

How Brand USA Promotes **VIRGINIA**



Brand USA partners with Virginia 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 Virginia Organizations

Alexandria Convention and Visitors Association
Arlington Convention and Visitors Service
B for International Exhibit Service
Charlottesville Albermarle Convention and Visitors
Bureau
Fairfax VA
George Washington's Mount Vernon Estate
Greater Fredericksburg Tourism Partnership
Harrisonburg TVS
Hilton Worldwide
Loudoun Convention and Visitors Association
Norther Virginia Visitors Consortium

Photo Works Group
Prince William County and Manassas Convention
and Visitors Bureau
Richmond Convention and Visitors Bureau
Staunton VA
Virginia Beach Convention and Visitors Bureau
Virginia Tourism Corporation
Visit Fairfax
Visit Loudoun
Visit Norfolk
Visitors Bureau to Richmond Region Tourism



Richmond’s proximity to a major east coast international gateway, along with a growing list of accolades highlighting our culinary scene, outdoor experiences, and history and cultural attractions make this destination a natural for international visitors. Brand USA helps us leverage our marketing budget and our reach abroad by shining a spotlight on the mid-Atlantic region, Virginia and Richmond in particular.

Jennifer Hendren, Vice President of Marketing, Visit Richmond

BRAND USA IS CURRENTLY PROMOTING VIRGINIA 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. Virginia features prominently across these campaigns, including:

- Brand USA’s *America Through Film* 12-part series on BBC featured director Richard Kelly (Donnie Darko) and showcased the beauty and history of Virginia.
- Brand USA features the Monticello Wine Region of central Virginia and invites international visitors to tour and taste at historic Jefferson and Barboursville Vineyards, Blenheim Vineyards (owned by rocker Dave Matthews), and Trump Winery.
- Brand USA bills Virginia Beach as a classic coastal city with three diverse beaches, two state parks, great food and some of the most flat-out fun on the east coast.
- Brand USA showcases the rich history of Northern Virginia by featuring destinations like Manassas National Battlefield Park and Mount Vernon as well as the US Marine Corps War Memorial and Arlington National Cemetery.
- Brand USA frequently pushes Virginia digital social content on platforms in 14 target markets in eight different languages.



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

*Data represents CY2015 visitation research.

Please visit VisitTheUSA.com/state/virginia 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, Virginia 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, and the United Kingdom
- Targeted digital advertising on trip review and booking platforms TripAdvisor, Sojern, and Adara

» 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. Virginia has been featured in:

2014: Germany Megafam: Leesburg

United Kingdom Megafam: Virginia Beach, Richmond

2016: Germany, Austria, Switzerland, Lufthansa and United Airlines Megafam: Alexandria, Charlottesville

United Kingdom, British Airways, and American Airlines Megafam: Leesburg

2017: Air India Megafam: Alexandria, Fairfax County, Loudoun County

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 Virginia through this program that have generated valuable media coverage in Australia, New Zealand, 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. Virginia destinations have participated in:

- Brand USA Sales Mission to India
- Arabian Travel Market (ATM), Dubai
- International Tourism Exchange (ITB), Berlin
- World Travel Market (WTM), London
- IFTM Top Resa, Paris

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.

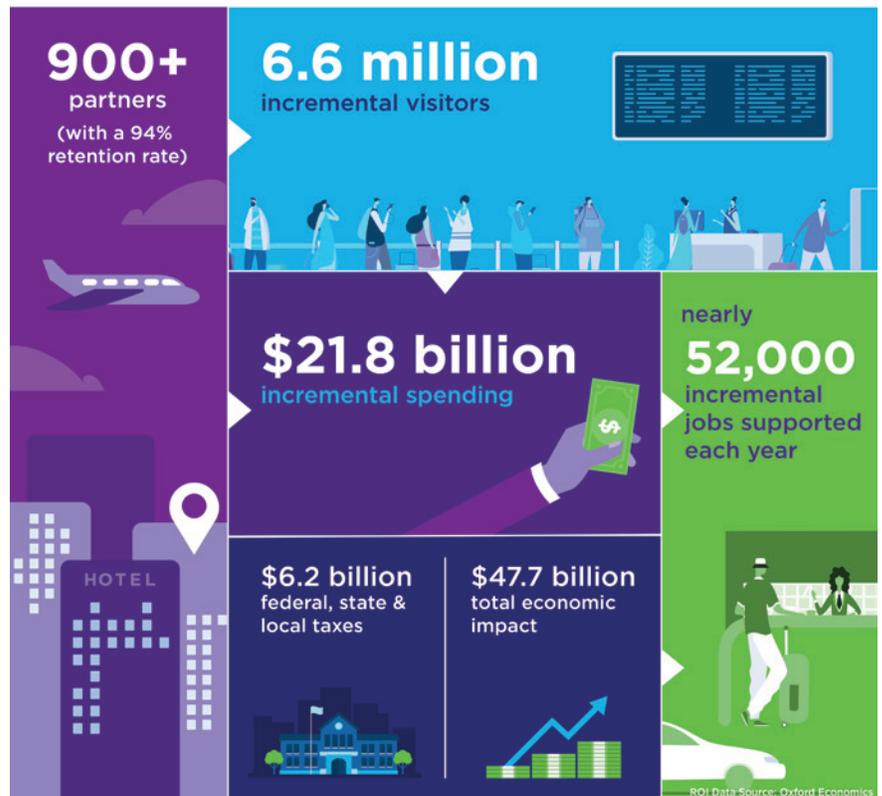
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than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