

Our Speakers



Tracy Lanza
Vice President
Integrated Marketing



Mark Lapidus
Director
Digital Development



Talia Salem
Manager
Web and Content



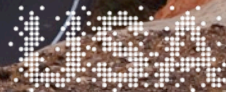
Karyn Gruenberg
Senior Vice President
Partner Marketing &
Strategic Alliances

Today's Agenda

- New USA Campaign Strategy
- New Consumer Websites
- New Content Strategy
- New Visual Approach
- Partner Marketing Updates



New Consumer Strategy



VisitTheUSA.com

Strategic Framework

possibility



Build on an ownable foundation

PERSONA



Create relevance by targeting mindsets and motivations

PRO
XIM
ITY



Make it real with travel itineraries and trip suggestions

New Campaign Statement

The diversity of the USA is exciting and uniquely ours to own in a way that is magnetic and inviting, and uniquely “yours” to discover genuine and authentic opportunities that truly speak to who you are. The collection of these experiences become our own unique story that we, in turn, share with friends and family. There’s an American story for everyone just waiting to be created.

See How Far You Can Go. Plan Your USA Trip Now.



New Consumers Websites



VisitTheUSA.com

- 15 Websites / 8 Languages
- Geo-Targeted
- Accelerated
- Drupal 8
- Personalization through Lift
- Interactive Maps
- Choose Your Adventure Game
- Content Integration for better flow
- Modular Construction
- Flexible Templates

Choose your adventure



Choose one of the two images below to customize your journey and match you with content that interests you.



Famed Landmarks

or



Cool Neighborhoods

Cities
&
Towns

Outdoors

Entertainment

Food & Drink

Browse your results



Experience

Sun and Fun in Miami and the Florida Keys



Experience

From the Bay to the Vine: San Francisco to California Wine Country



Experience

5 Places to See the Northern Lights in the USA



Experience

Louisiana's Culinary Trails

Shuffle results

State Pages

Features include:

- Featured videos
- Must-see places with UGC content
- Interactive maps with cities and parks
- Featured content by location
- Fun facts
- Official partner links

Contact your Brand USA/Miles representatives to refresh your State Page.

USA
www.usa.com

Destinations ▾ Trips ▾ Experiences ▾ 🔍 ❤️ ☰

Texas

Learn more about Texas' pro sports and outdoor adventure opportunities

1 of 10

Major Airports:
Houston (IAH)
Dallas/Fort Worth (DFW)
San Antonio (SAT)

Nickname:
The Lone Star State

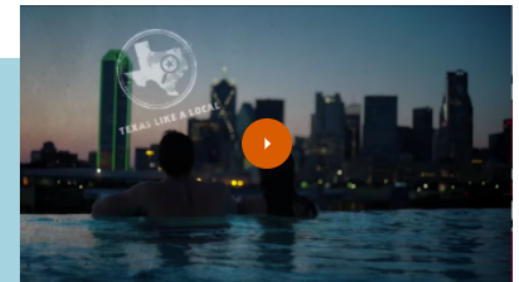
Cowboy culture meets urban sophistication

It's true: Everything is bigger in Texas. From portion sizes, pickup trucks, and 10-gallon hats to the thousands of kilometers of rugged, gorgeous terrain. This state encompasses such a wide swath of human experience that exploring all of its nooks and crannies would take months – maybe years.

Texas Tourism

Texas is so big and diverse that it's practically its own country. It was, in fact, a nation of its own from 1836 to 1845. The Texas landscape ranges from desert badlands and swimmable coastlines to lush mountains and sprawling prairies. Its communities go from the heights of urban sophistication (and size!) on down to the tiniest, most charming out-of-the-way towns.

There is surely no shortage of Country culture here: rodeos, line-dancing and ample



City Pages

Features include:

- TripAdvisor integration
- Official links
- Hero image gallery & featured videos
- Interactive maps
- Events
- Seasonal weather
- Featured content by location
- Fun facts

Contact your Brand USA/Miles representatives to refresh your City Page.

Florida
Kissimmee
Lake Tohopekaliga, "Lake Toho" for short, at sunset in Kissimmee

1 of 10

Spring
13 - 23 °C

Major Airports:
Orlando (MCO)

States:
Florida

Gateway to magic and adventure

Fun to say and even more fun to experience, Kissimmee is that rare Florida city that checks all the vacation-planning boxes. Year-round tropical climate? Check. Access to the beach? It's less than two hours away, but you can also fake it at the water park and resort beaches. Natural Florida? The headwaters of the Everglades are just next door. Theme parks? Only some of the best in the world. And since Kissimmee's just 20 minutes from the Orlando International Airport, you'll waste no time getting here.

A gateway to Florida's famous theme parks, hundreds of vacation homes, hotels and resorts in Kissimmee serve as a perfect base for a holiday centered on the big attractions. All roads lead to Walt Disney World Resort, which includes four theme parks and two water parks (plus hotels that are practically theme parks themselves). Head to Universal Orlando Resort, a four-part park inspired by the movies, and enter The Wizarding World of Harry Potter. Have a dolphin encounter at SeaWorld Orlando, or stick close to home base and visit Fun Spot America, a family-owned theme park featuring roller coasters, go-karts, an arcade and kiddie rides.

Just as compelling as the area parks is Kissimmee's great outdoors. Climb 15 meters up into the treetops and grapple with 97 high-ropes challenges at Orlando Tree Trek (Tarzan swings and zip lines included). If you're ready to see the native alligators, Wild Florida Airboats & Gator Park will

tripadvisor
Top 10 Things to Do

Experience Pages

Features include:

- Hero image gallery
- Featured videos
- Geo-located content
- Interactive maps
- Right rail for related stories and partner links
- Persistent module

Contact your Brand USA/Miles representatives to refresh your experience page(s).



USA
VisitUSA.com

Colorado
Destinations

Trips

Experiences

Search

Menu

Denver, Colorado: Incredible Day at Red Rocks Park & Amphitheatre

By: Idoia Glikas



Map Data Terms of Use Report a map error

all states

Heart icon

Share icon

Ask anyone who has visited Red Rocks Park & Amphitheatre what they think of it, and the response is universal: "It's awesome!"

Billed as the only acoustically perfect, naturally-occurring outdoor amphitheater in the world, Red Rocks is an entertainment venue like no other. World-famous acts such as the Beatles, Grateful Dead, U2 and Bruno Mars have performed on this legendary stage just outside Denver.

And that's not all – Red Rocks also offers hiking trails and fitness opportunities year-round. You'll want a full day to explore Red Rocks and all it has to offer, so put your muscles to work while enjoying the phenomenal views and mountain vibes.

Morning

You'll be awe-struck as soon as you arrive. Begin by walking around the theater and marveling at the red rock boulders and sweeping vistas. Stop in at the Visitor Center and see the Performers Hall of Fame, which lists the names of seven decades' worth of performers.

Next, try out a fitness class. Depending on the time of year, you can participate in group exercise classes such as the Red Rocks Fitness Challenge or Yoga on the Rocks. Test your strength by walking or running up the stairs in the amphitheater.


Practicing yoga on the steps of the Red Rocks Amphitheatre



More information

Yoga on the Rocks

You may enjoy



Experience

Denver, Colorado: 5 Outdoor Adventures in the City

Trip Ideas Pages

Features include:

- Hero image gallery
- Featured videos at each stop
- Travel time between stops
- Geo-located content
- Interactive maps
- Right rail for related stories and partner links
- Official links

Contact your Brand USA/Miles representatives to participate in the road trips campaign.

The screenshot shows the top navigation bar with 'USA Miles.com', 'Destinations', 'Trips', 'Experiences', a search icon, a heart icon, and a menu icon. The main header features a hero image of people on a road trip with the title 'Southwest Landscapes' and a play button. Below the hero image is a map showing a route through California, Nevada, and Arizona, with a 'Route distance: 1185km' and 'Suggested Time: 1-2 weeks'. The main content area has a sub-header 'Sun, desert landscapes and outdoor adventure' and a paragraph of text: 'California, Nevada and Arizona have always been synonymous with adventure. This part of the United States maintains an aura of unlimited possibilities and untamed wilderness. Experience it for yourself on a road trip that will take you across beautiful beaches, vibrant cities and natural wonders that you can't find anywhere else. What to bring: A study pair of hiking boots, plenty of water, and camera for all of the beautiful views!'. A blue circular marker with '01' is visible on the right side of the page.

Bookmark Pages

Features include:

- Saved articles from across the site
- Tap *heart* to save
- Generates unique URL for sharing and promotion
- Content pinned on map
- Allows for easy addition or removal of stories
- Serves users cookies to save bookmarks

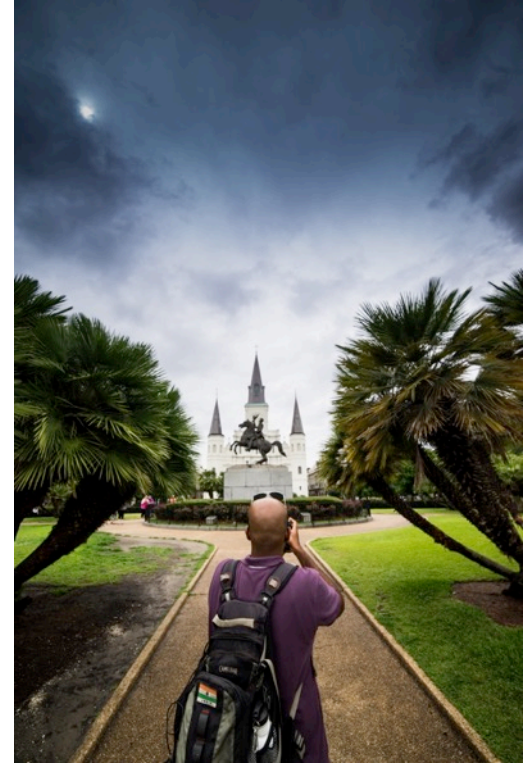
The screenshot displays a travel website interface with a navigation bar at the top containing 'Destinations', 'Trips', and 'Experiences' menus, along with search and heart icons. The main content area features a grid of bookmarked items, each with a representative image and a close button (an orange square with a white 'X').

- Experience:** The Finger Lakes of New York State: A Fun, Family Holiday. Image: A woman walking on a sidewalk in a town.
- Trip:** Southwest Landscapes. Image: A car driving on a scenic road with people waving.
- Experience:** Denver, Colorado: Incredible Day at Red Rocks Park & Amphitheatre. Image: A large crowd at an outdoor amphitheatre.
- Experience:** Punta Gorda/Englewood Beach, Florida: 5 Dream Beaches and Islands. Image: Beach chairs on a sandy beach.
- State:** Texas. Image: A boat on a canal at night.
- Destination:** Kissimmee. Image: A sunset over a body of water.

Each item includes a 'Show more' link with a dropdown arrow below the image.

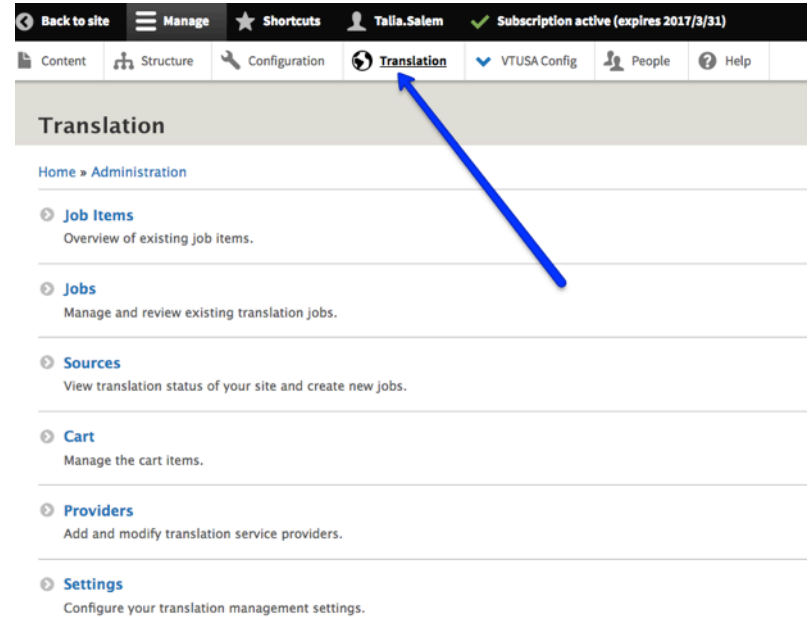
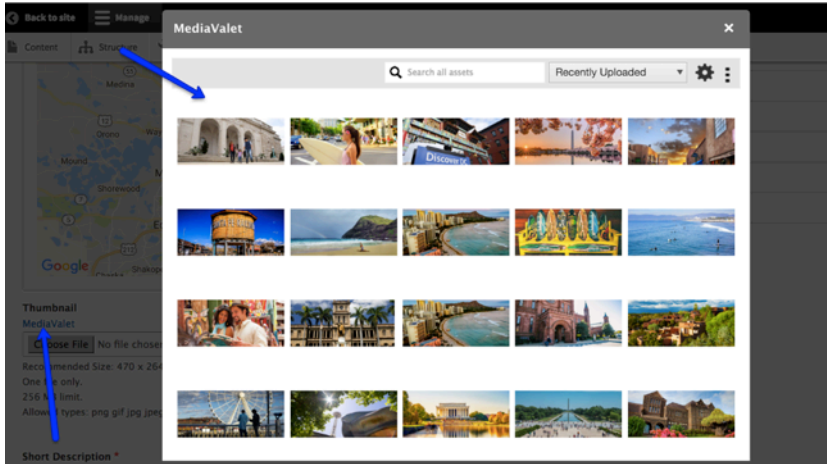
Content Migration

- Migrated thousands of pages across 15 sites and 8 languages
- Content is being updated every day
- Content creation and optimization is ongoing
- All updates will be completed in April
- Please send questions to socialmedia@thebrandusa.com



Website Technology Integrations

- UGC content via Tint
- Language Connector
- Integrated DAM



Vital: Visual Storage & Retrieval

Now

- Organization by Folders
- Consistent Tagging System
- Permissions
- Speed



mediavalet™

How to use the DAM:

- Organize
- Store
- Catalogue
- Track usage rights
- Collect visuals
- Share visuals
- Manage brand identity



New Content Strategy

Content & Context

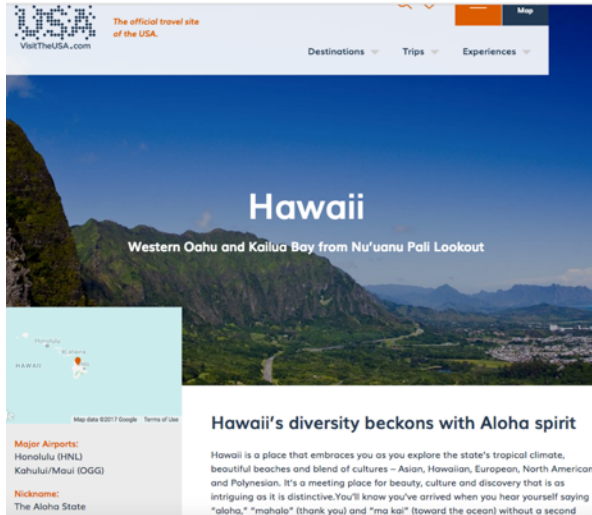


VisitTheUSA.com

Content Development: Next Level

Reimagine our content in the eyes of our consumer

- Compelling articles that sell the experience of that place
- Key information at your fingertips
- Articles that tap into passion points
- Storytelling across media formats
- Updated video styles to suit platform changes



Say aloha to adventure and relaxation on the Hawaiian Island of Oahu.



New Calendar Approach

- Integrated content calendar across platforms
- Targeted by persona/market interest
- Support and amplify partner programs
- Native to each platform



New FY17 Calendar

Month	October	November	December	January	February	March	April	May	June	July	August	September
Brand Campaign	See How Far You Can Go											
Tone	Discovery			Go			Possibility			Freedom		
Theme	Neighborhoods, Cities, Towns			Arts & Entertainment			Road Trips			Great Outdoors		
Objective	Promote hidden gems to demonstrate that there is more available in the USA that you might have thought			Leverage the pop culture strength of the USA to generate interest			Showcase a broad range of travel possibilities (destinations/experiences) accessible via car			Use iconic destinations to spark traveler curiosity to want to see live		
SHFYCG	Invite travelers to discover their own unique finds in off-the-beaten-path locations			Emphasize the spiritual/emotional journey associated with experiencing art and culture			Encourage travelers to fully explore the areas they visit ("far" isn't only about distance)			Highlight the spiritual aspect of connecting with nature		
Partner Value	Work with partners to show experiences outside of the obvious ones they are known for			Connect partners with highly recognizable talent and entertainment/cultural events			Drive visitation to proximate locations outside major hub destinations			Create content that features unique USA landmarks/geographies and experiences to be had		

Quarterly Deep Dive

Tone: Go

Theme: Entertainment

Ignite
January

Entertain
February

Guide
March

Sample February Content: Entertainment



- Persona: Excite
- Pillar: Cities, towns and neighborhoods
- Moment: The excitement and suspense before the first drop of the largest rollercoaster in Texas.



- Persona: Escape
- Pillar: Outdoors
- Moment: Cross-country skiing with a loved one to your secluded yurt for the weekend. You fall asleep with a view of the stars.



- Persona: Local
- Pillar: Cities, towns and neighborhoods
- Moment: Stepping into a larger-than-life globe to see the world's borders from a new perspective. You take a million selfies in the colorful light.

New Visual Approach

Visuals that move you



VisitTheUSA.com

Emphasis on Imagery

Now

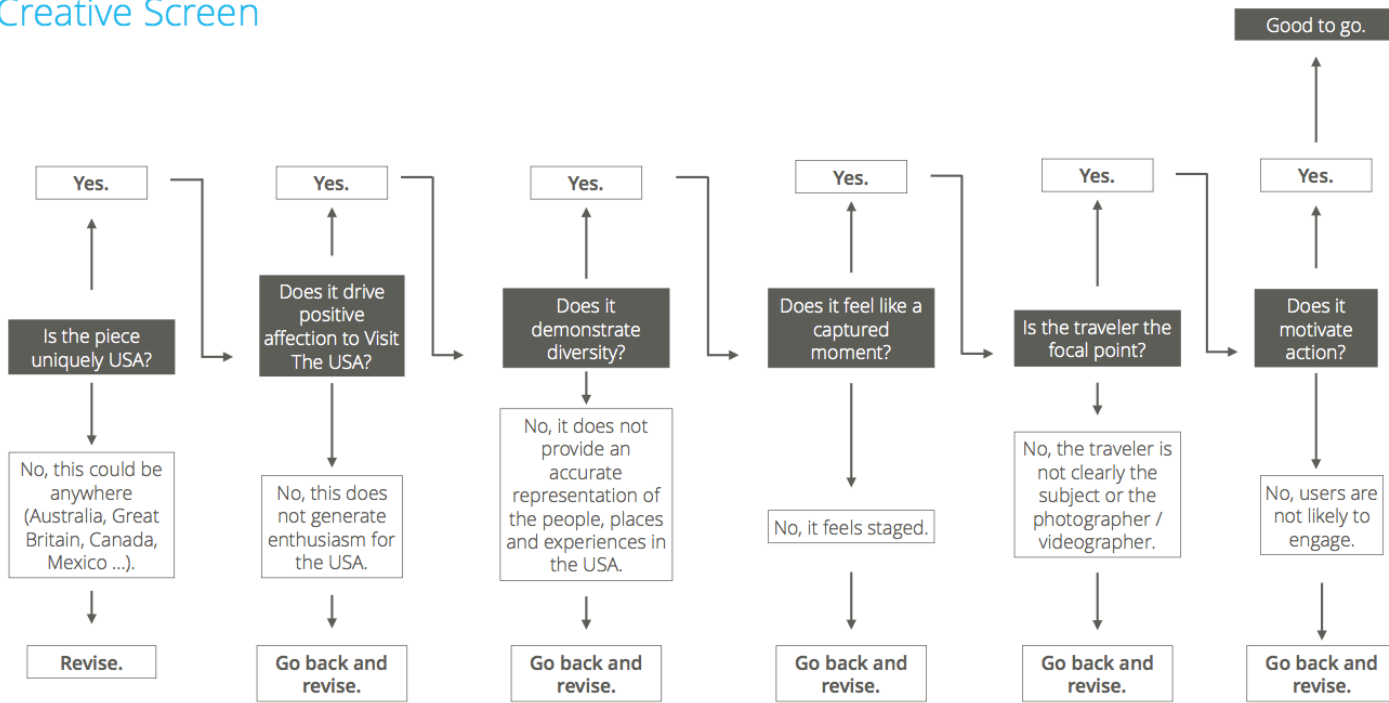
- Reinvent our visual language through immersive visuals that:
 - Possess a sense of place
 - Offer a traveler or traveler's perspective
 - Evoke an emotion
 - Showcase the breadth and diversity of the USA

How

- Curate every image on the website
- Partner with content creators
- UGC integration on website
- Harness new technologies

Uniquely American Imagery

Creative Screen



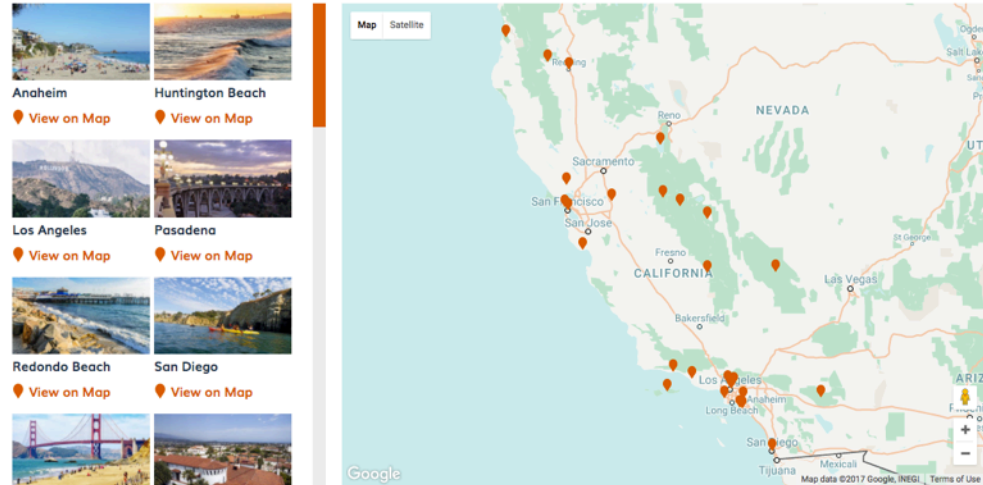
Partner Programs & Opportunities



State & City Program Updates

- New features like Must Sees, Events and Video Galleries
- Dedicated audience development campaigns from your target markets
- Built in on-site promotion
- Ability to promote trade/activation partners for promotions

Explore California destinations



Experience Page Updates

Designed for cities, attractions and other travel partners to maximize the site's contextual content strategy

- Rich visual storytelling through image and video galleries
- Robust cross-linking to destinations and related experiences and trips
- Dedicated onsite marketing and promotion through the homepage and priority placements
- Dedicated audience development media campaigns from your target markets

USA Spotlight



Experience the USA's National Parks on the Giant Screen



Where to See the Total Solar Eclipse in the USA

Explore your ideal journey by interest

Featured Lifestyle Cities & Towns Food & Drink Outdoors Culture & History Entertainment

Trips



Trip - 1-2 weeks
Southwest Landscapes



Trip - 6 days
Pacific Coast Highway Road Trip



Trip - 6 days
Northern Atlantic Coast




Trip - 6 days
Classic Road Trip Through the USA's Great Lakes

View all trips

New: Trip Pages & Road Trips

Itinerary-based content type ideal for regions, states and cities to create and promote regional or statewide trip ideas.

- Fluid design capable of featuring multiple videos
- 4-7 day itineraries with actionable experiences
- Mapping and trip distances
- Dedicated onsite marketing and promotion through the homepage and priority placements
- Dedicated audience development media campaigns

Search all trips 

Topics  Trip Length  Regions 

Featured trips



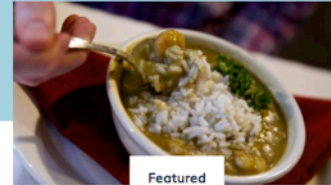
Featured

Trip - 5 days
America's Spirits: Tour the Homes of Bourbon and Whiskey



Featured

Trip - 5 days
Barbecue and Brews Itinerary



Featured

Trip - 4 days
Savory Southern Cuisine

Video Creation and Integration

- Destination-At-Glance Videos
- International Storyteller (Thematic) Videos
- Native Traveler Videos
- Destination Videos produced by Matador
- **New** - Road Trips – ideal for Trips pages
- Special custom options:
 - 360 Videos
 - Animated Reality Videos
- All video programs include dedicated media campaign

September Featured Videos

This month we give you a glimpse of what Hawaii, California, and the Pacific Northwest have to offer. All three locations are a great time to travel as the season changes in the month of September. Work up an



Hawaii Volcanoes National Park: Hiking through Lava Fields and Visit The USA
792 views · 4 months ago

Kauai, Hawaii: Hiking and Ziplining around Waimea Canyon... Visit The USA
380 views · 4 months ago

Hawaii Bucket List: 3 Extraordinary Outdoor Visit The USA
301 views · 4 months ago

360 Degree Videos



Take a 360 Degree Spin in Santa Barbara Visit The USA
634 views · 3 months ago

Experience Los Angeles in 360 Degrees Visit The USA
1,994 views · 3 months ago

360 Degrees of Grand Canyon Splendour Visit The USA
1,743 views · 3 months ago

Flavours of the USA




Flavours of the USA: Colorado

Flavours of the USA: 3 Must-try

Oregon Bounty: Portland's Foodie



A person with long hair, wearing a dark tank top and shorts, stands on the edge of a large, dark rock. Their arms are raised in a 'V' shape, silhouetted against the bright sunset. The background shows a vast landscape of rolling hills and valleys under a sky with scattered clouds, illuminated by the golden light of the setting sun. The overall mood is one of triumph and appreciation for nature.

Questions
&
Thank You!

USA

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