

IPW Brand USA Press Conference

May 21, 2018



VisitTheUSA.com

Brand USA



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U.S. Travel Association



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800+
partners

Federal Partner Collaboration

- Support the travel and tourism country plans
- Collaborate with U.S. Commercial Service and other embassy and consulate partners
- Provide tools and materials for diplomatic personnel
 - Digital Asset Management System
 - Market the Welcome Toolkit
 - Provide tools and materials for diplomatic personnel
- Feature federal partner assets and content in marketing
- Special Initiatives
 - U.S.-China Tourism Year
 - U.S.-China Tourism Leadership Summit
 - U.S.-India Travel and Tourism Partnership Year

Communicating Visa and Entry Policy

- Communicate timely and accurate U.S. visa and entry policy
- Market the Welcome
- Promote Global Entry/TSA Pre✓®
- Tradeshows & industry events



Travel Policy Communications: Brand USA's Role

Communicate Accurate and Timely U.S. Visa and Entry Policy

- By furthering the understanding of U.S. travel policies
- By identifying and correcting misperceptions about those policies
- By helping international travel trade, media, and visitors link directly to information from the federal agencies responsible for the policies



SAVE THE DATE

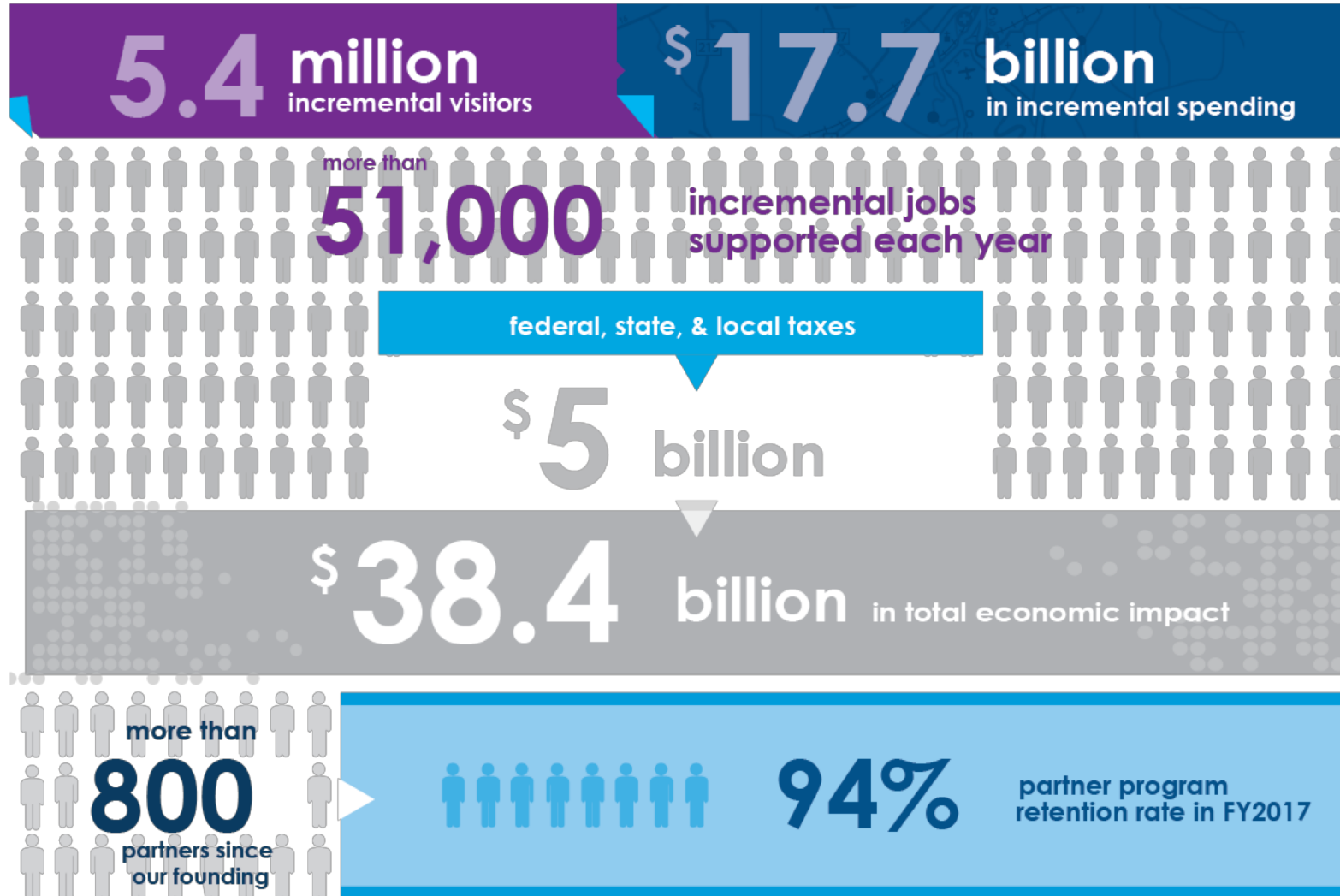
CHINA — U.S. TOURISM LEADERSHIP SUMMIT

HANGZHOU, CHINA

SEPTEMBER 8-13, 2018



Over the past five years, Brand USA's marketing efforts have generated...





Integrated Marketing USA Campaigns

We weave engaging narratives and create powerful, authentic storytelling across owned, paid, and earned media in order to entertain, engage, and inspire travelers to visit the USA.



Storytelling
Approach



Device
Strategy



Entertainment
Platforms



Social
And Digital



Consumer
PR

Storytelling

“From mobile to giant screen and everything in between”

Discover The Wild Places That Belong To Us All

MacGillivray Freeman's
**NATIONAL PARKS
ADVENTURE**
3D



NARRATED BY ROBERT REDFORD

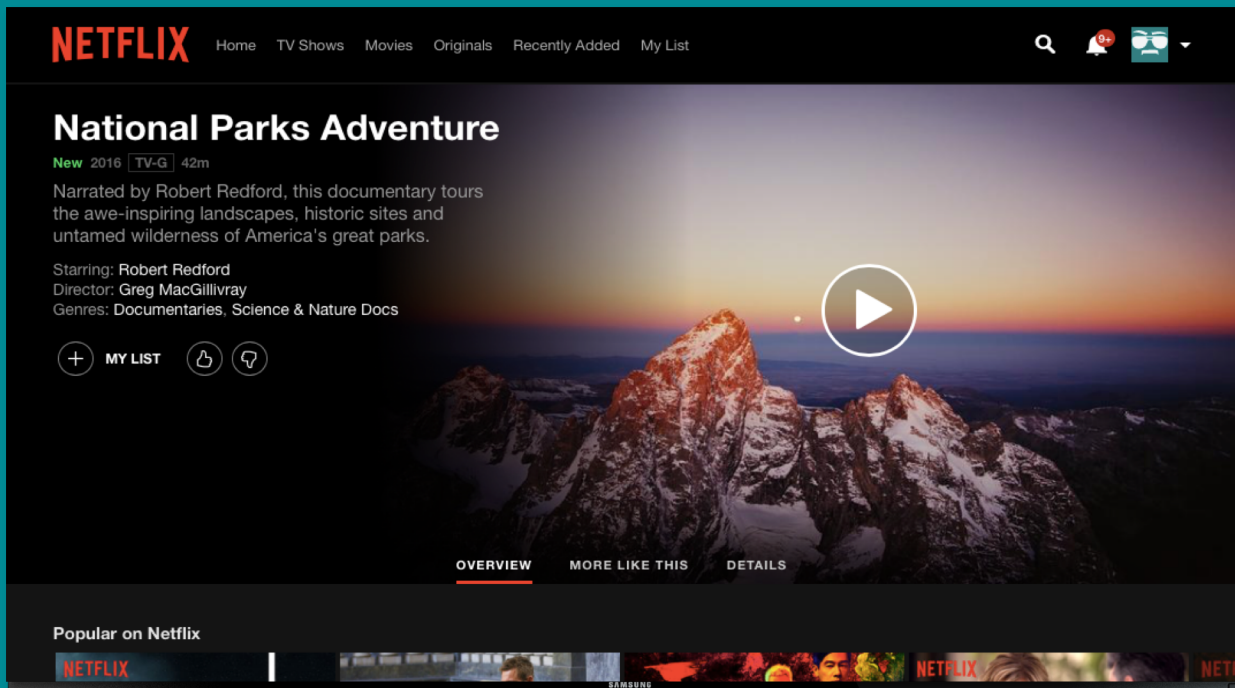


From the Academy Award® Nominated Producers of EVEREST and THE LIVING SEA

EXTERRA and SUBARU present a MACGILLIVRAY FREEMAN FILM "NATIONAL PARKS ADVENTURE" in association with BRAND USA with support from THE GIANT DOME THEATER CONCERTUM
MUSIC BY ROBERT REDFORD JOHN STEVE WOOD COSTUME DESIGNER STEPHEN JOHNSON AND TIM CAHILL EDITOR SHAWN MACGILLIVRAY DIRECTOR OF PHOTOGRAPHY GREG MACGILLIVRAY
FILMED IN 15/70MM WITH IMAX® CAMERAS

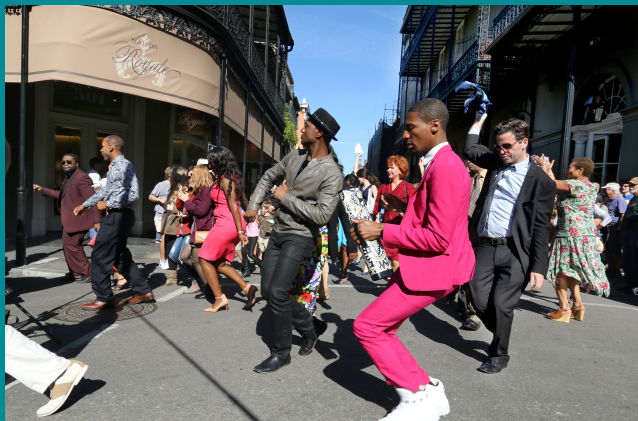
Netflix Streaming

National Parks Adventure 3D



VisitTheUSA.com

America's Musical Journey



LOS ANGELES
NEW YORK

MEMPHIS
NEW ORLEANS

CHICAGO
MIAMI

NASHVILLE
AND MANY MORE



MacGillivray Freeman's
**AMERICA'S
MUSICAL
JOURNEY**

A story of culture, creativity and the music that shaped America

Narrated by **Morgan Freeman**

EXPEDIA PRESENTS A MACGILLIVRAY FREEMAN FILM "AMERICA'S MUSICAL JOURNEY" IN ASSOCIATION WITH BRAND USA
NARRATED BY MORGAN FREEMAN MUSICAL SCORE BY STEVE WOOD PRODUCED BY SHAWN MACGILLIVRAY DIRECTED BY GREG MACGILLIVRAY

FILMED IN 15/70MM WITH IMAX® CAMERAS

MACGILLIVRAY
FREEMAN
FILMS

Expedia

USA
VISIT
THEUSA
.COM

GoUSA™

AIR CANADA

americasmusicaljourney.com

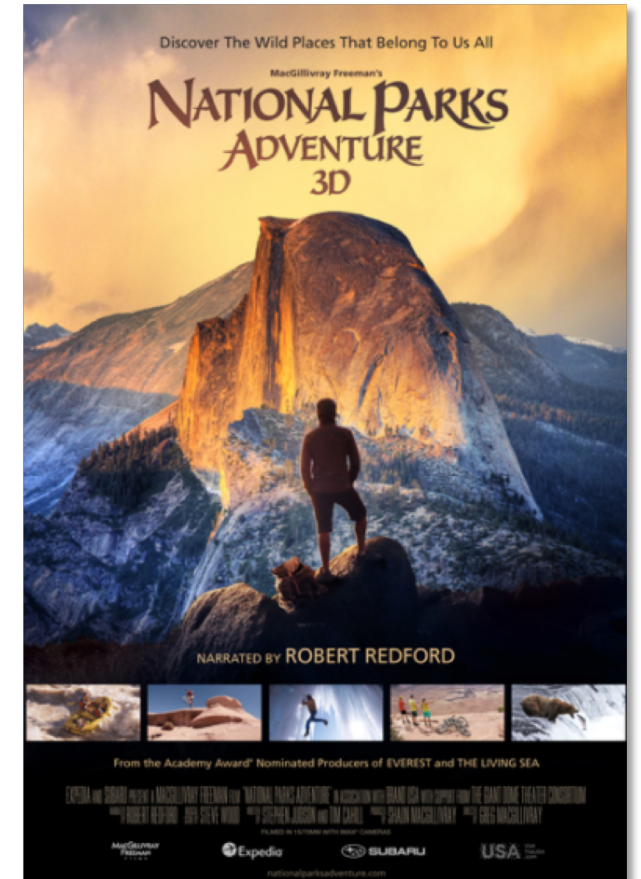
Upcoming Premieres & Events

“America’s Musical Journey”

- | | |
|---------|------------------------|
| May 30 | Paris, France |
| June 18 | Toronto, Canada |
| July 1 | Valencia, Spain |
| July 3 | The Hague, Netherlands |

“National Parks Adventure”

- | | |
|------|------------------------|
| June | Hong Kong Space Museum |
|------|------------------------|



GoUSA TV

- More than 2 million views to date



GoUSA

Coming Soon: American Sound



GoUSA TV: The next Culinary Series



Mega Media Venture

American Airlines 

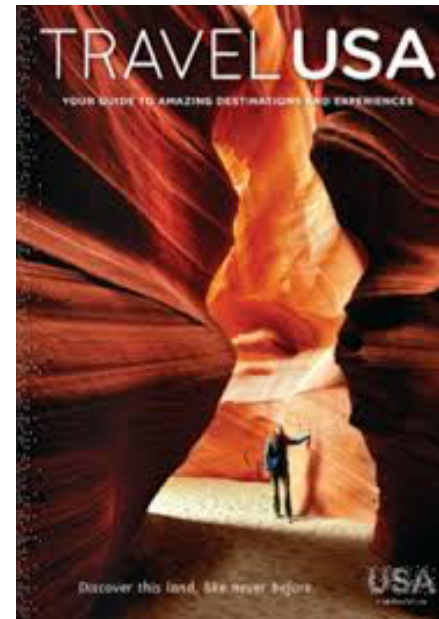
Marriott
INTERNATIONAL



VisitTheUSA.com

Brand USA Inspiration Guides

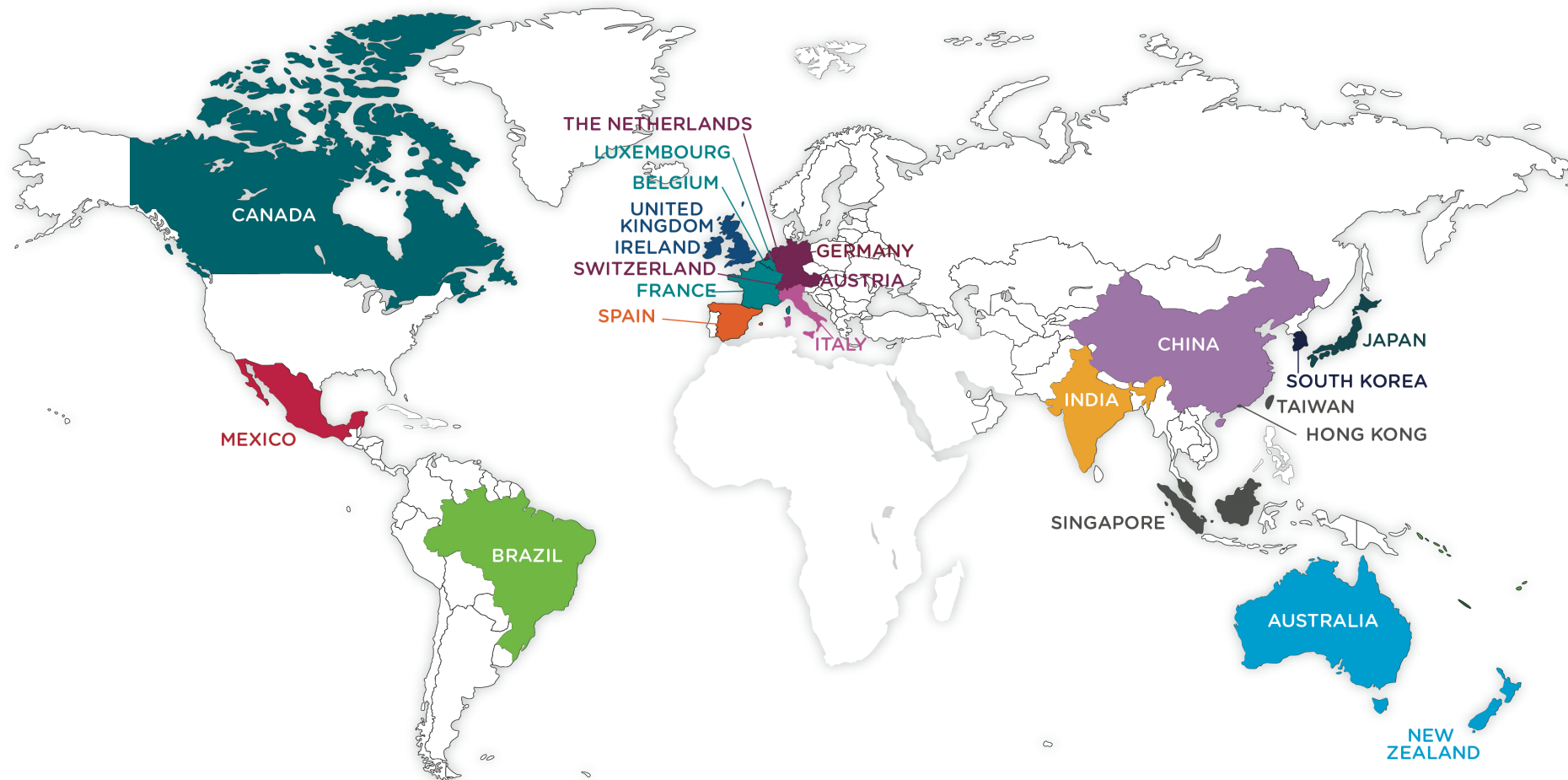
- 576,000 print guides
- +101 million digital impressions





Wander to The Rhythm

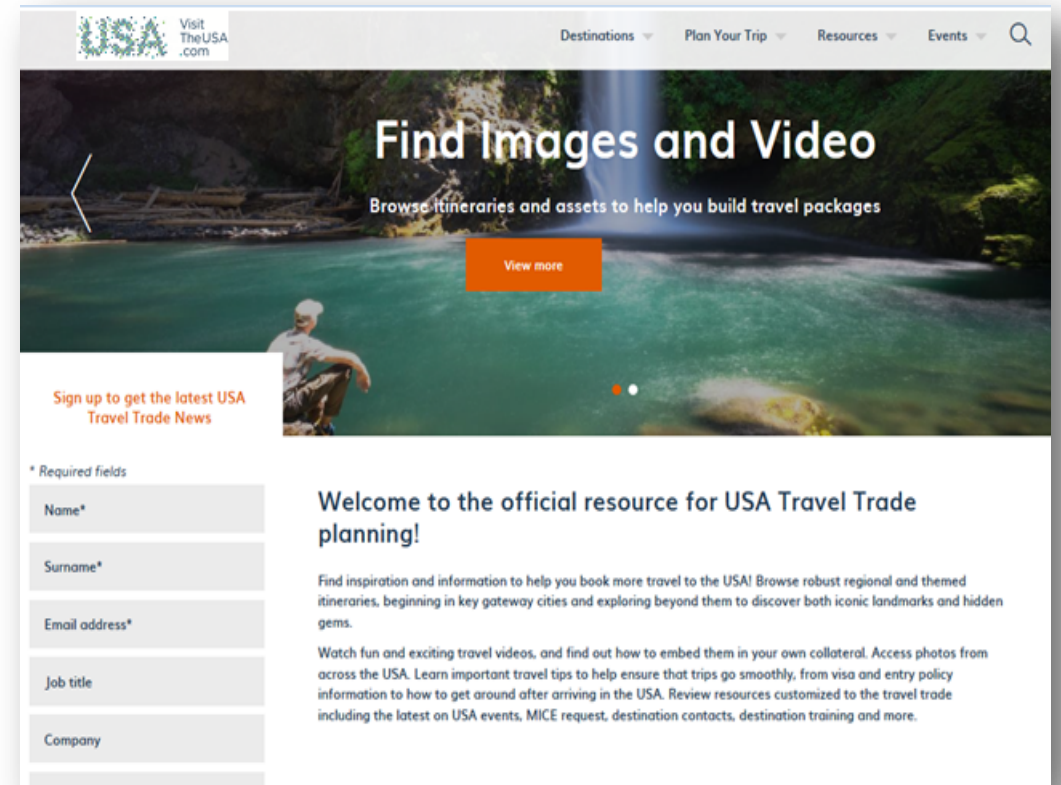
International Representation



Global Trade Development Updates

More than 100 Overnight Destinations

- Created 21 Self-drive Itineraries (9 languages)
- Created 35 Suggested Regional Itineraries (9 languages)
- Finalizing a Brand Designation/Logo



MegaFams

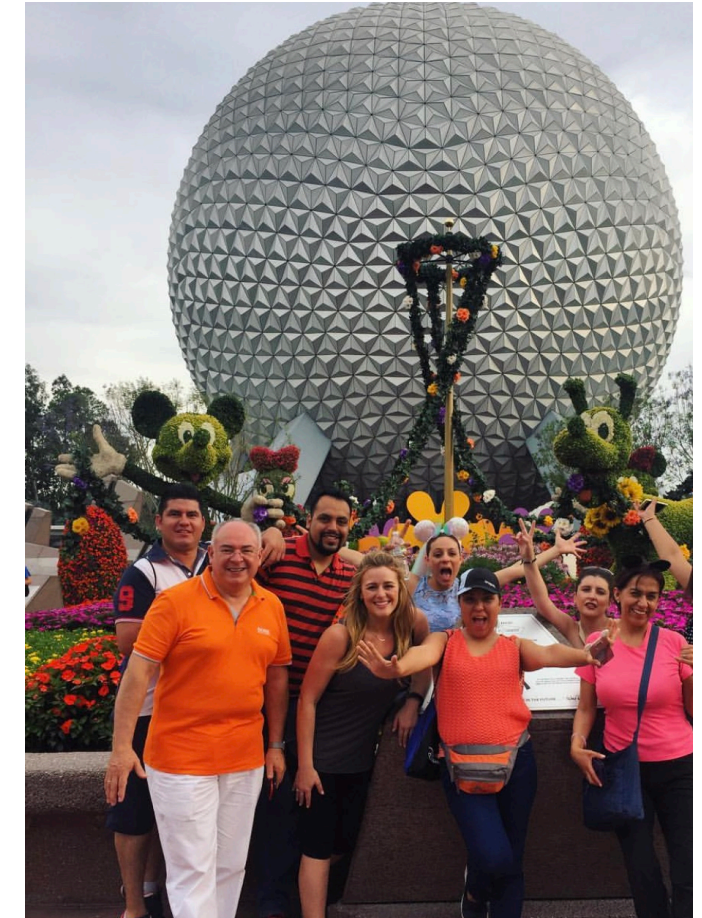
- Four MegaFams
- 287 International Travel Agents
- 140 Destinations in 23 States and the District of Columbia

Announcing:

Australia & New Zealand MegaFam

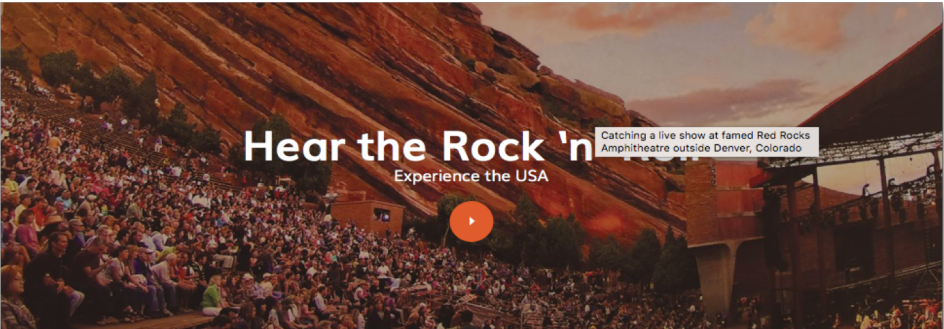
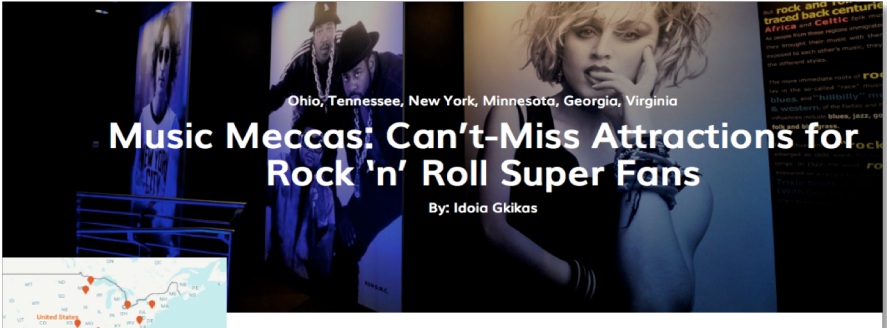
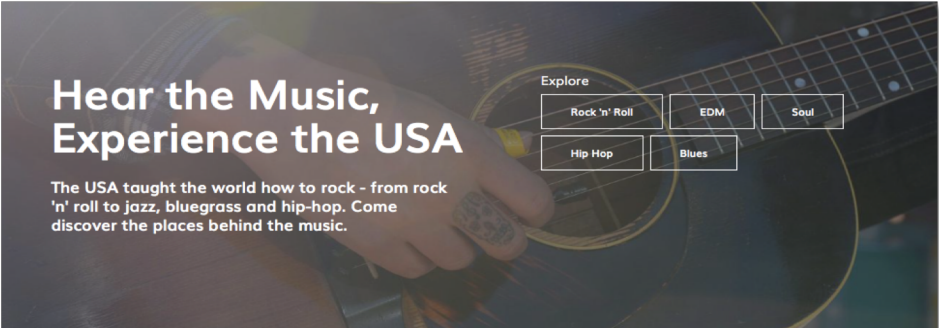
➤ August 16-23, 2018

AIR NEW ZEALAND 



Music Platform: Hear The Music, Experience the USA.

1 song, 5 artists, 5 genres, 5 cities



A close-up photograph of a hand holding a glowing orange smiley face on a stick. The smiley face is made of a textured material and has three dots for eyes. The stick is orange and has a string of lights attached to it. The lights are white and blue, and they are glowing. The background is dark blue.

1 SONG

A man with short brown hair, wearing a black t-shirt and a black guitar strap with white chevron patterns, is playing a red electric guitar. He is looking down at the instrument. The background is a wall covered in many small, square photographs, creating a mosaic effect. In the upper left corner, there are two circular, glowing lights. The overall lighting is dim, with blue and red tones.

Bass Physics

Arja Adair



1 SONG

Thank You

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Travel Industry

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[BrandUSA](https://www.linkedin.com/BrandUSA)

Consumer

VisitTheUSA.com



[GoUSA TV](https://www.go.usa/tv)

USA

VisitTheUSA.com

Brand USA