

How Brand USA Promotes IOWA



Brand USA partners with Iowa 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 Iowa Organizations

Iowa Tourism Office
Quad Cities Convention and Visitors Bureau

“ We did video in the German market in their own, native language that we never would have been able to do ... We’ve also done some co-op advertising opportunities. Without Brand USA we wouldn’t be able to afford them on our own.

Lynn Hunt, Vice President of Sales, Quad Cities Convention & Visitors Bureau

BRAND USA IS CURRENTLY PROMOTING IOWA 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. Iowa features prominently across these campaigns, including:

- Brand USA, in partnership with ESPN features Iowa as a sports and recreation destination. Iowa has 25,000 kilometers of navigable waterways for canoeing and kayaking and the home of the PBR Built Ford Tough series at the Wells Fargo Arena, where the top 35 bull riders go head-to-head.
- Brand USA features the iconic Iowa State Fair in Des Moines. The fair stretches over 11 days in August, but the Iowa State Fairgrounds hosts events year-round, from beer festivals to animal shows to Native American cultural gatherings.
- Brand USA showcases the pop culture treasures of Iowa, such as Robert James Waller’s *The Bridges of Madison County*, the baseball diamond from *Field of Dreams* in Dubuque County, and the house from Grant Wood’s famous painting “American Gothic” in Eldon.
- Brand USA features Iowa in its “Ask a Local” campaign, in which Iowans welcome the world to the state and share with them their favorite things, like the world-famous Iowa State Fair.
- Brand USA frequently pushes Iowa digital and social content on platforms in 14 target markets in eight different languages

ECONOMIC IMPACT



\$8.2
billion dollars spent

\$1.4

billion in
tax revenue



69,500

jobs supported

Source: “The Economic Impact of Travel on Iowa Counties 2016,” Iowa Economic Development Authority, Iowa Tourism Office.

*Data represents CY2016 domestic visitation research.

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

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

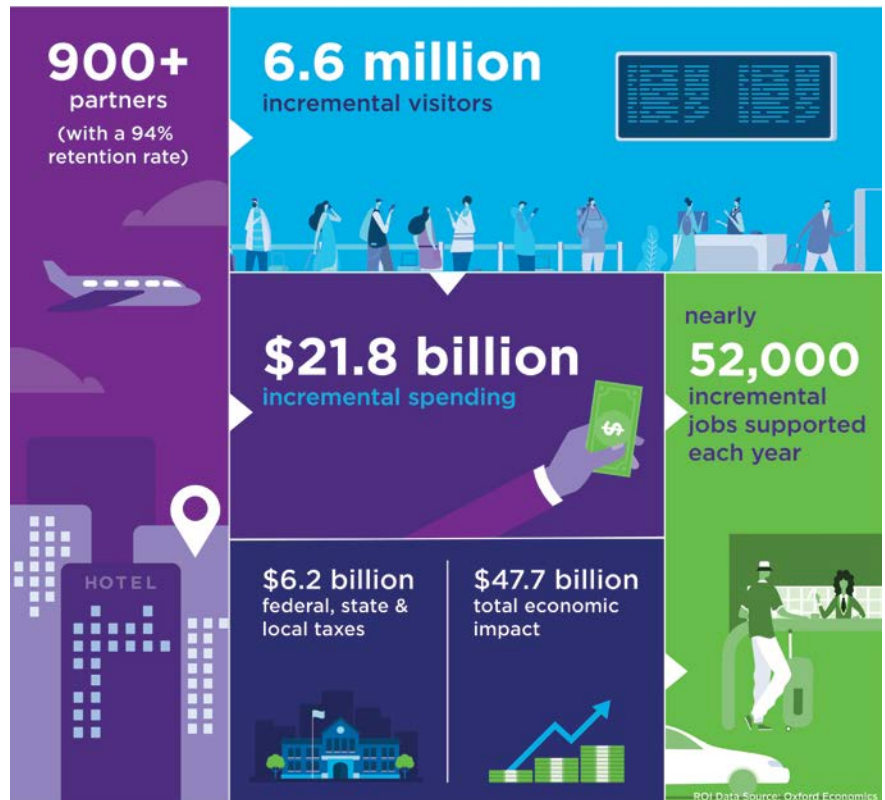
million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences 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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