

# How Brand USA Promotes CONNECTICUT

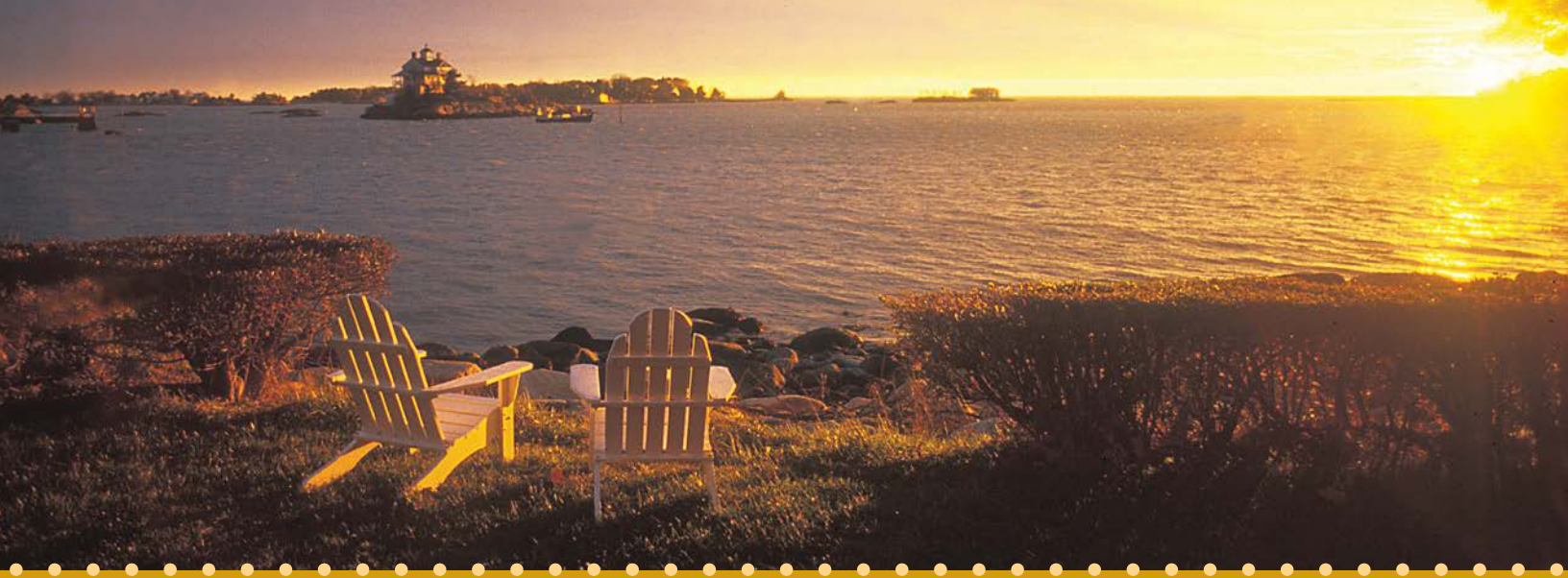


**Brand USA partners with Connecticut** to market the state to international visitors with programs in four broad categories: the USA campaigns, cooperative marketing, travel-trade initiatives, and media relations that promote the entirety of the USA to, through, and beyond the gateways throughout the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

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

Connecticut Office of Tourism  
Discover New England  
Bradley International Airport  
Priceline.com  
Starwood Hotels  
Visit New Haven





**BRAND USA IS CURRENTLY PROMOTING CONNECTICUT 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. Connecticut features prominently across these campaigns, including:

- Brand USA encourages international visitors to explore Mystic, a quintessential New England destination populated with nautical landmarks and attractions.
- Brand USA features New Haven and its surrounding districts that offer unique recreational and cultural experiences.
- Brand USA lists Hunt Hill Farm in New Milford as a top romantic adventure spot in the United States.
- Brand USA frequently pushes Connecticut digital and social content on platforms in 14 target markets in eight different languages.

Please visit [VisitTheUSA.com/state/connecticut](http://VisitTheUSA.com/state/connecticut) for more examples.

# ECONOMIC IMPACT



# \$14.7

billion dollars spent

# \$1.7

billion in tax revenue



# 121,500

jobs directly or indirectly supported

Source: "Connecticut Department of Economic and Community Development Annual Report 2016," Connecticut Department of Economic and Community Development.

\*Data represents CY2015 visitation research.



### » 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. Connecticut has been featured in:

**2015:** United Kingdom Megafam: Mohegan Sun, Essex, Stamford

#### 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 Connecticut through this program that have generated valuable media coverage in Australia and Japan.

#### 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. Connecticut destinations have participated in:

- International Travel Exchange (ITB), Berlin
- 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.

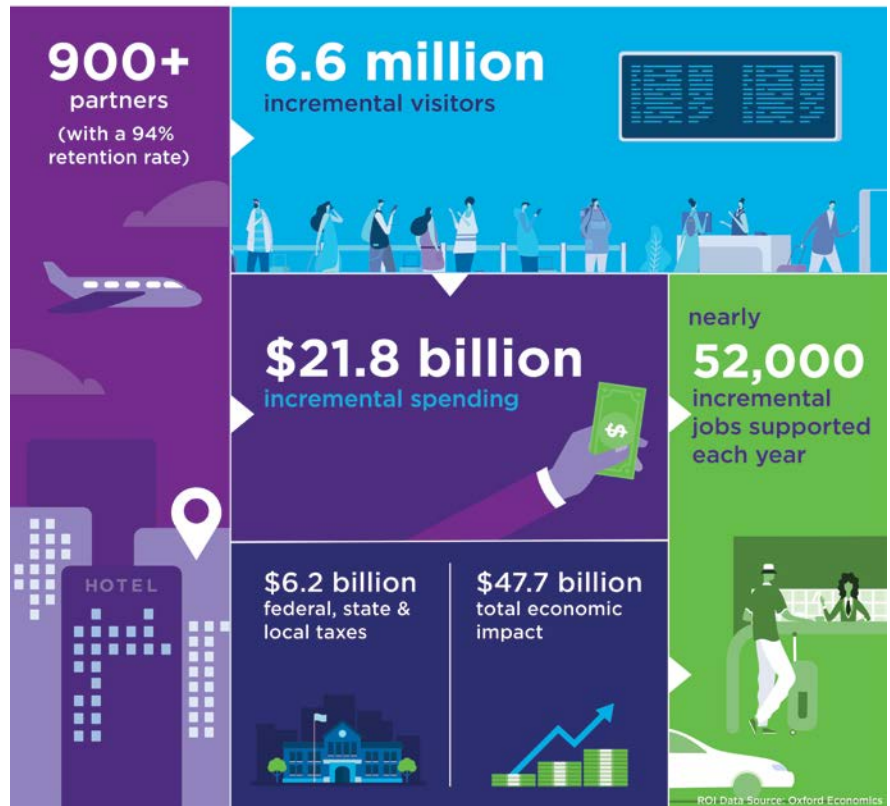
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 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](http://TheBrandUSA.com). For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).

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



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@VisitTheUSA

GoUSATV

Corporate Channels

@TheBrandUSA

[TheBrandUSA.com](http://TheBrandUSA.com)