

# How Brand USA Promotes MINNESOTA



**Brand USA partners with Minnesota** 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 Minnesota Organizations**

Explore Minnesota Tourism  
Bloomington Convention and Visitors Bureau  
Little Falls Convention and Visitors Bureau  
Mall of America  
Meet Minneapolis Convention and Visitors Bureau  
Visit Cook County  
Visit Duluth  
Visit Grand Rapids  
Visit Saint Paul  
Visit Winona



## BRAND USA IS CURRENTLY PROMOTING MINNESOTA 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. Minnesota 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.
- Brand USA featured Minnesota as part of the BBC miniseries, *America Through the Great Outdoors*, in which fly fisherman and painter, Bob White spoke of the wonders of Marine on St-Croix.
- Brand USA encourages international visitors to explore the Minnesota State Fair, the massive 10-day event held every August in Falcon Heights.
- Brand USA features Minnesota in its "Ask a Local" campaign where locals welcome the world to Minnesota and share with them the special things that make the state so unique.
- Brand USA notes Cook County, Minnesota as one of the top 5 spots to see the Northern Lights in the USA.
- Brand USA lists Grand Portage Indian Reservation, home to the Ojibwe Nation, as one of the country's best spots to see the great outdoors on Native American land.
- Brand USA placed images of Minnesota around the international arrivals wing of Minneapolis-Saint Paul International Airport as part of its "Market the Welcome" program to create a more inviting atmosphere for international tourists.
- Brand USA, in partnership with ESPN, features Minnesota teams like the Timberwolves, the Twins and the Wild as well as unique events like the US Pond Hockey Championships and the Crashed Ice World Championship.
- Brand USA notes Minneapolis as one of the best bike-friendly cities in the United States. Minneapolis earned a gold level award from the League of American Bicyclists and is home to the USA's first bicycle freeway, the Cedar Lake Trail.
- Brand USA frequently pushes Minnesota digital social content on platforms in 14 target markets in eight different languages.

## ECONOMIC IMPACT



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

Source: "Explore Minnesota Tourism 2016 Annual Report," Explore Minnesota.

\*Data represents CY2015 visitation research. Number of visitors include 1.7 million Canadians, 311,000 other.



## » Cooperative Marketing

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

In fiscal years 2016 and 2017, Minnesota 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 China, Germany, and the United Kingdom
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Print and digital advertising with *The Telegraph*, a daily newspaper in the United Kingdom
- Targeted digital advertising on the British travel booking and review platform, Thomas Cook

## » 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. Minnesota has been featured in:

**2013:** United Kingdom & Ireland Megafam – Minneapolis

### 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 Minnesota through this program that have generated valuable media coverage in Germany, 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. Minnesota destinations have participated in:

- Brand USA Sales Mission to China
- International French Travel Market (IFTM Top Res), Paris

## 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

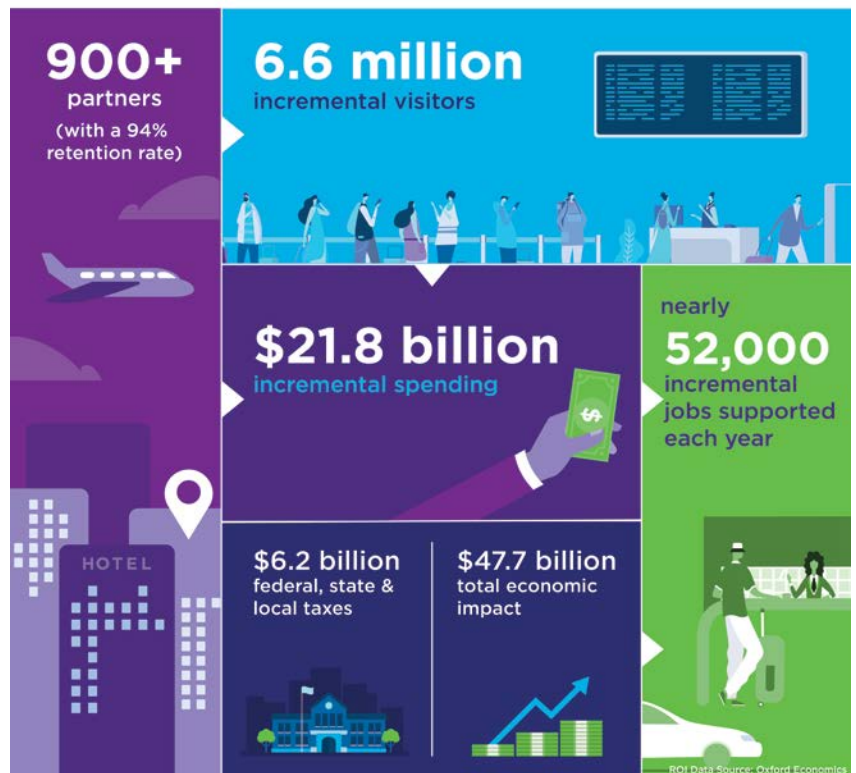
States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually 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...



### Connect With Us!

#### Consumer Channels



GoUSATV

#### Corporate Channels

