

How Brand USA Promotes TEXAS



Brand USA partners with Texas 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 Texas Organizations

State of Texas, Office of the Governor, Economic
Development and Tourism

Arlington Convention and Visitors Bureau

Ashford Hospitality Trust

Austin Convention and Visitors Bureau

Bandera Country Convention and Visitors Bureau

Bay Area Houston Convention and Visitors Bureau

Dallas Convention and Visitors Bureau

Dallas/Fort Worth International Airport

Fort Worth Convention and Visitors Bureau

Fredericksburg Convention and Visitors Bureau

Galleria Dallas

Grapevine Convention and Visitors Bureau

Greater Houston Convention and Visitors Bureau

Houston Convention and Visitors Bureau

Plano Convention and Visitors Bureau

River Oaks District

Sabre Holdings

San Antonio Convention and Visitors Bureau

San Marcos Convention and Visitors Bureau

San Marcos Convention and Visitors Bureau

Space Center, Houston

Tax Free Shopping, Ltd.

The Woodlands Convention and Visitors Bureau



There are many markets out there that we have not had the opportunity to go into and the resources and the cooperative opportunities we have with Brand USA make it easy and something that we are able to do ... the opportunities we've had with Brand USA make that possible.

Julie Chase, Austin Convention & Visitors Bureau

BRAND USA IS CURRENTLY PROMOTING TEXAS 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. Texas 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's *America Through Film* 12-part series on BBC featured renowned director John Lee Hancock (*The Rookie* and *The Blindside*) and showcased the grandeur and particular culture of Texas.
- Brand USA's *USA Through Great Outdoors* 12-part series on BBC and digital platforms featured South Padre Island wildlife conservationist Scarlet Colley and explored the spectacular Texas coastline, which is home to a diverse ecosystem of animals.
- 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 Houston and Austin for an episode in 2017.
- Chefs from Austin, Dallas, San Antonio, Fort Worth, and Houston were featured in short vignettes that aired on Travel Channel International in 2015 and Food Network International in 2016.
- Brand USA brought Canadian social media personality, Amelie Barbeau to Texas to share her experiences in Dallas, Austin, and San Antonio with her 186,500 followers.
- Brand USA enhanced state, city, and experience pages on VisitTheUSA.com, including a Texas Barbecue Trail road trip that winds through Austin, Taylor, Elgin, Driftwood, Lockhart, Luling, and San Antonio.
- Brand USA frequently pushes Texas digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



Source: "Texas International Visitors: 2016 Report," Texas Tourism.

*Data represents CY2016 international visitation.

Please visit VisitTheUSA.com/state/texas 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, Texas was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Targeted digital advertising on travel booking and review platforms TripAdvisor, Sojern, Expedia, Orbitz, TravelZoo Canada, Thomas Cook, and Turistampa
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Print and digital advertising in *The Telegraph*, a daily newspaper in the United Kingdom
- Brand USA's multichannel marketing programs that interact with international consumers through a host of different media in Austria, Canada, China, Germany, Japan, Mexico 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.

Texas has been featured in:

2013: United Kingdom Megafam: Dallas, Graham, Fort Worth, Austin, San Antonio, Houston
Australia/New Zealand Megafam: Fort Worth, Dallas

2014: Australia/New Zealand Megafam: San Antonio, Austin, Fort Worth;
Germany Megafam: Dallas, Fort Worth

2015: Germany Megafam: San Antonio, Houston

2016: Australia/New Zealand Megafam: San Antonio, Bandera, Fredericksburg, Austin, Houston
Germany/Austria/Switzerland Megafam: Houston
China Megafam: Houston

2017: United Kingdom/Ireland Megafam: Fort Worth, Dallas
Mexico Megafam: Austin, Fredericksburg, Houston

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 Texas through this program that have generated valuable media coverage in Australia.

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. Texas destinations have participated in:

- Brand USA Sales Mission to China
- Brand USA Sales Mission to Japan & South Korea
- World Travel Market (WTM), London
- World Travel Market (WTM) Latin America, Sao Paulo
- International Tourism Exchange (ITB), Berlin
- ANATO, Bogota
- Arabian Travel Market (ATM), Dubai
- China International Travel Mart (CITM), Shanghai
- Institute of Business Travel Management (IBTM), Barcelona
- Japan Association of Travel Agents (JATA) Tourism Expo, Tokyo
- South Asia Travel and Tourism Expo (SATTE), India

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.

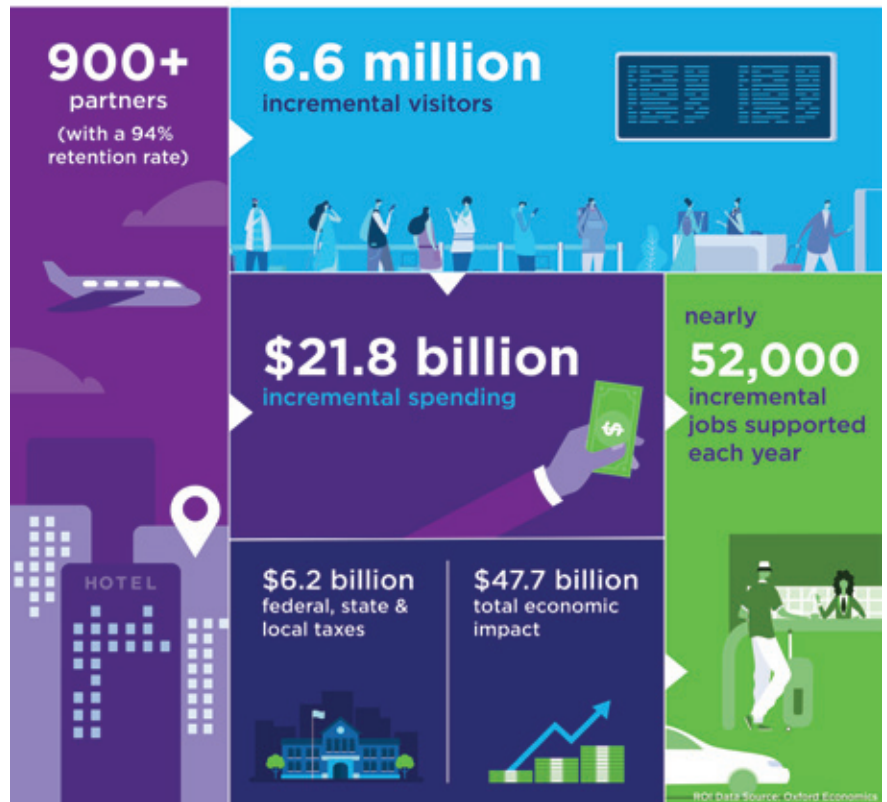
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than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

