



VisitTheUSA.com

Brand USA

ESTO 2019 – Destination Day Luncheon

August 19, 2019



How We Market the USA

Brand USA's core strategies to increase international visitation, spend, and market share for the United States include our consumer-focused USA Campaigns, trade outreach, and cooperative marketing programs that, in total, promote the United States in its entirety while adding and creating value for our partners.



Global Consumer Campaigns



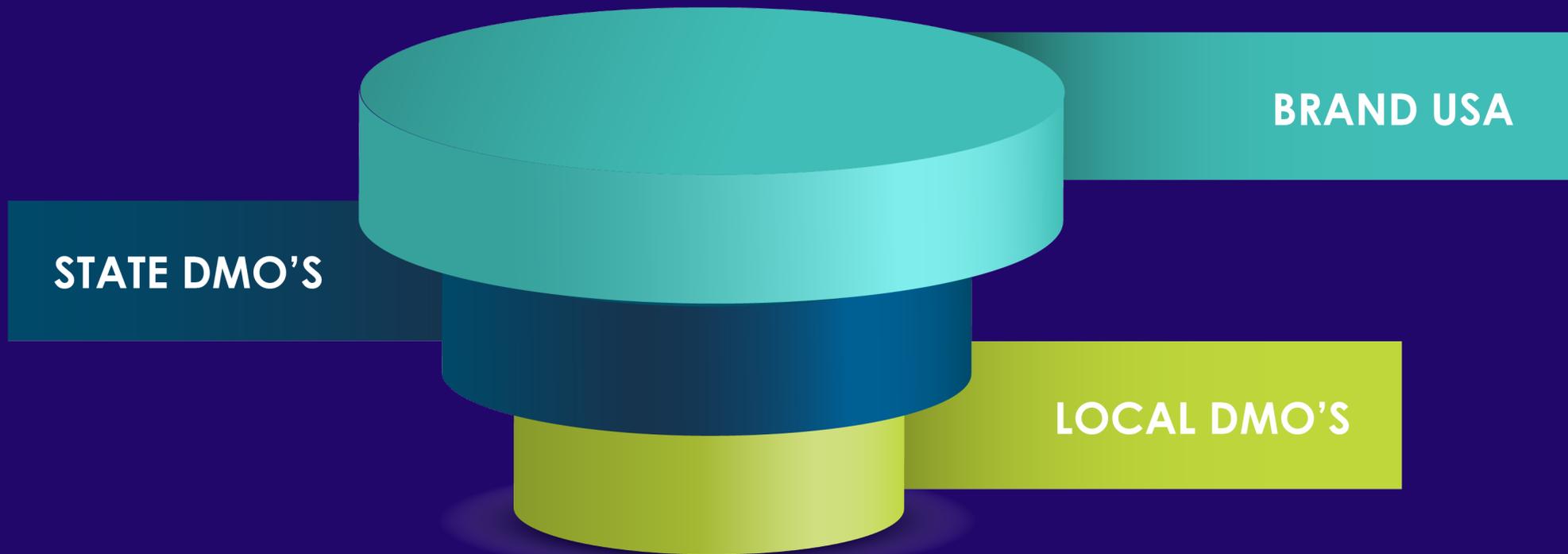
Travel Trade Outreach



Cooperative Marketing Programs



Brand USA's Role



Integrated Marketing

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
and trade PR

Storytelling through many voices

Give a voice to real travel experiences within the USA

Create urgency and provoke “travel dreaming” by highlighting first person storytelling & perspectives

Lend authenticity to our communications, as well as creating a sense that there are many United States

Incorporate and build on our foundational **value proposition** (proximity), **competitive edge** (possibility) and **tone** (welcome)

Our content strategy will focus on curating individual voices that each express a particular point of view and place of interest.



Who are the Many Voices?

Locals

A place is defined by those who live there, who have explored its culture, roads and trails like no other and can welcome and inspire.

Category experts

Travelers look to category experts like journalists, hoteliers, cabbies and others to inspire their travel decisions. We will use them to guide our community.

Visitors

To travel is to know and the past visitor now becomes the storyteller and the evangelist for travel to the USA.

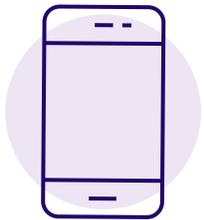
Creative class

We will amplify creative voices to show America as it hasn't been seen before via musicians, writers, photographers, artists and poets.

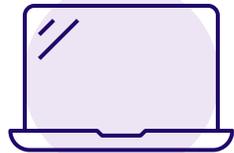


Screen strategy and storytelling platforms

Mobile



**Laptop/
desktop**



**Smart
TV**



**Digital
OOH**

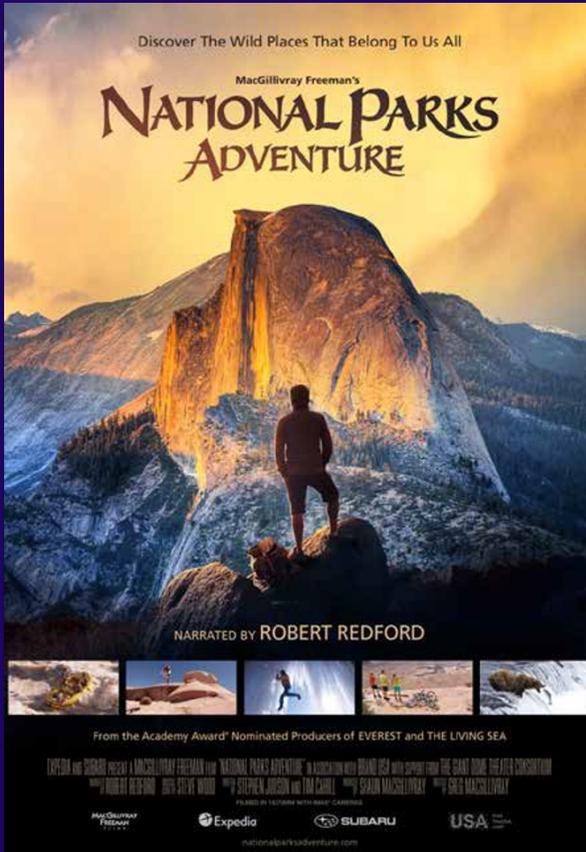


**Giant
screen**



“From mobile to giant screen and everything in between”

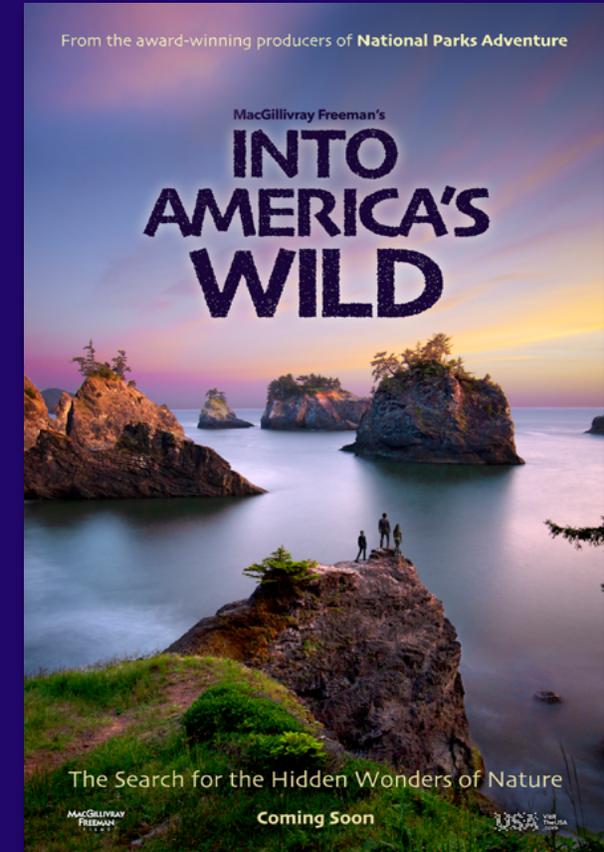
Giant-Screen Films



Launched in 2016



Launched in 2018



Launching in 2020



Multi-Screen World Evolving

1 in 3 consumers say they no longer have cable TV or never did.

6 out of 10 people prefer video platforms to live TV.

By 2025, half of all viewers under the age of 32 will not subscribe to a pay TV service.

80% of TV sales are now for Internet-enabled, interactive TVs.

Source: [Think With Google "Video Trends"](#)



GoUSA

Because every place has a story.

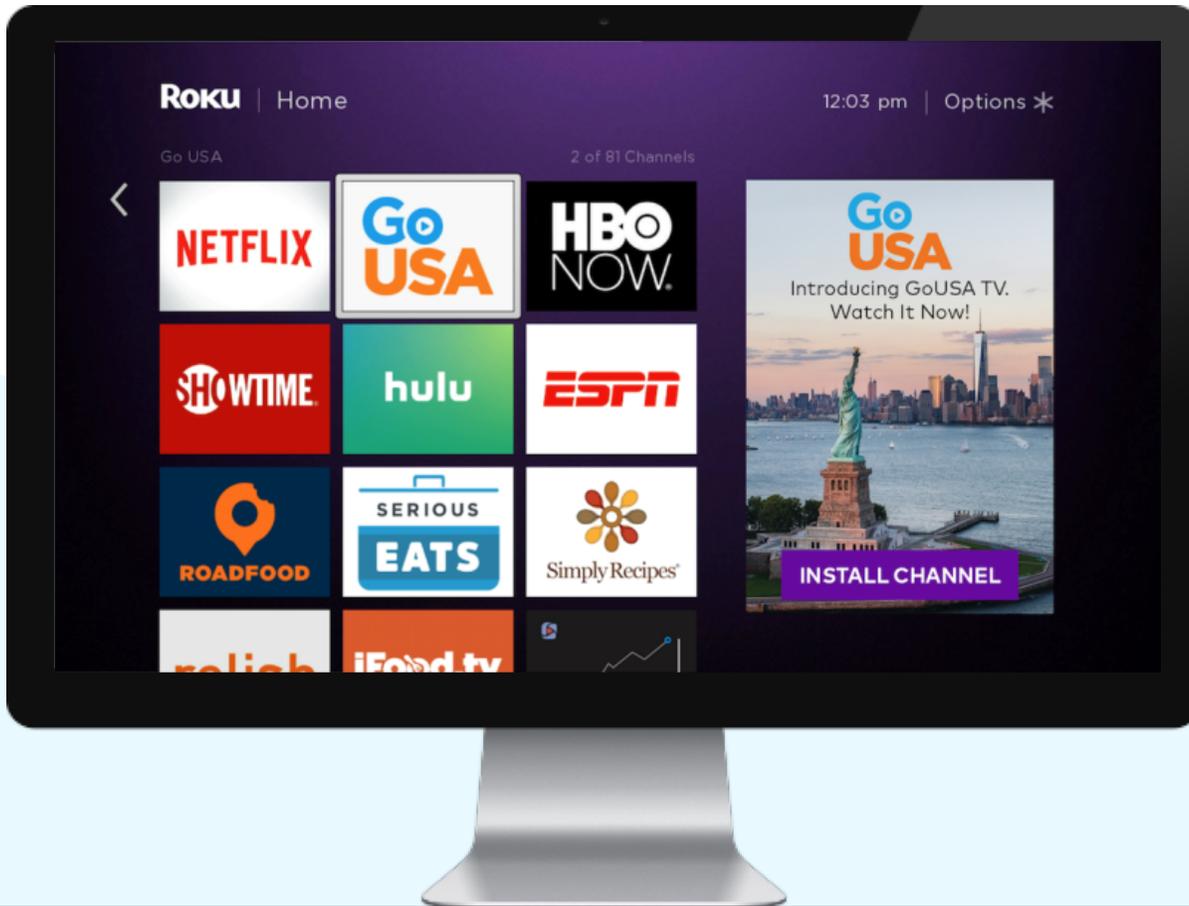
Introducing the new GoUSA TV. The premier travel entertainment channel, available at your fingertips with no subscription, no fees and no logins required.

Watch full episodes, documentaries and films, told from the diverse perspectives of real people across America.

Download. Escape. Explore. GoUSA TV.



GoUSA TV



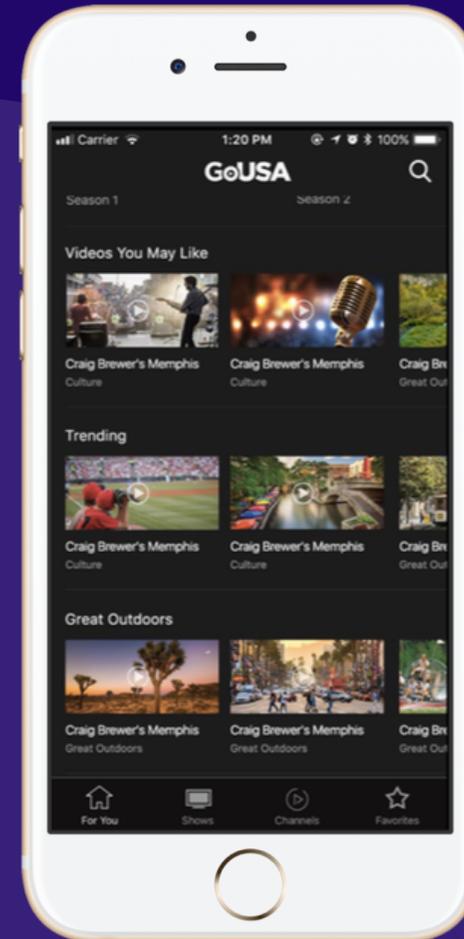
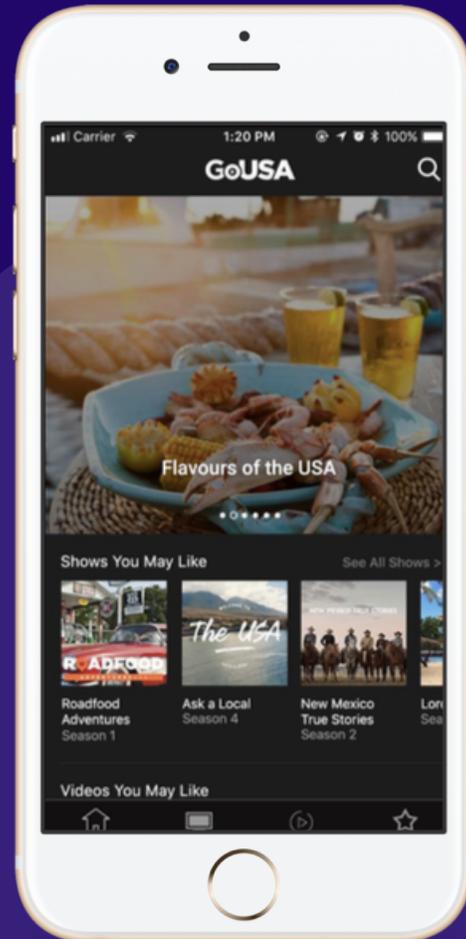
Inspire travel through
entertainment

Curate entertainment-driven
storytelling with a distinct
sense of place

Be the go-to channel for
content featuring U.S.
destinations



GoUSA TV Mobile App



Brand USA Core Storytelling Campaigns

Ask A Local



Hear The Music



United Stories





UNITED STORIES



Take the scenic route. Stop for storytellers.

Sing your heart out. Relax. Enjoy.

We are the USA. A collection of places and experiences whose spirit is found in its diversity. We're here to show you that behind every mountain, every skyscraper, whether on the fast lane or a country road, there are many voices who are happy to guide you.

We are the United Stories of America.







Campaign Influence



FY19 #UnitedStories
Influencers: **18**



FY19 Trips: **26 Destinations**



FY19 Video Creation: **244**



FY19 Image Creation: **260**



VIDEO STORYTELLING AWARD



Award Recipients

Destination DC

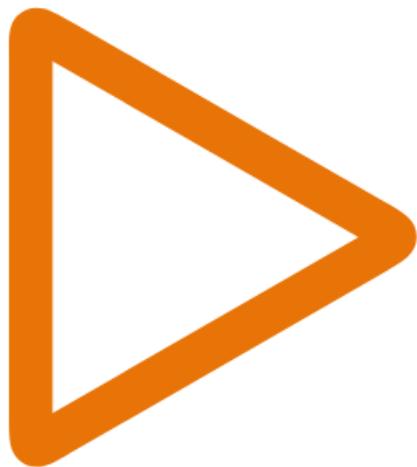
Video Series > Washington, DC: "The Arts District, Washington, DC"

The best way to tap into one of the country's most creative communities is to hear from the creators themselves. From colorful street murals and awe-inspiring exhibitions to stage productions ranging from hometown favorites to Hamilton, the nation's capital is overflowing with artistic experiences.

New Mexico Tourism & Travel

Video Series > New Mexico: "New Mexico True Stories"

New Mexico is a haven for the unexpected. A place for those who seek to follow their own path. It's an attitude. A way of life. It's adventure in its truest form – from culture to art to cuisine and everything in between – just waiting for you to seize it.





Thank You!

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Consumer

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Travel Industry

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