

How Brand USA Promotes Mississippi



Brand USA partners with Mississippi 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 Mississippi Organizations

Mississippi Development Authority
Mississippi Gulf Coast Regional Convention and Visitors Bureau
Jackson Convention and Visitors Bureau
Travel South USA



International travel to the south is hugely important because it brings in new dollars to the southern destinations that we wouldn't have otherwise ... and it really encourages getting off the beaten path, which sometimes international travelers are inspired to do and we love that.

Liz Bittner, Executive Director, Travel South USA



BRAND USA IS CURRENTLY PROMOTING MISSISSIPPI 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. Mississippi features prominently across these campaigns, including:

- Brand USA will feature Mississippi in its *Hear the Music. Get to Know the USA* campaign throughout 2018.
- Brand USA marks stops in Clarksdale, Columbus, and Tupelo as part of its *Sounds of the Delta* road trip.
- Brand USA showcases Gulfport's shrimp, oysters, and catfish, and Biloxi's barbecue and crawfish on its *Savory Southern Cuisine* road trip itinerary.
- Brand USA frequently pushes Mississippi digital and social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT



Source: "Visit Mississippi 2016 Economic Impact Report," Mississippi Development Authority.

*Data represents CY2016 combined domestic and international visitation.



» 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, Mississippi was featured in Brand USA's official Inspiration Guide.

» 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. Mississippi has been featured in:

2015: United Kingdom & Ireland Megafam: Meridian

2017: United Kingdom & Ireland Megafam: Ocean Springs

Visiting Journalist Program

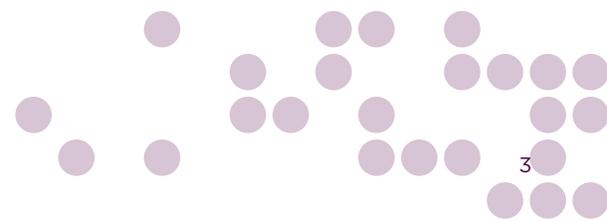
As part of its ongoing media outreach and public relations strategy, Brand USA works with a variety of journalists in international markets to promote the entirety of the United States through the power of earned media.

Brand USA has promoted destinations and experiences in Mississippi through this program that have generated valuable media coverage in 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. Mississippi destinations have participated in:

- World Travel Market (WTM), London
- International Tourism Exchange (ITB), Berlin



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

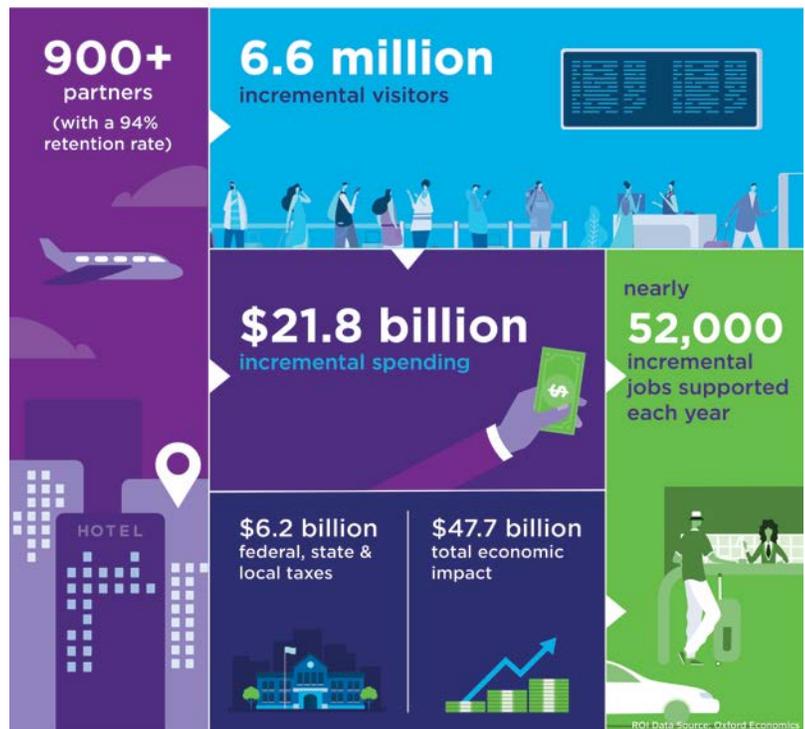
States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually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



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