

Brand USA

# PARTNER OPPORTUNITIES

Powerful Marketing  
to Reach the World's Travelers

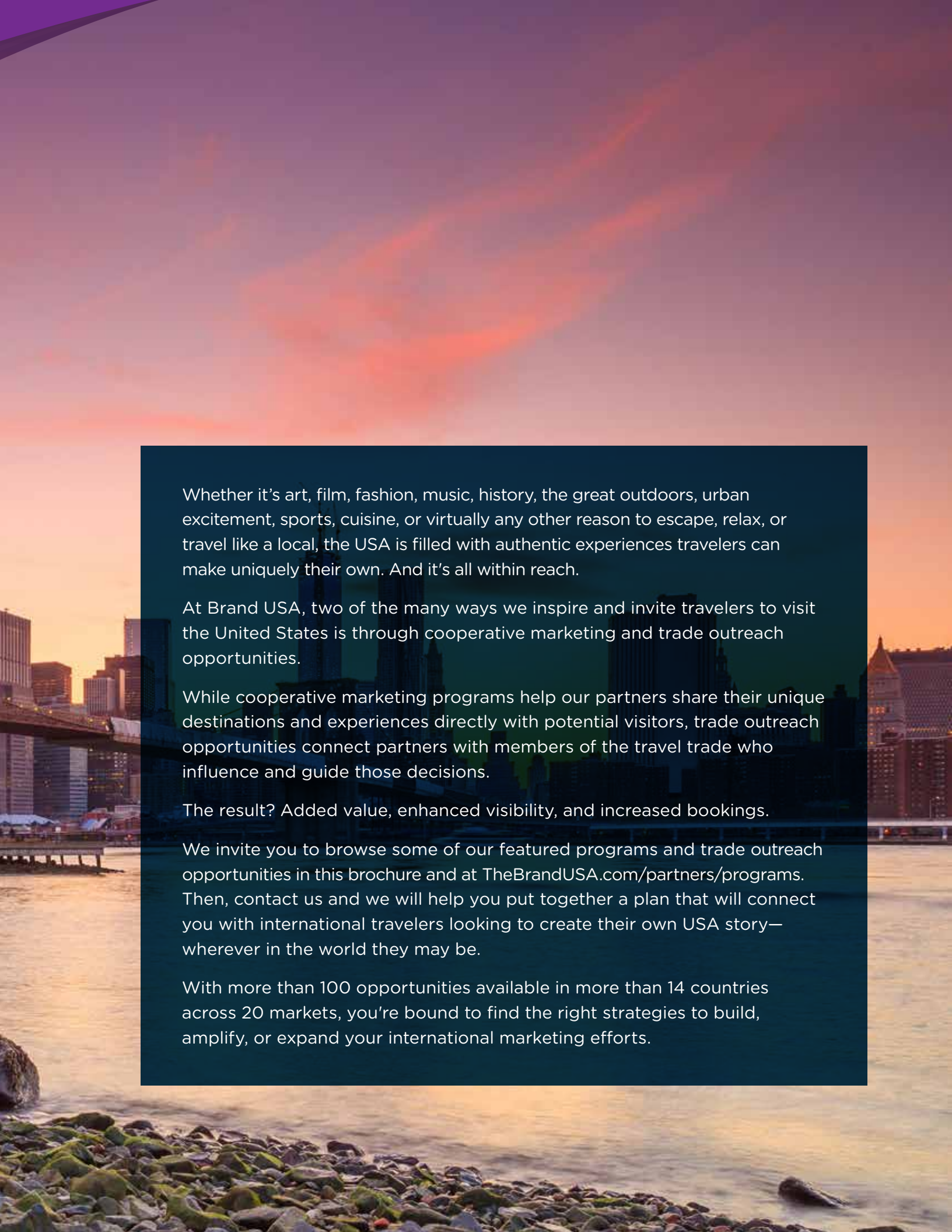


[VisitTheUSA.com](http://VisitTheUSA.com)

Brand USA

Inspiring and  
Inviting the World  
to Visit The USA.





Whether it's art, film, fashion, music, history, the great outdoors, urban excitement, sports, cuisine, or virtually any other reason to escape, relax, or travel like a local, the USA is filled with authentic experiences travelers can make uniquely their own. And it's all within reach.

At Brand USA, two of the many ways we inspire and invite travelers to visit the United States is through cooperative marketing and trade outreach opportunities.

While cooperative marketing programs help our partners share their unique destinations and experiences directly with potential visitors, trade outreach opportunities connect partners with members of the travel trade who influence and guide those decisions.

The result? Added value, enhanced visibility, and increased bookings.

We invite you to browse some of our featured programs and trade outreach opportunities in this brochure and at [TheBrandUSA.com/partners/programs](https://TheBrandUSA.com/partners/programs). Then, contact us and we will help you put together a plan that will connect you with international travelers looking to create their own USA story—wherever in the world they may be.

With more than 100 opportunities available in more than 14 countries across 20 markets, you're bound to find the right strategies to build, amplify, or expand your international marketing efforts.

## **Cooperative Marketing Programs ..... 6**

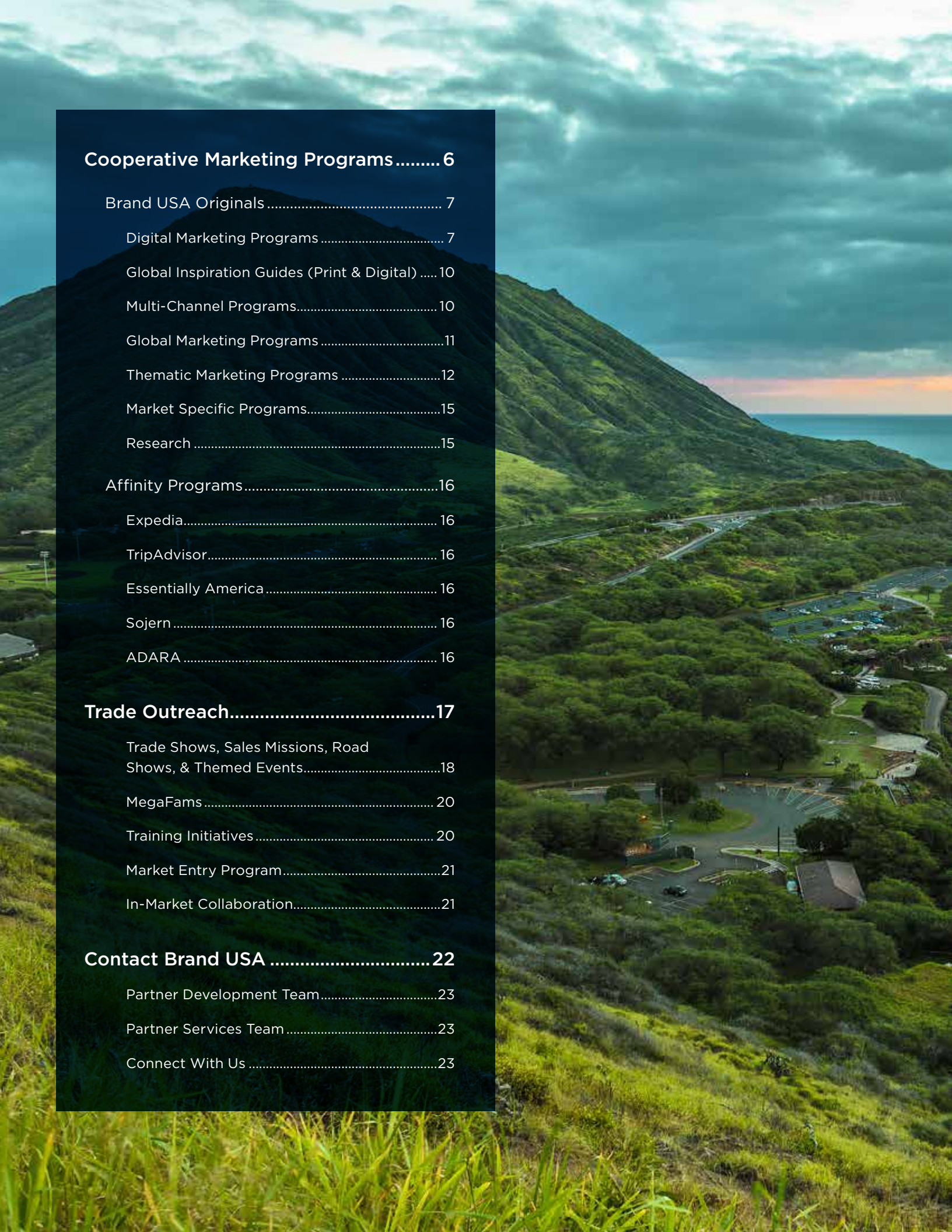
Brand USA Originals .....	7
Digital Marketing Programs .....	7
Global Inspiration Guides (Print & Digital) .....	10
Multi-Channel Programs.....	10
Global Marketing Programs .....	11
Thematic Marketing Programs .....	12
Market Specific Programs.....	15
Research .....	15
Affinity Programs.....	16
Expedia.....	16
TripAdvisor.....	16
Essentially America .....	16
Sojern .....	16
ADARA .....	16

## **Trade Outreach.....17**

Trade Shows, Sales Missions, Road Shows, & Themed Events.....	18
MegaFams .....	20
Training Initiatives .....	20
Market Entry Program.....	21
In-Market Collaboration.....	21

## **Contact Brand USA .....22**

Partner Development Team.....	23
Partner Services Team .....	23
Connect With Us .....	23







# Cooperative Marketing Programs

Digital, print, video, broadcast, social—connect with the world's travelers.

Each year, Brand USA deploys market-driven platforms and programs to increase inbound visitor travel to the United States and drive tourism dollars to communities in all 50 states, the District of Columbia, and the five territories. Our consumer-focused cooperative marketing programs make up the majority of our marketing efforts and deliver an array of marketing options to drive awareness and engage with international travelers—with the ultimate objective of increasing international visitation and spend.

Brand USA has two major types of cooperative marketing programs: Brand USA Originals and Brand USA Affinity Programs. To find out more about Brand USA cooperative marketing opportunities, please visit [TheBrandUSA.com/partners/programs/consumer-co-op](https://TheBrandUSA.com/partners/programs/consumer-co-op) or contact a member of the Brand USA Partner Development team listed on page 23.

# BRAND USA ORIGINALS

---

Brand USA Originals are cooperative marketing programs developed and offered exclusively by Brand USA. Some are proprietary programs developed by Brand USA, and others are created in partnership with influential travel media and major travel and lifestyle brands. All are designed to bring value and exposure to our partners with international travelers and influencers in the most productive markets around the world.

## DIGITAL MARKETING PROGRAMS

---

### VisitTheUSA & GoUSA Websites

VisitTheUSA and GoUSA in-language consumer websites are designed to inspire international visitors and travel influencers to choose U.S. travel destinations, travel providers, and experiences via compelling content and helpful travel information. From developing content on City or State Pages, to sharing the best of a destination through Experience Pages, Brand USA offers partners the opportunity to provide international travelers a closer look at their destination, travel brand, or organization. Brand USA's consumer websites are geo-targeted for Australia, Brazil, Canada (English- and French-speaking), Chile, China, Colombia, France, Germany, Hong Kong, India,

Japan, Mexico, South Korea, Sweden, Taiwan, and the United Kingdom—making them a particularly valuable tool for marketers.

Brand USA is currently enhancing its global website platform with a new creative and strategic approach. The objective is to create a best-in-class, responsive consumer platform that stimulates international consumer desire to travel to the USA. Through our revitalized consumer websites, we will help potential visitors imagine their own U.S. travel experiences with rich content that showcases the diversity of experiences and destinations in the USA. Along with the roll-out of the new site, Brand USA will offer partners the opportunity to be marketed on the site in the following ways:

- **State and/or City Page & Content Marketing:** Opportunities include options to provide content for new pages and to feature upgraded content for existing State and/or City Pages on the newly enhanced site
- **Experience Page & Content Marketing:** Experience Pages are specially designed for cities, attractions, and other travel partners. Opportunities include options to provide content for new pages, as well as feature upgraded content for existing Experience Pages with activation. All new content will include a marketing plan.



*In-language websites; VisitTheUSA and GoUSA*



- **Trips Page & Content Marketing:** Brand USA offers partners exceptional opportunities to inspire travelers to book a trip to the USA with itinerary-based premium content pages—bringing potential travelers one step closer to booking their next trip to the USA.

*Marketed with Miles*

### *GoUSA Web Opportunities (China & Taiwan)*

Recognizing one of the world's fastest growing travel markets, Brand USA offers partners the opportunity to expand their reach in China and Taiwan with websites written in Chinese (GoUSA.cn) and Taiwanese (GoUSA.tw). Responsively designed and built specifically for travelers in China and Taiwan, these websites offer turnkey opportunities for destinations and brands to break into or enhance their online presence in these growth markets.

*Marketed with Miles*

### *Media Opportunities (China & Taiwan)*

Brand USA also offers partners the ability to easily expand their marketing efforts to reach travelers in China and Taiwan via dedicated media campaigns. These Market Specific media opportunities enable partners to maximize content on Brand USA's GoUSA.cn and GoUSA.tw sites by leveraging Brand USA's partnerships with top media channels in these markets.

*Marketed with Miles*

### *Retail Campaign (China & Taiwan)*

This six- to 12-month retail campaign allows Brand USA to leverage in-country media channels in China and Taiwan to share the retail stories of U.S. destinations. Brand USA promotes destinations' shopping experiences—from outlet malls to luxury high fashion—by way of in-language content opportunities on GoUSA landing pages, social platforms, and exclusive brand pages on Shopilist online shopping guides. Shopilist guides consist of user-aggregated guides from retail partners and blog content from retail influencers.

*Marketed with Miles*

## Video Creation & Distribution

Brand USA's cooperative video program leverages the successes of the past four years and introduces new video options and new creative approaches. Videos are designed to increase consumer engagement and offer partners more ways to deliver their story to targeted international audiences via newly expanded distribution channels.

In addition to VisitTheUSA and/or GoUSA channels plus other platforms, Brand USA offers partners the opportunity to distribute content through their own marketing channels.

Since, on average, over 80% of international Internet users watch video, Brand USA has developed the following video marketing services as part of its Video Creation & Distribution program:

- **International Storyteller:** These 1.5- to 2-minute thematic videos explore U.S. activities through various Brand USA pillars, (e.g., Outdoors, Culinary, Urban, Family, and Pop Culture). Videos include an international host speaking English to appeal to a wide international audience. Subtitles in the target market language are included.
- **Native Traveler Videos:** These 2- to 2.5-minute videos effectively reach key international audiences with an in-market host talking about experiences in U.S. destinations using the native language of the target market.
- **Destination-at-a-Glance Videos:** These video packages include three 45- to 60-second vignettes and one 30-second snapshot (pre-roll). Each vignette focuses on a single experience, which could range from exploring a national park to experiencing a local specialty. Vignettes include an international host speaking English to appeal to a wide international audience. Subtitles in the target market language are included.

- **Destination Videos by Matador:** These 2-minute, music-only, visually dynamic and commercial-quality videos present an overview of U.S. experiences to a global audience.

Brand USA also offers third-party distribution options to expand the international market reach of any of the above videos. Opportunities are available with Rocket Fuel, Facebook, and Outbrain/Taboola.

\*Target markets include Australia, Brazil, Canada, China, Colombia, France, Germany, Hong Kong, Italy, Japan, Mexico, Netherlands, Russia, South Korea, Taiwan, and the United Kingdom.

*Marketed with Miles*

## International Search Engine Marketing Program

Search Engine Marketing is a key component of Brand USA's international marketing efforts to maximize the exposure of destination and travel brand websites to international travelers. Through this targeted and fully managed program, Brand USA helps participating partners optimize their search marketing budgets and engage more international travelers.

*Marketed with Miles*

### PARTNER REPORTING DASHBOARD

The Brand USA Partner Reporting Dashboard, available on TheBrandUSA.com, allows partners to access the results and status of programs and platforms in which they participate and to see the added value they receive as partners. Please contact the Brand USA Partner Development team to sign up for your password today.

## GLOBAL INSPIRATION GUIDES (PRINT & DIGITAL)

---

### *Travel USA* Inspiration Guides

Brand USA's *Travel USA* Inspiration Guides help attract visitors from the most valuable international markets to U.S. destinations through a smart mix of online and print exposure. Brand USA leverages these upscale guides to present U.S. travel experiences with stunning photos and enticing copy, as well as in featured photo essays showcasing partner destinations and travel brands.

For 2017, Brand USA will continue to evolve the content and distribution strategies for the Inspiration Guide program to target more international consumers and the travel trade through digital and in-person channels. More than 575,000 guides—created in 13 language editions—will be distributed to more than 21 international markets. Interactive digital editions with live links will be created for each edition. The combined global digital distribution will provide a minimum of 30 million promotional impressions.

*Marketed with Miles*

### Digital Magazine

Brand USA is piloting the inaugural edition of its Digital Magazine at IPW 2016 with Thomas Cook. In the coming months, Brand USA will unveil market specific partnership opportunities in its new digital magazine—each with robust distribution and activation, as well as the opportunity for partners to be the featured destinations in this dynamic new product.

*Marketed with Miles*

## MULTI-CHANNEL PROGRAMS

---

Brand USA's Multi-Channel Programs deliver an extraordinary value compared to similar targeted international campaigns created by individual destinations. Using robust digital, print, social, and video storytelling, and a results-driven activation campaign, Brand USA ensures targeted messages reach international travelers via the media they consume most during the times they're most likely to be planning and booking vacations. Customized calls-to-action take consumers from the Dream to Consider to Activate phase of the travel lifecycle—generating measurable results.



*Global Inspiration Guides*

The flexibility of these programs allows Brand USA to take a trade-focused approach by:

- Supporting the efforts of top travel trade operators of U.S. destinations
- Leveraging Online Travel Agent (OTA) activation through Expedia
- Directing traffic to content on partner sites and channels from Brand USA's platforms

Value, flexibility, and a multi-funnel strategy are cornerstones of the program, which includes customized campaigns by country (Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, and the United Kingdom).

An enhanced feature for calling out destination attractions will be highlighted in the Multi-Channel Programs in fall 2016.

*Marketed with Miles*

## GLOBAL MARKETING PROGRAMS

---

### ESPN

Brand USA is partnering with ESPN to promote the U.S. sporting experience to travelers around the world. This multimedia campaign with ESPN highlights the diversity of sports and



*United States of Sports, powered by ESPN*

recreation experiences available in the United States through the lens of some of sports' biggest stars. The partnership includes a global media campaign consisting of digital media and interactive content features, as well as a video series starring popular U.S. athletes showcasing the cities where they play, live in, or are from.

The campaign will drive to Brand USA's newly launched VisitTheUSA.com sports landing page, where partners will have the opportunity to showcase their sports and recreation experiences.

### STA Travel

Brand USA and STA Travel are all about bringing the USA to life for "Generation Connected" (Gen C). At the core of this campaign are creativity, collaboration, content and, of course, connection. This partnership opportunity includes a global media campaign consisting of digital media, point-of-sale marketing, in-market events, and live channel takeovers (Snapchat and Facebook Live), all centered around a short film created by aspiring filmmakers about U.S. destinations.

### Thomas Cook

Thomas Cook and Brand USA are launching a new, multi-channel marketing technology platform, USA Everywhere, housing all of the data from previous partnerships, as well as market insights and data on millions of Thomas Cook customers who are likely to book travel to the United States. The platform will enable U.S. destinations to reach millions of consumers across 16 European markets who are "live" in the market for a vacation, putting the content of participating destinations and advertising in front of these highly qualified customers across the web, on Thomas Cook's e-commerce sites, in-store, and in front of travel agents themselves. USA Everywhere is a cutting-edge revolution in marketing.



## BBC International

Building on the successes of the 2015 program “America through Film,” and 2016’s “USA through the Great Outdoors,” Brand USA and BBC International are once again collaborating on a global series of 2-minute video vignettes about music and pop culture. Each vignette will feature a music personality discussing a specific destination from his or her unique perspective.

This program will be promoted across all of BBC International’s broadcast and digital channels. Several of these vignettes will be available for partner inclusion and marketing support.

## THEMATIC MARKETING PROGRAMS

---

### Outdoors

In February 2016, Brand USA premiered its giant-screen film, *America Wild: National Parks Adventure*, to promote the Great Outdoors and the centennial of the U.S. National Park Service. As one of the most desirable attractions for visitors to the USA, the United States’ more than

400 National Park Service areas attract visitors from international markets worldwide.

In 2017, marketing programs will continue to support the film internationally and promote travel opportunities to the USA. A variety of digital and thematic programs will be expanded or added, including a new, multi-level content marketing program. This program will include video and content creation and distribution, as well as distribution opportunities with major outdoor travel brands. Current digital cooperative marketing opportunities include the following:

### *National Geographic Digital Co-Op*

*National Geographic* is dedicating an entire year of content across their various platforms to the centennial of the National Park Service. One way National Geographic is communicating the importance of the national parks and their impact on international travel is through a strategic, digital cooperative program with Brand USA. The program consists of three components—editorial, social, and digital—and includes a partnership with Expedia that will provide a call-to-action for bookings, reporting, and metrics for all destinations featured.

### *Golf Video & Distribution Platform*

An exciting partnership with IMG, the world leader in golf marketing, is the foundation of Brand USA's golf video and distribution platform. In 2017, Brand USA will offer partners the opportunity to produce a golf-themed video on their destination. It is expected to reach 322 million people via broadcast on Golfing World TV, plus digital channels, as well as a paid social media campaign estimated to generate 120,000 views per video.

*Marketed with Miles*

### *RHS Hampton Court Palace Flower Show*

For the third consecutive year, Brand USA will partner with the Royal Horticultural Society (RHS) to create a USA-themed garden at the UK's Hampton Court Palace Flower Show, which draws an average of 160,000 visitors each year. Under the umbrella "Great Gardens of the USA," Brand USA offers partner destinations the opportunity to work hand in hand with Brand USA and a UK-based designer and

gardener to bring to life the diverse culture and stunning landscapes representing U.S. destinations at the world's largest flower show.

Destinations will receive extensive coverage in *The Telegraph* and exposure via a robust media, social media, and content plan. In addition, partners have the opportunity to work with Brand USA and RHS Holidays to create and market garden-themed tours before, during, and after the show.

### *Culinary*

Through a multimedia storytelling campaign that includes dynamic digital content, engaging video, a targeted social campaign, and an engaging print piece, Brand USA's Culinary initiative is designed to increase visitation to the USA by showcasing new ways to discover and indulge in the USA's range of culinary experiences. Brand USA's VisitTheUSA and GoUSA websites provide a place to showcase content from Brand USA partners and act as a go-to resource for international travelers looking to learn more about the cuisines, restaurants, food festivals, and chefs of the United States.



*Culinary Guide*

Brand USA also offers U.S. destinations the opportunity to drive even more users to culinary-focused content with a dedicated engagement strategy in Brazil, Canada, China, Japan, Mexico, South Korea, or the UK, using the proven channels of Facebook, Twitter, and Outbrain/Taboola.

Partner opportunities may also include dedicated content in a high-end, culinary travel magazine, distributed in targeted countries to highly qualified consumers.

*Marketed with Miles*

### *Travel Channel International— Olly Smith Television Series*

Following the immense success of Brand USA's *Jeni and Olly* series featuring British food experts Jeni Barnett and Olly Smith in 2014 and 2015, Brand USA is offering destinations the opportunity to showcase their unique culinary experiences with Travel Channel International viewers during 2017 with a series on craft beer and barbecue featuring

Olly Smith. This successful program includes a destination-focused half-hour episode within the series that is supported by commercial media.

### *Travel Channel International— Chef Vignettes*

Brand USA and Travel Channel International are again partnering to produce a series of 2-minute vignettes highlighting renowned chefs and the destinations where they work or live. Each vignette will feature video of the destination, as well as a chef cooking and sharing how the cuisine of their city, town, or region inspires them. Brand USA will offer partners the opportunity to use the vignettes on their preferred digital channels.

## Experiences & Attractions

As part of an exciting new program designed specifically to promote U.S. attractions and experiences, Brand USA is partnering with TripAdvisor, a trusted source in international travel planning, on a new activation and content

## IN-KIND CONTRIBUTIONS

In-kind contributions are an effective way to partner with Brand USA. You leverage the USA brand in your promotional initiatives and potentially gain exposure via your contribution. Your in-kind contribution may also further Brand USA's marketing efforts and offset costs as part of our overall marketing strategies to inspire more international travelers to discover the United States like never before. In-kind contributions must be submitted to Brand USA for review and approval with documentation reflecting the value of the contribution before they can be considered as a partner contribution. In addition, any use of Brand USA's logos and trademarks by partners must be approved in advance by Brand USA.

An in-kind contribution is a contribution of non-cash goods and services that will aid Brand USA in carrying out its mission. These contributions include:

- Content
- Goods and Services
- Research
- Event Sponsorships
- Logo Inclusion/Advertising

For more information about the benefits of making an in-kind contribution to Brand USA, please visit [TheBrandUSA.com/partners/programs/in-kind-contributions](http://TheBrandUSA.com/partners/programs/in-kind-contributions) or email us at [inkind@TheBrandUSA.com](mailto:inkind@TheBrandUSA.com).



development platform. This integrated campaign includes custom user-generated display ads on TripAdvisor and related sites, sponsored listings, and inclusion on Viator with a booking mechanism and back-end measurement tool.

Content about U.S. attractions will be created for the all-new VisitTheUSA website, with enhanced Experience Pages and content marketing, plus exposure in an upcoming multi-channel campaign.

TripAdvisor media flights are six weeks (renewable) in key international markets, including Australia, Brazil, Canada, China, Germany, Mexico, and/or the UK, with ongoing presence on Viator and Brand USA's global consumer sites.

*Marketed with Miles*

## MARKET SPECIFIC PROGRAMS

---

Brand USA Market Specific Programs focus on reaching international travelers from a core set of designated markets. By working with leading media and trade industry partners in each country, Brand USA is able to offer destinations and travel brands the opportunity to effectively

and efficiently reach travelers in specific target markets. These programs are ideal for destinations or brands that are looking to make an impact on a country-by-country basis by leveraging proven and powerful promotions.

Details on Market Specific Programs can be found online at [TheBrandUSA.com/partners/programs/consumer-co-op/market-specific-programs](http://TheBrandUSA.com/partners/programs/consumer-co-op/market-specific-programs).

## RESEARCH

---

### Consumer Market Profile Reports

Each year, Brand USA prepares proprietary market profile reports that provide important insight into travelers' perceptions of the USA, as well as general travel behaviors and preferences. A detailed 100-page deck of research for one of 12 countries is available with the option of customized tables.

Information includes desired destinations; criteria for destination selection; perceptions of the USA and competitors; international travel behavior; influence of media channels on destination decisions; and general media consumption.

## AFFINITY PROGRAMS

---

Affinity Programs are cooperative marketing programs that Brand USA has developed with online travel agencies and other travel-related publishers. By using these programs to advertise and promote destinations, experiences, attractions, and other travel opportunities, Brand USA inspires travelers to search for, plan, and book their next trip to the USA.

For more information about Brand USA's Affinity Programs, please visit [TheBrandUSA.com/partners/programs/consumer-co-op/brand-usa-affinity-programs](http://TheBrandUSA.com/partners/programs/consumer-co-op/brand-usa-affinity-programs) or contact a member of the Brand USA Partner Development team or the Affinity Program contact provided.

## EXPEDIA

---

Expedia Media Solutions gives marketers unprecedented exposure to one of the world's largest online travel audiences, connecting brands with highly qualified consumers—many of whom are ready to finalize and book their travel. Through innovative solutions that go beyond traditional online advertising, Expedia helps marketers reach international travelers during all phases of the travel planning and booking cycle.

*Contact:* Krista Bentley, [kbentley@expedia.com](mailto:kbentley@expedia.com)

## TRIPADVISOR

---

As the largest online travel site in the world, with 24 travel brands, TripAdvisor offers destinations and organizations a significant opportunity to generate a global presence in 45 countries and 22 languages. Each month, TripAdvisor reaches 315 million travelers who are actively researching and planning travel.

*Contact:* Melissa Surane, [msurane@tripadvisor.com](mailto:msurane@tripadvisor.com); Steven Paganelli, CDME, [spaganelli@tripadvisor.com](mailto:spaganelli@tripadvisor.com)

## ESSENTIALLY AMERICA

---

*Essentially America* is a leading international consumer travel magazine about the USA that is printed and distributed in multiple languages. Current opportunities are available in Australia, Canada, China, Colombia, Germany, Mexico, and the United Kingdom.

*Contact:* Larry Cohen, [larrycohen@northeast-media.com](mailto:larrycohen@northeast-media.com)

## SOJERN

---

Sojern is one of the world's leading data-driven performance marketing platforms for travel, allowing marketers to reach their customers in a real-time, face-to-face conversation. Sojern gives partners the opportunity to reach travelers across 160 countries through highly targeted, data-driven, travel intent digital marketing activation. Detailed post-campaign analytics reporting tracks everything from clicks to visitors to economic impact.

*Contact:* Sylvia Weiler, [sylvia.weiler@sojern.com](mailto:sylvia.weiler@sojern.com)

## ADARA

---

Drive more global travelers to your destination with ADARA and Brand USA. ADARA connects destination marketers to the world's largest audience of travelers—over 450 million monthly across the Americas, Europe, the Middle East, and Asia Pacific. Powered by partnerships with more than 100 global travel brands, ADARA transforms loyalty, search, and booking data into actionable knowledge, allowing destination marketing organizations (DMOs) to better understand, reach, and engage travelers. ADARA helps destinations acquire high value visitors and active repeat visitors and fully understand their best customers and prospects.

*Contact:* David Bahlman, [dave.bahlman@adara.com](mailto:dave.bahlman@adara.com)



# TRADE OUTREACH

Educate. Inform. Increase bookings.

Brand USA Trade Outreach Programs include targeted trade events, sales missions, and professional tour opportunities that promote U.S. travel and tourism interests on a global scale. Through Brand USA's Trade Outreach Programs, partners are able to connect with key travel trade influencers who book travel to the USA.

From access to thousands of leading travel buyers and influencers at USA-branded pavilions during large-scale trade shows, to the opportunity to connect with travel professionals one-on-one during sales missions, to our ever-popular MegaFam trips promoting U.S. destinations, travel brands, and attractions to, through, and beyond the gateways, Brand USA's Trade Outreach Programs inform and motivate travel buyers around the world. These interactions provide partners with valuable and direct exposure to the travel industry's most influential professionals.

## TRADE SHOWS, SALES MISSIONS, ROAD SHOWS, & THEMED EVENTS

---

### Trade Shows

Throughout the year, Brand USA hosts a series of USA-branded pavilions at influential travel and trade shows—providing participating U.S. exhibitors the opportunity to reach 1.6 million international travel buyers and sell future travel to the United States.

Brand USA serves as the unifying element at these shows, representing U.S. travel and tourism interests on a global scale, with destinations, travel brands, and other organizations participating as exhibitors. Participating organizations retain their own identity yet benefit from being part of a more visible, collaborative United States effort. To further amplify the USA's and participating partners' presence, Brand USA also organizes related events before, during, and after many of these shows.

Brand USA pavilions provide exhibitors:

- Market analytics and insights
- Marketing, advertising, and public relations and media exposure
- Increased global exposure and coherent branding
- Customer engagement and entertainment opportunities

### Sales Missions

Sales missions are another essential component of Brand USA's trade outreach. Through these Brand USA-hosted events, we invite travel industry professionals in key markets to meet with U.S. organizations at designated international locations. Through a series of planned events, Brand USA and sponsor partners connect directly with international travel buyers, including tour operators, airlines, travel agents, incentive and meeting planners, and media. These connections allow us to provide a more in-depth look at U.S. destinations and experiences in order to increase travel bookings to the United States.



*World Travel Market, London, United Kingdom*

## USA PAVILIONS AT INTERNATIONAL TRADE SHOWS

Event	Dates	Country
<b>TTG Incontri</b>	Oct. 13-15, 2016	Italy
<b>ITB Asia</b>	Oct. 19-21, 2016	Singapore
<b>WTM</b>	Nov. 7-9, 2016	UK
<b>Taipei ITF</b>	Nov. 6-9, 2016	Taiwan
<b>CITM</b>	Nov. 11-13, 2016	China
<b>IGTM</b>	Nov. 14-17, 2016	Spain
<b>IBTM World</b>	Nov. 29-Dec. 1, 2016	Spain
<b>Vakantiebeurs</b>	Jan. 10-15, 2017	Netherlands
<b>Fitur</b>	Jan. 18-22, 2017	Spain
<b>SATTE</b>	Feb. 15-17, 2017	India
<b>GITF</b>	Feb. 23-25, 2017	China
<b>ANATO*</b>	March 1-3, 2017	Colombia
<b>ITB Berlin</b>	March 8-12, 2017	Germany
<b>WTM Latin America</b>	April 4-6, 2017	Brazil
<b>WTM Africa</b>	April 19-21, 2017	South Africa
<b>ATM</b>	April 2017	UAE
<b>BITE</b>	May 2017	China
<b>IAGTO</b>	June 2017	USA
<b>IFTM Top Resa</b>	Sept. 2017	France
<b>JATA</b>	Sept. 2017	Japan

### Road Shows

Our outreach also includes taking participants directly to the travel trade in international markets via road show events. Brand USA and partner organizations are able to connect directly with tour operators, travel agents, and travel buyers through a series of seminars, receptions, and events where participants acquire the knowledge and information needed to better promote the United States as a travel destination.

### Themed Events

Based on market need and opportunity, Brand USA also organizes custom, themed events in key international markets that position and

promote the United States as the go-to travel destination. These events are generally celebratory programs, themed around specific holidays and experiences, to help promote U.S. destinations, travel brands, and other organizations.

The schedule for 2017 sales missions, road shows, and themed events will be announced in early FY17.



*Classic California MegaFam Trip*

## MEGAFAMS

---

MegaFam trips give qualified international travel buyers and participants a chance to experience U.S. destinations up-close. Brand USA organizes and coordinates these multi-itinerary travel opportunities, which include diverse experiences, attractions, and brands and often take our participants off the beaten path. MegaFams leave travel agents and tour operators better informed, empowered, and inspired to sell a wider range of U.S. destinations.

Brand USA is currently planning MegaFams from the following originating markets:

- Germany (fall 2016)
- Mexico (fall 2016)
- China (fall 2016)
- Canada (fall 2016)
- Australia and New Zealand (spring 2017)
- United Kingdom and Ireland (spring 2017)

Additional details will be announced as soon as dates are confirmed.

The schedule for 2017 MegaFams will be announced in early FY17.

## TRAINING INITIATIVES

---

Two distinct Brand USA travel trade training initiatives provide the tools and information our international travel buyers need in order to sell, up-sell, and cross-sell U.S. travel destinations and experiences: the USA Discovery online training platform and Brand USA Training seminars.

### USA Discovery Online Training Platform

This online, experience-based, hands-on training platform features a variety of destination modules to inspire and motivate the travel trade to sell destinations of all shapes and sizes, as well as well-known and unexpected experiences, to their customers. Travel agents and tour operators earn specialist badges as they complete each section.

This platform is currently available in the UK & Ireland, India, and Australia & New Zealand and will expand to Mexico, Germany and a global site in 2017.

## Training Seminars

Brand USA also presents in-market training seminars to the travel trade that focus on a specific experience or region in the United States—providing a targeted approach to promoting U.S. travel destinations.

## MARKET ENTRY PROGRAM

---

The Brand USA Market Entry Program is designed as an annual plan designed to highlight a specific brand or destination while taking advantage of existing Brand USA in-market resources and initiatives. There are a multitude of resources available to participating partners, including: in-market representatives to provide support for sales and marketing teams, travel trade research, marketing plan customization, travel trade marketing programs, public relations programs, market-ready program, and quarterly reporting. Currently, Brand USA offers a suite of services designed to maximize the promotional opportunities available in China. The Market Entry Program is also being developed in India.

## IN-MARKET COLLABORATION

---

As part of Brand USA's support of the National Travel & Tourism Strategy goal of welcoming 100 million annual international travelers to the United States of America by the end of 2021, we work with our federal partners and the Tourism Policy Council (TPC), led by the Department of Commerce. As the interagency, policy-coordinating committee composed of the leaders of nine federal agencies, the TPC is at the center of our federal partner collaboration. Through this collaboration, Brand USA conducts joint activities and leverages federal assets to support international marketing efforts and policy communications.

Specifically, and as provided for in the Travel Promotion Act, Brand USA works with our U.S. government partners to maximize the economic and diplomatic benefits of travel to the United States by:

- Developing joint promotions and communications to international travelers
- Providing useful information to travelers, the travel trade, media, and other stakeholders regarding entry requirements, required documentation, fees, processes, and information concerning declared public health emergencies
- Identifying, countering, and correcting misperceptions regarding United States entry policies

Programs and initiatives are announced throughout the year.



CONTACT  
BRAND USA

## PARTNER DEVELOPMENT TEAM

---

### **Sarah Dickson**

Director, Partner Development  
SDickson@TheBrandUSA.com, 202.536.2079

### **Philip Joseph**

Partner Development Manager, Northeast  
PJoseph@TheBrandUSA.com, 202.536.2069

### **Dianne Turner**

Partner Development Manager, Southeast  
DTurner@TheBrandUSA.com, 404.272.4124

## PARTNER SERVICES TEAM

---

### **Cassady Bailey**

Director, Partner Services  
CBailey@TheBrandUSA.com, 202.536.2077

### **Brian Screptock**

Partner Services Manager  
BScreptock@TheBrandUSA.com, 202.735.2308

### **Michael Parra**

Partner Services Representative  
MParra@TheBrandUSA.com, 202.888.1962

### **Andrew Olsson**

Partner Services Representative  
AOlsson@TheBrandUSA.com, 202.888.7590

### **Erin Setter**

Partner Services Representative  
ESetter@TheBrandUSA.com, 202.888.0596

For programs marketed with Miles, please contact:

### **Paul Winkle**

Senior Vice President, Global Marketing  
Paul.Winkle@milespartnership.com,  
941.342.2325

## CONNECT WITH US

---

To follow our progress and announcements of new initiatives, please connect with us on these digital channels:

**Website:** [TheBrandUSA.com](http://TheBrandUSA.com)

**Twitter:** [@BrandUSA](https://twitter.com/BrandUSA)

**YouTube:** [youtube.com/user/BrandUSATV](https://youtube.com/user/BrandUSATV)

**LinkedIn:** [linkedin.com/company/BrandUSA](https://linkedin.com/company/BrandUSA)

To subscribe to our industry newsletter, please visit [TheBrandUSA.com](http://TheBrandUSA.com).

For information about exceptional and unexpected travel experiences in the United States, please visit or connect with us on these global Visit The USA channels:

**Website:** [VisitTheUSA.com](http://VisitTheUSA.com)

**Twitter:** [@VisitTheUSA](https://twitter.com/VisitTheUSA)

**Facebook:** [Facebook.com/VisitTheUSA](https://facebook.com/VisitTheUSA)

**YouTube:** [YouTube.com/VisitTheUSA](https://YouTube.com/VisitTheUSA)

**Instagram:** [VisitTheUSA](https://VisitTheUSA)

**Google+:** [Google.com/VisitTheUSA](https://Google.com/VisitTheUSA)

**Pinterest:** [Pinterest.com/VisitTheUSA](https://Pinterest.com/VisitTheUSA)



1725 EYE STREET NW • SUITE 800 • WASHINGTON, DC 20006 • 202-536-2060  
[WWW.TheBrandUSA.COM](http://WWW.TheBrandUSA.COM) • [WWW.VISITTHEUSA.COM](http://WWW.VISITTHEUSA.COM)

06.07.16

