

How Brand USA Promotes ILLINOIS



Brand USA partners with Illinois 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 Illinois Organizations

Illinois Office of Tourism
360 Chicago
Alton Regional Convention and Visitors Bureau
Big Bus Tours Chicago
Blue Man Productions, LLC
Champaign County Convention and Visitors Bureau
Chicago's North Shore Convention and Visitors Bureau
Choose Chicago
Dupage Convention and Visitors Bureau
Enjoy Illinois
Entertainment Cruises
Great Lakes USA
Great Rivers Country
Heritage Corridor Convention and Visitors Bureau
Illinois Consortium of Destinations
InterContinental Chicago Magnificent Mile
Museum of Science and Industry
Navy Pier
Rockford Area Convention and Visitors Bureau
Springfield Convention and Visitors Bureau
The Art Institute of Chicago
United Airlines
Visit Lake County



Brand USA helped in places like the state capitol of Springfield where we could tell the story of President Abraham Lincoln, the Great River Road, that mighty Mississippi River from Alton to Galena, and of course, historic Route 66.

Cory Jobe, Director, Illinois Office of Tourism

BRAND USA IS CURRENTLY PROMOTING ILLINOIS 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. Illinois features prominently across these campaigns, including:

- *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 an extensive feature of Chicago.
- 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 Illinois for an episode in 2016.
- Brand USA sent the "influencer" team from *SORTEDfood*, a British food and cooking YouTube channel, to Chicago to document their culinary adventure with 1.8 million subscribers.
- Brand USA's *America Through Film* 12-part series on BBC featured Oscar-winning director Andrew Davis (*Code of Silence*, *Under Siege*, *The Fugitive*) and showcased Chicago.
- Brand USA has placed images of Illinois at U.S. consulates in India and Canada and the U.S. Embassy in Tokyo as part of its "Market the Welcome" campaign, extending a warm welcome to Japanese tourists before they reach our shores.
- Brand USA frequently pushes Illinois digital and social content on platforms in 14 target markets in eight different languages.



Source: "The Economic Impact of Travel on Illinois Counties 2014," Illinois Office of Tourism.

*Data represents CY2016 combined domestic and international visitation research.

Please visit VisitTheUSA.com/state/illinois 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, Illinois 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 Canada, Germany, United Kingdom, China, Japan, India
- Targeted digital advertising on travel booking and review platform Expedia
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Custom social and digital advertising with Air Berlin and British Airways

» 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. Illinois has been featured in:

2013: United Kingdom Megafam: Chicago

2014: Germany Megafam – Chicago, Springfield; United Kingdom Megafam: Chicago

2015: United Kingdom Megafam: Chicago, Springfield

2016: China Megafam: Chicago

2017: United Kingdom & Ireland Megafam: Chicago
Air India Megafam – Chicago, Springfield

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 Illinois through this program that have generated valuable media coverage in Australia, India and South Korea.

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. Illinois destinations have participated in:

- Brand USA Sales Mission to India
- Brand USA Sales Mission to China
- Brand USA Sales Mission to Japan & South Korea
- China International Travel Mart (CITM), Shanghai
- International Tourism Exchange (ITB), Berlin
- International Tourism Exchange Asia (ITB Asia), Singapore
- Japanese Association of Travel Agents Tourism Expo (JATA), Tokyo
- 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.

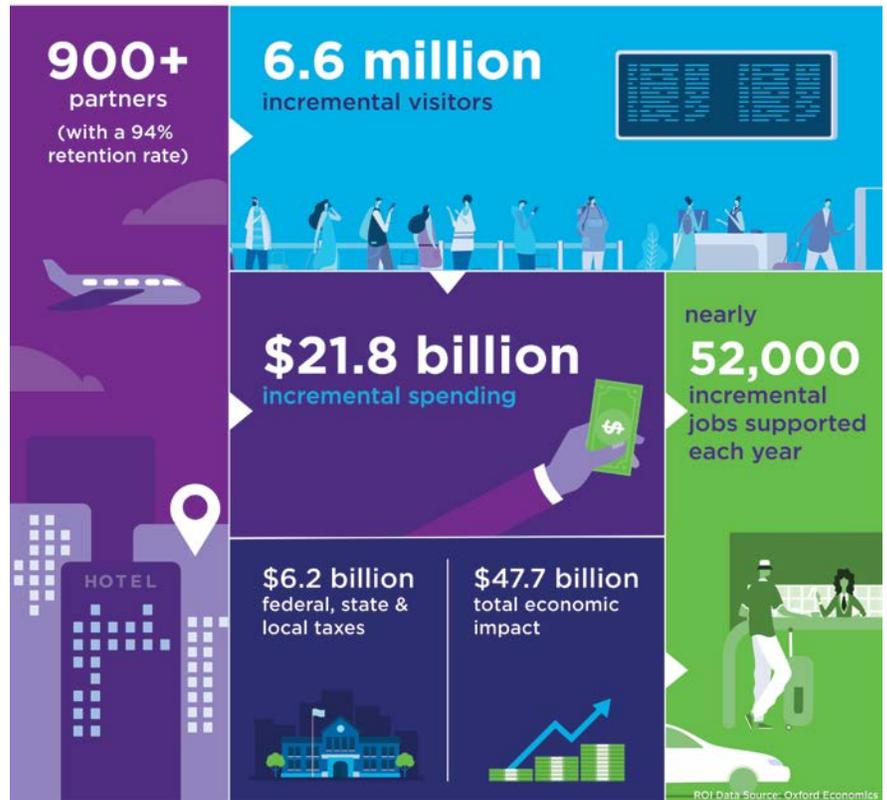
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than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

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



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Corporate Channels



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