

How Brand USA Promotes NORTH CAROLINA



Brand USA partners with North Carolina 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 North Carolina Organizations

North Carolina Department of Tourism
Asheville Convention and Visitors Bureau
Greater Raleigh Convention and Visitors Bureau
Tanger Outlet Centers
Travel South
Visit Charlotte



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 NORTH CAROLINA 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. North Carolina features prominently across these campaigns, including:

- Brand USA celebrates North Carolina's rich music traditions on a five-day road trip that showcases mountain rock in Asheville, bluegrass in Wilkesboro, Appalachian folk in Mount Airy, and everything in between in Chapel Hill, Carrboro, and Hillsborough.
- Brand USA features North Carolina's growing culinary scene with a four-stop road trip itinerary that covers Raleigh, Lexington, Asheville, Charlotte and Concord.
- Brand USA showcases the fun and beauty of North Carolina's Outer Banks, featuring Kill Devil Hills, Nags Head, Hatteras Island, Duck, Corolla, and Manteo.
- Brand USA frequently pushes North Carolina digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT

48.6
million visitors

\$63
million dollars spent

\$5.1
million in tax revenue

\$497
per household in tax savings

179,644
jobs supported

Source: "Tourism Economic Fast Facts - 2016," North Carolina Division of Tourism.

*Data represents CY2014 combined 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, North Carolina 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, China, Germany 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. North Carolina has been featured in:

2014: United Kingdom Megafam: Charlotte

2016: Germany, Austria, Switzerland and Lufthansa Megafam: Charlotte, Smoky Mountains National Park

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 North Carolina through this program that have generated valuable media coverage in Australia and New Zealand.

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. North Carolina destinations have participated in:

- World Travel Market (WTM), London
- Arabian Travel Market (ATM), Dubai
- China International Travel Mart (CITM), Shanghai

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.

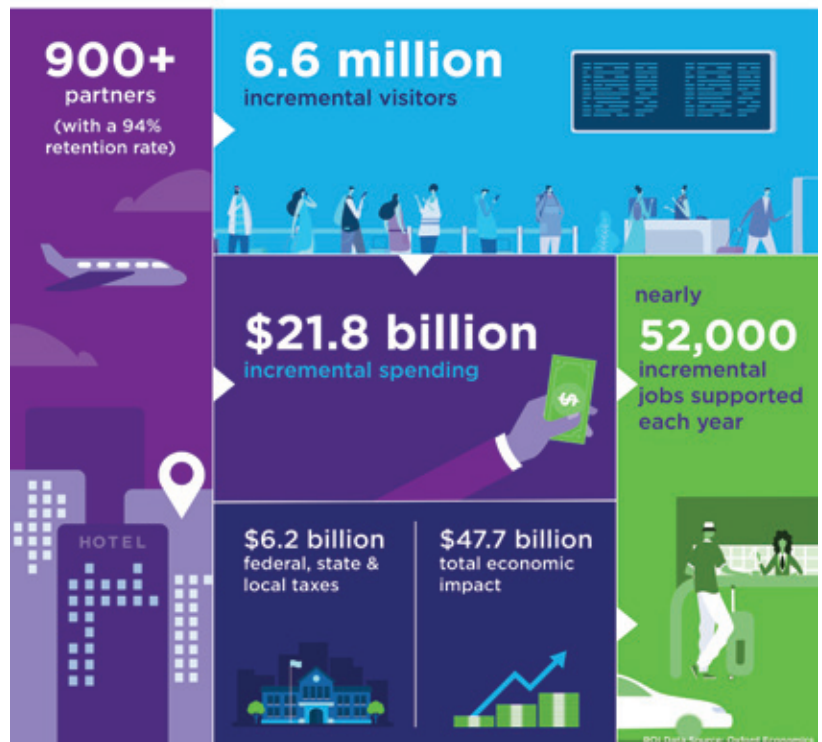
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 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

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



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