

How Brand USA Promotes NEW HAMPSHIRE



Brand USA partners with New Hampshire 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 800 Industry Partners These New Hampshire Organizations

New Hampshire Division of Travel and Tourism Development

Discover New England

Lake Region Tourism Association

New England Inns

Twin Mountain-Bretton Woods Chamber of Commerce



BRAND USA IS CURRENTLY PROMOTING NEW HAMPSHIRE 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. New Hampshire features prominently across these campaigns, including:

- Brand USA brought Canadian social media influencer and landscape photographer to New Hampshire to share his experiences in Portsmouth with his 765 thousand Instagram followers.
- Brand USA featured New Hampshire as part of the BBC miniseries, *America Through the Great Outdoors*, in which architect and rock climber, Alice Chiang, spoke of the wonders of White Mountain National Forest.
- Brand USA frequently pushes New Hampshire digital social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



\$4.0

billion dollars spent

\$333.0

million in
tax revenue



24,800

jobs directly or
indirectly supported

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

Source: "Travel is an Economic Engine: Why Travel Matters to New Hampshire," U.S. Travel Association.

*Data represents combined CY2015 domestic and international visitation research.



» 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, New Hampshire was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Brand USA's multichannel marketing programs that interact with international consumers through a host of different media in Canada and the United Kingdom

» 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. New Hampshire has been featured in:

2014: United Kingdom Megafam: Meredith

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 New Hampshire through this program that have generated valuable media coverage in India.

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. New Hampshire destinations have participated in:

- International Tourism Exchange (ITB), Berlin
- TTG Incontri, Rimini, Italy

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.

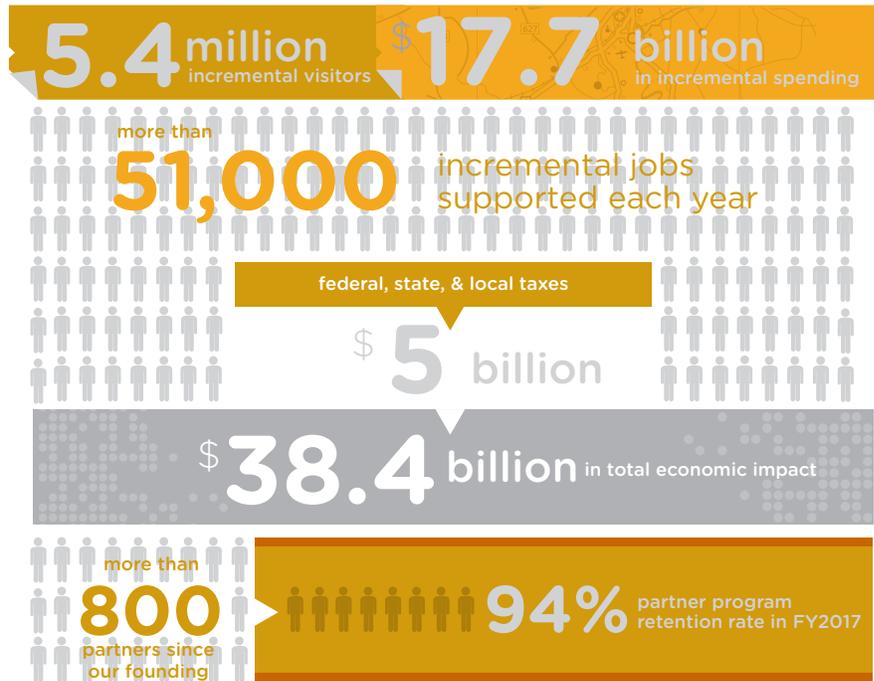
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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 800 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 five years Brand USA's marketing initiatives have helped welcome 5.4 million incremental visitors to the USA, benefiting the U.S. economy with \$38.4 billion in total economic impact, and supporting, on average, more than 51,000 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.



Source: Oxford Economics; Brand USA FY2017 ROI Study



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Consumer Channels



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