

How Brand USA Promotes OREGON



Brand USA partners with Oregon 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 Oregon Organizations

Central Oregon Visitors Association

Clackamas County Tourism and Cultural Affairs

Eastern Oregon Visitors Association

Hells Canyon Adventures

Mt. Hood Columbia River Gorge Regional Tourism Alliance

Portland Region

Southern Oregon Visitors Association

The People's Coast

Travel Oregon

Travel Portland

Travel Portland Oceania

Tualatin Valley

Washington County Visitors Association

Willamette Valley Visitors Association

“International travel to Oregon is crucially important to the economic development of the state. Brand USA has enabled us to get international travelers out and about our big state and has really made a difference in our rural communities.

Teresa O'Neill, Vice President of Global Sales, Oregon Tourism Commission

BRAND USA IS CURRENTLY PROMOTING OREGON 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. Oregon features prominently across these campaigns, including:

- Brand USA brought the popular Travel Channel United Kingdom program, *Jeni & Olly's West Coast Wine Adventures*, to Oregon to explore the state's iconic wine country.
- Chef Naomi Pomeroy from Portland was featured in a short vignette that aired on Travel Channel International in 2015 and Food Network International in 2016.
- Brand USA brought Canadian social media influencer, Cindy Cournoyer to Oregon to share her experiences in Portland and Newport with her 36 thousand YouTube subscribers and 70 thousand Instagram followers.
- Brand USA brought *Olly's Ale Trail*, a popular Travel Channel United Kingdom show that highlights craft beer breweries and the places they are located to Oregon for individual episodes in season one and two.
- Brand USA's *USA Through Great Outdoors* 12-part series on BBC featured Oregon winemaker, Maria Ponzi and showcased the beauty of Oregon's wine country.
- Brand USA has placed images of Oregon at U.S. consulates in India as part of its "Market the Welcome" campaign, extending a warm welcome to Indian tourists before they reach our shores.
- Brand USA frequently pushes Oregon digital social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT

28.4
million visitors



\$11.0
billion dollars spent

\$1.5

billion in
tax revenue



88,500

jobs supported



Source: "2016-2017 Travel Oregon Annual Report,"
Travel Oregon.

*Data represents FY2017 visitation research.

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

» 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, Oregon 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 Australia, Canada, China, and the United Kingdom
- Targeted digital advertising on travel booking and review platforms Expedia and Sojern
- Print and digital advertising with *The Telegraph*, a daily paper in 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. Oregon has been featured in:

2013: United Kingdom Megafam: Portland, Newport

2015: Australia and New Zealand Hawaiian Airlines Megafam: Portland, Newport

2016: Germany, Austria, Switzerland Lufthansa and United Airlines Megafam: Newport, Portland, Bend
United Kingdom, British Airways, and American Airlines Megafam: Seaside, Portland

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 Oregon through this program that have generated valuable media coverage in South Korea, India, Taiwan, Hong Kong 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. Oregon destinations have participated in:

- Brand USA Sales Mission to India
- Brand USA Sales Mission to China
- Brand USA Sales Mission to Japan and South Korea
- China International Travel Mart (CITM), Shanghai
- International Tourism Exchange (ITB), Berlin
- Japan Association of Travel Agents Tourism Expo (JATA), Tokyo
- World Travel Market (WTM), London
- World Travel Market Latin America (WTM), Sao Paulo

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.

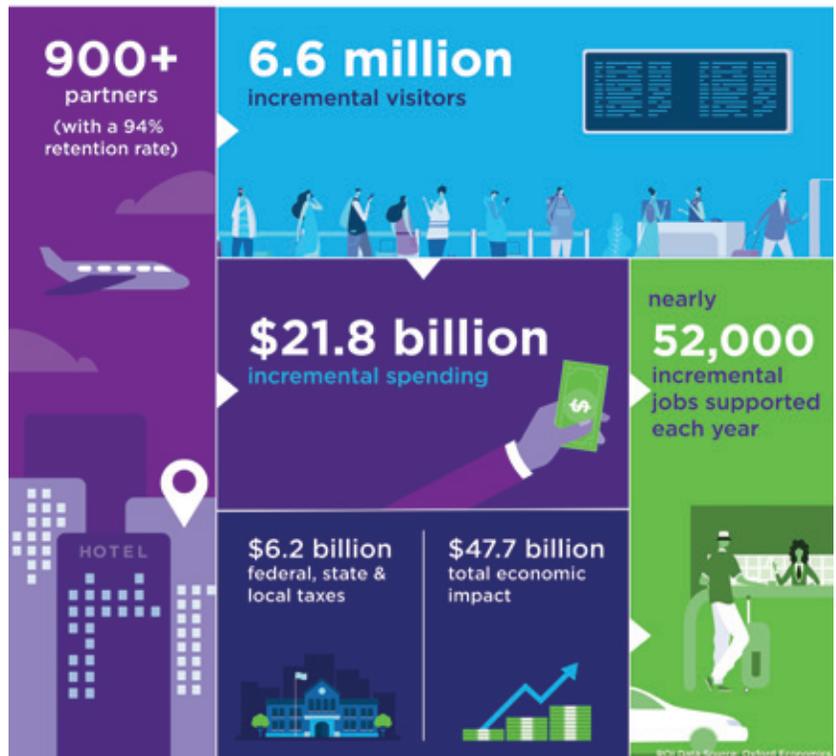
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than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



Connect With Us!

Consumer Channels



GoUSATV

Corporate Channels

