver to share his experience with his 2 million YouTube followers.
- Brand USA frequently pushes Colorado digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT

82.4
million visitors

$19.7
billion dollars spent

$1.2
billion in tax revenue

$213
per household in tax savings

165,000
jobs directly or indirectly supported

Source: "Colorado Travel Impacts 2016," Colorado Tourism Office.

**Data represents CY2016 combined domestic and international visitation.*

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

» 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, Colorado was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Brand USA's multichannel marketing programs that interact with international consumers through a host of different media in Canada, Mexico, France, Germany, and the United Kingdom
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Targeted digital advertising on Expedia Canada
- Full page advertorial in *FVW*, a German travel trade publication
- Print and Digital advertising with *The Telegraph*, a daily newspaper in the United Kingdom

» 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. Colorado has been featured in:

2013: United Kingdom & Ireland MegaFam: Denver

2014: Australia & New Zealand MegaFam: Denver;
Germany MegaFam: Denver, Estes Park, Vail, Colorado Springs
United Kingdom & Ireland MegaFam: Denver, Estes Park, Loveland, Gering

2016: China MegaFam: Denver
United Kingdom & Ireland MegaFam: Denver, Breckenridge, Alamosa

2017: Germany, Austria & Switzerland MegaFam: Denver, Cheyenne Mountain, Alamosa, Great Sand Dunes, White River National Forest

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 Colorado through this program that have generated valuable media coverage in Australia, China and India.

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. Colorado destinations have participated in:

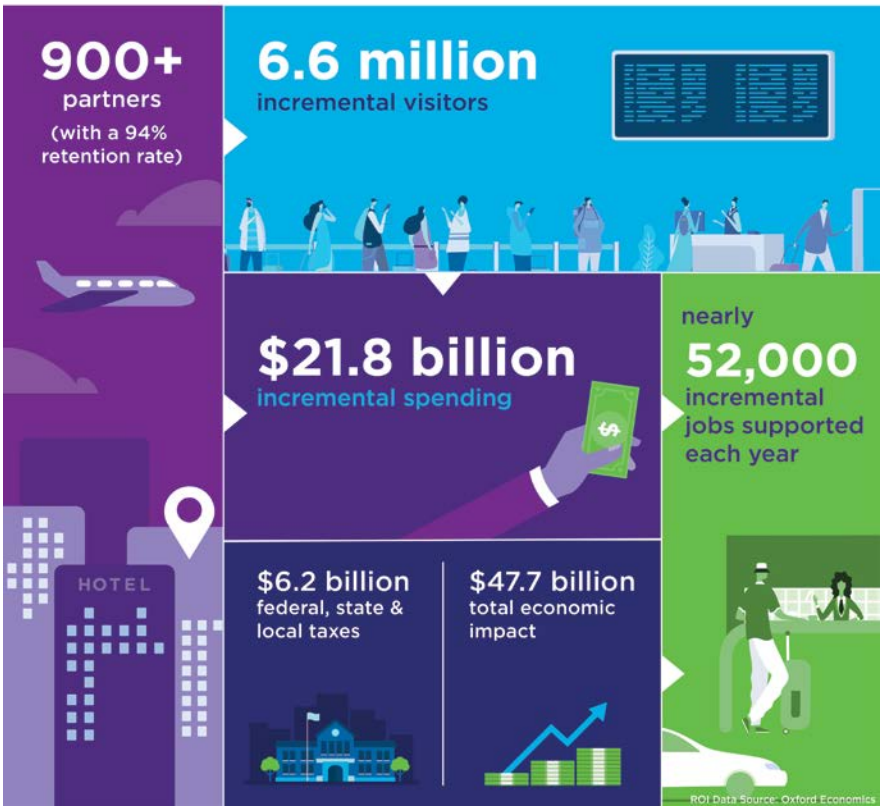
- World Travel Market (WTM), London
- World Travel Market (WTM) Latin America, Sao Paulo
- ANATO, Bogota
- Arabian Travel Market (ATM), Dubai
- International Travel Exchange (ITB), Berlin
- South Asia Travel and Tourism Expo (SATTE), India
- Japan Association of Travel Agents Tourism Expo (JATA), Tokyo

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.

VisitTheUSA.com
Brand USA

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