

How Brand USA Promotes VERMONT



Brand USA partners with Vermont 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 Vermont Organizations

Vermont Department of Tourism and Marketing
Burlington International Airport
Discover New England
Ski Vermont



BRAND USA IS CURRENTLY PROMOTING VERMONT 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. Vermont features prominently across these campaigns, including:

- Brand USA features a scenic cross-state road trip with stops in Green Mountain National Forest, Montgomery, Plymouth Notch, and Woodstock.
- Brand USA names Vermont one of the best destinations for a family ski trip, especially at Jay Peak, Smugglers' Notch, and Killington.
- Brand USA encourages international visitors to travel the "Vermont Cheese Trail," highlighting stops in Brattleboro, Londonderry, Mount Holly, Plymouth Notch, and Cabot.
- Brand USA frequently pushes Vermont digital social content on platforms in 14 target markets in eight different languages.

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

**ECONOMIC
IMPACT**

13
million visitors

\$2.6
billion dollars spent

\$473
million in
tax revenue



31,000
jobs supported

Source: "2015 Benchmark Report: Tourism in Vermont," Vermont Department of Tourism & Marketing.

*Data represents CY2015 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, Vermont was featured in Brand USA's official Inspiration Guide, which is translated in eight different languages and distributed in 14 countries.

» 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. Vermont has been featured in:

2014: United Kingdom Megafam: Stowe

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 Vermont through this program that have generated valuable media coverage in 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

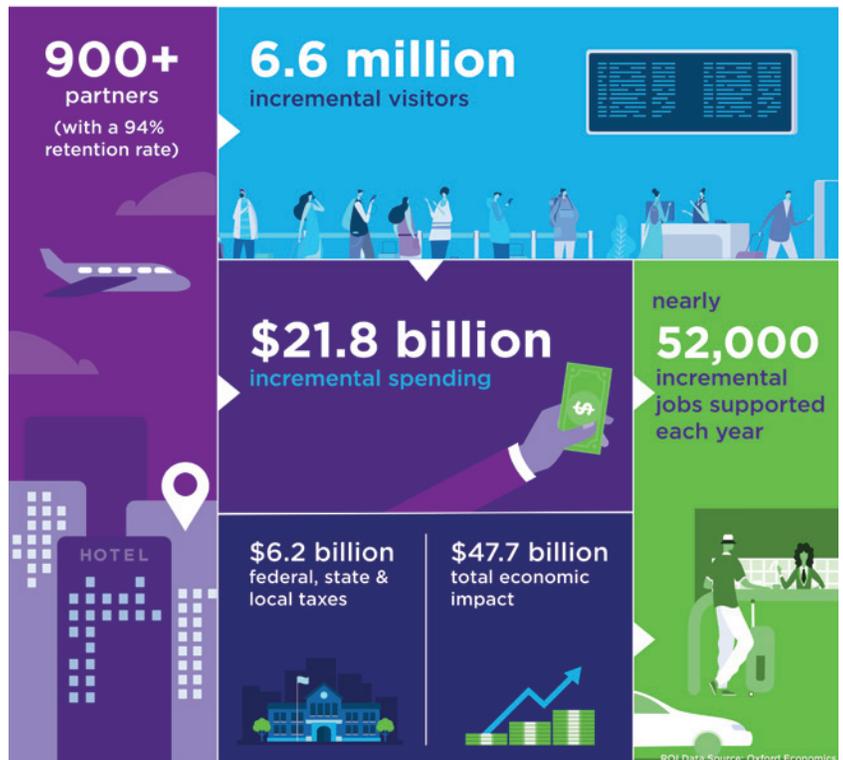
American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and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



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Consumer Channels



GoUSATV

Corporate Channels

