

Partner Program Overview

June 28, 2018

USA
VisitTheUSA.com

Brand USA



Karyn Gruenberg

Senior Vice President, Partner
Marketing & Strategic Alliances



Tracy Lanza

Vice President, Integrated
Marketing



Cathy Domanico

Vice President, Global Trade
Development





Storytelling



Mobile

Thumb-stopping and snackable content is everything



Laptop/Desktop

Serves as a portal to trip planning with multimedia videos



Smart TV

Caters to "lean back and watch" behavior with personalized playlists



Digital OOH

Connected media delivers engaging, experiential content in situ



Giant Screen

Immerses audiences in longer-form "mini-movies" (thematic)



Connected TV

GoUSA



GoUSA TV

GoUSA TV

GoUSA

GoUSATV





"America's Musical Journey" Overview

- The United States is the world's melting pot. Music is amongst the greatest cultural consequences to come out of this melting pot. Authentic beats and rhythm, thrown together, mixed up and crafted into legendary genres.
- Grounded in the spirit of American music, we'll capture the imagination of global travelers by taking them on a journey of discovery into the beats that have helped power this great nation's heart.
- **Our Goal:** Use music as a cultural lens through which international visitors can discover uniquely American travel experiences in our neighborhood, towns and cities.







Scheduled Film Launches

America's Musical Journey

- Mexico City, Mexico- March 15
- Paris, France- May 30
- Toronto, Canada- June 18
- Lucerne, Switzerland- Fall 2018
- Valencia, Spain- July
- Tokyo, Japan- July/August
- Seoul, South Korea- July/August
- London, UK- TBD
- Melbourne, Australia- November
- Sao Paulo, Brazil- December
- New Delhi/Mumbai, India- TBD
- Stockholm, Sweden- TBD
- Copenhagen, Denmark- TBD
- Berlin, Germany- TBD
- China (multiple cities)- TBD



National Parks Adventure

- Carnival Cruise Ship Horizon- April 1
- Hong Kong Space Museum- June





Global Film Premieres and Consumer Experiential Activations

America's Musical Journey is the flagship platform of a new global strategy around music, culture, and cities.

Experiential Premiere Event Markets

- October 2018: London, UK
- November 27th 2018: Sydney, Australia
- TBD: Beijing, China

Branding and Activation

- Brand Inclusion in Brand USA experiential OOH campaign.
- Street performers representing your destination's music will be used as part of the experiential aspect of the promotion.

Expedia and Shazam Media Integration

Custom events can be developed for other markets





Case Study: Mexico City Premiere

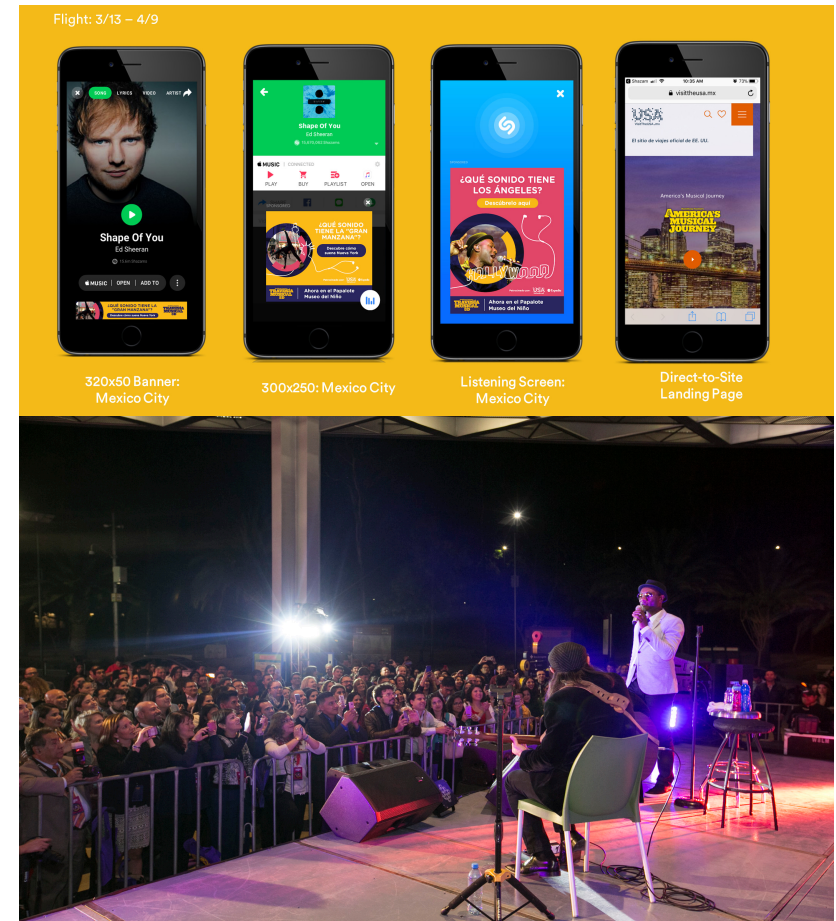
Premiere event attended by hundreds of luminaries including industry VIPs, media, mega influencers, sponsors and travel trade partners.

Consumer Activations

- Interactive digital media campaign in partnership with Shazam enabled consumers to dive deep into America's Musical Journey content via interactive OOH billboards and pop-up concerts that generated over 23.5 million impressions.
- Partnership with mega social influencer Ben Shorts and various micro influencers to generate excitement around the films launch.

PR/Earned Media

- 45 million earned media impressions with an ad equivalency of \$4.4 million dollars.
- Coverage from high profile publications in Mexico such as Rolling Stones, Forbes Mexico and Imagen Television with additional coverage expected.



Music Platform

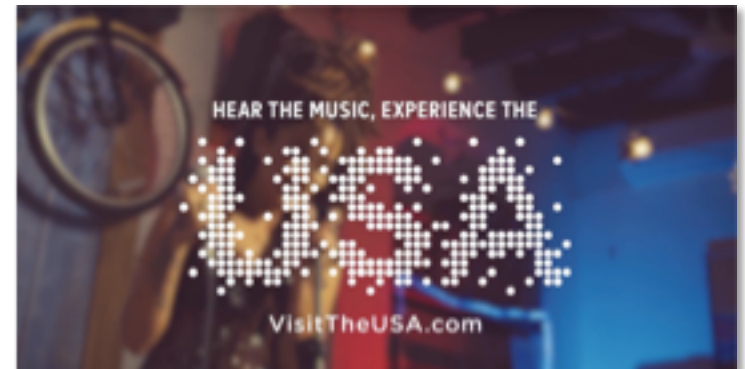
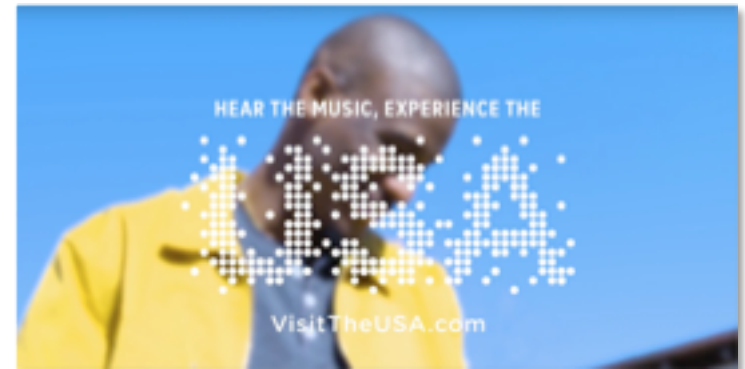




Hear The Music, Experience The USA.

1 song, 5 artists, 5 genres, 5 cities

- On April 9th, we launched "Hear The Music," a multi-platform campaign that builds on the themes we've introduced with *America's Musical Journey*.
- Using the classic American song "Do You Wanna Dance" by Bobby Freeman, we asked 5 different artists to interpret the song in ways that reflect the unique culture of their city.
- Cornerstones of the campaign are the incredible, emerging artists selected to bring the destination sounds to life, each with a deeply personal story to tell about how their city inspires their music.





Hear the Music





American Sound Series

American Sound is a celebration of all the songs, genres, and cities that make American music so unique.

Building on the “Hear The Music” concept, we’ll continue to explore classic American songs and interpretations across genres.

Participating partners will receive

- *Their own “Hear the Music” vignette, plus social media cut downs*
 - *Vignettes will be included in “American Sound” series on GoUSA TV*
- *Promotional spots on GoUSA TV*
- *Additional distribution opportunities available*

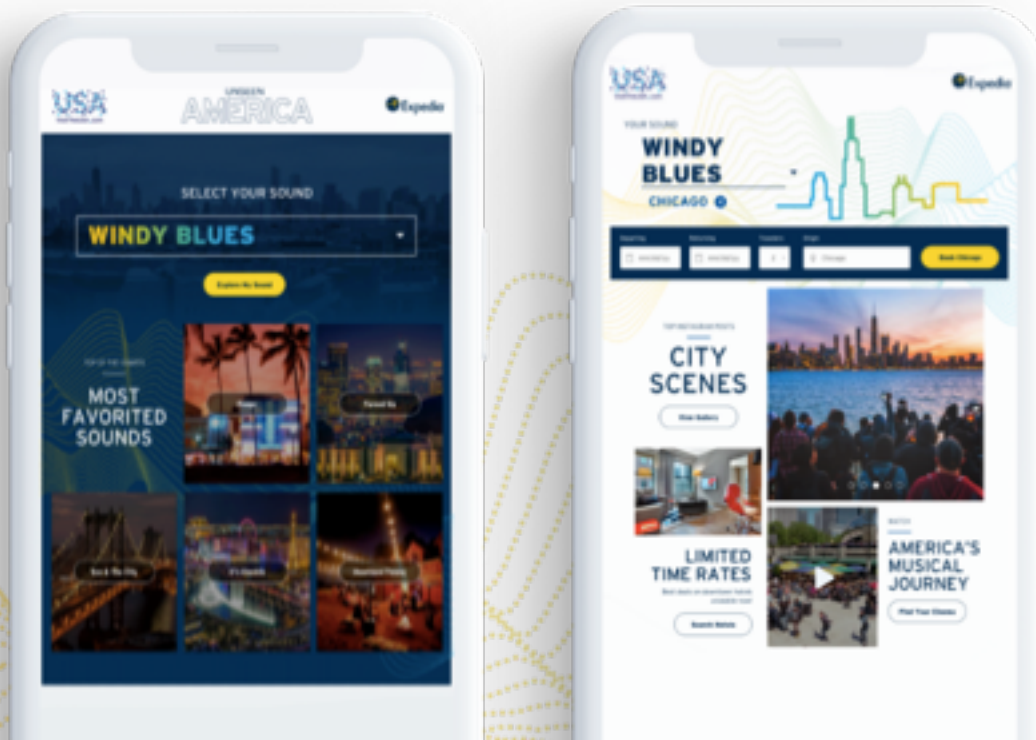




Expedia Co-Branded Initiative

Launched on March 1, 2018, the co-branded, interactive Sound Travels content hub uses immersive binaural experiences to treat travelers to the sights and sounds of the USA.

FY18 Markets include: AU, CA, MX & UK



A Simple, Digital, Browser-Based, Sharable Experience.







Sound Travels Partner Involvement*

- **Campaign Timeline**
 - January – April 2019
- **Markets**
 - Canada, Mexico, UK
- **Media plan where partner destinations would be showcased**
 - Offsite Display co-branded with Expedia
 - Onsite Display (Expedia.com/.ca/.mx/.co.uk)
 - Interactive Experience
 - Offsite Social Media co-branded with Expedia
 - Onsite Social Media (Expedia)
 - Sponsored Content on Sound Travels Content Platform
 - Partner image gallery
 - Partner video gallery
 - Partner articles, events
 - Partner flight, hotel and package deals sourced by Expedia
 - Partner takeover tiles



* Work in Progress and subject to change



Music: Brand USA Originals

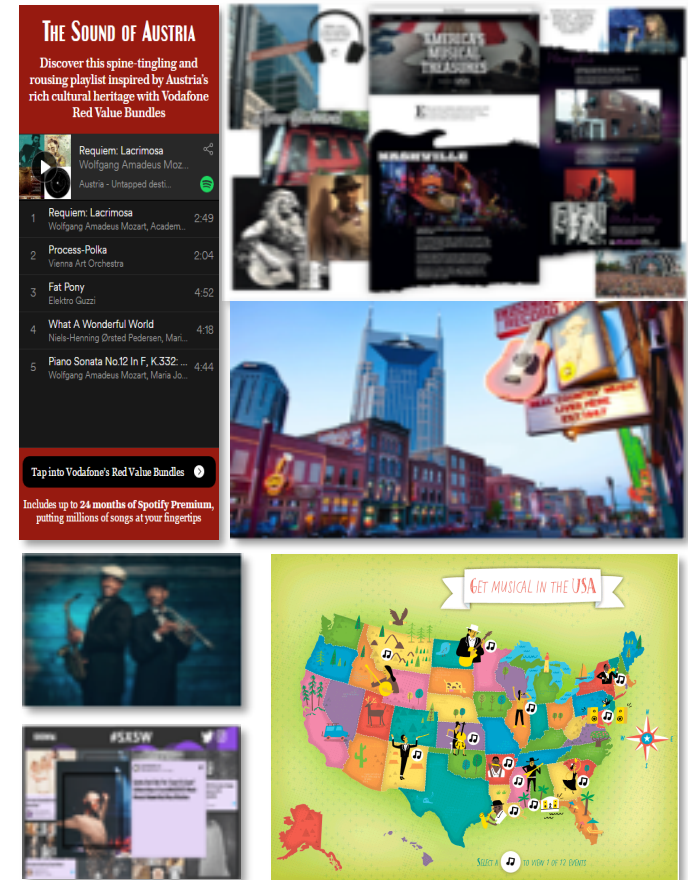
- **Music & Entertainment Content Package with Video and Marketing Campaign**
 - Themed Experience Page on VisitTheUSA.com - 14 market specific sites – including China
 - Three full-length videos (1.5 – 2 minutes) and teasers featuring music, entertainment and culture themed travel experiences
 - Up to 375,000 guaranteed video views (to teaser content) in choice of one market
 - Aligns with Brand USA content strategy using first-person perspective and welcoming message (content created by Miles)
- **Partner content will be amplified via paid, owned, and earned media**
 - Traffic generation using travel affinity/music interest targets and channels
 - **Spotify** – up to 800,000 pre-roll views in one market of choice (AU, CA, DE, UK)
 - **VisitTheUSA.com Traffic Generation** - Promotion on site and 4,000 clicks driving to content
 - **\$2.7MM** in Brand USA consumer marketing support (digital & social) for audience generation





Brand USA Originals: Other Music-Focused Programs

- **Multi-Channel program extension**
 - Inclusion in music content feature in multi-channel print/digital inserts with targeted distribution
 - Markets include: AU, CA, DE, UK
(Fall 2018/Winter 2019)



The Telegraph
News UK





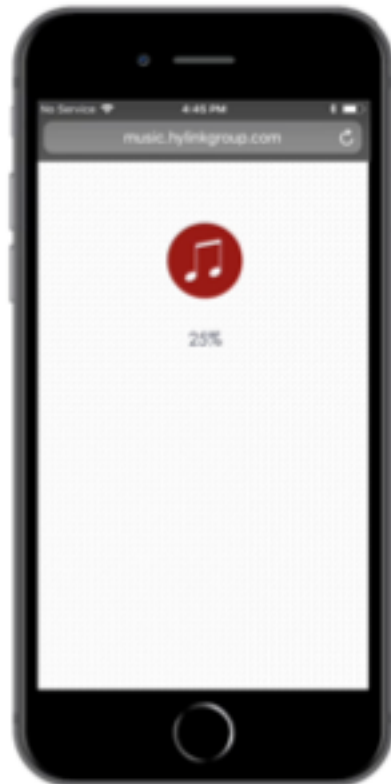
Wander to The Rhythm

乐行其中 玩转美国

● VINIDA x 底特律 / ● YAKSA夜叉 x 奥斯汀



Wander to the Rhythm



Game Mechanism

Opening Screen



Wander To the Rhythm
Explore All Around the USA
CTA: Start Your Musical Journey

Selects City



Detroit -- Hip-pop
Wake Up! It's time to have some real fun!

(Swipe To Switch Among Cities)

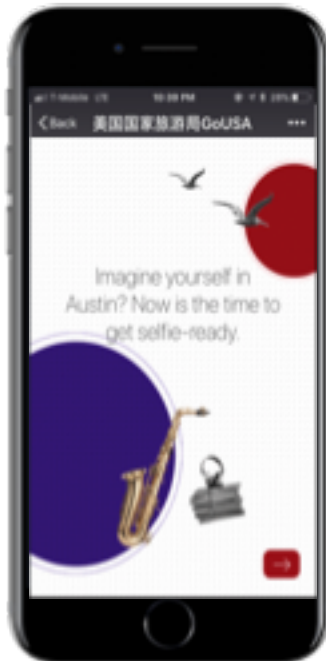
Austin - Live Music
Lit Up to Turn Over the Rooftop with Live Music!



Featuring Partner Destinations

Game Mechanism

Selfie Function



After you click on the city of your choice, this screen shows up to tell you that you will be taking a selfie



Customized Stickers for Participated Cities

Place Stickers



Custom Sticker Packages for Each Destination

Game Mechanism

Opportunities to Learn More

Learn More
Link out to
Detroit/Austin
GoUSA campaign
page



Share
Click share to
post on your
WeChat

Share on Social

Wander To the
Rhythm:
Heavy Rock To
Go with Austin!
Come and Start
Your Musical
Journey!

Forward to
Friend
Add to My
Favorite
Save Photo





Brand USA Originals



GoUSA TV: The next Culinary Series

- **Roadfood**™ guides eaters to the best local restaurants and hidden gems in America, celebrating regional dishes from coast to coast.
- **Roadfood**™ builds on the success of our “Road Trip” series, which is some of the most highly-visited content across all of our platforms and in all of our target markets.
- 8-12 minute episode to live on GoUSA.TV and VisitTheUSA.com
- Includes global social distribution of episode cutdowns
- Guaranteed distribution and video views through GoUSA TV





Multi-Channel: 2018 Highlights

Introduced Facebook Carousel Ads

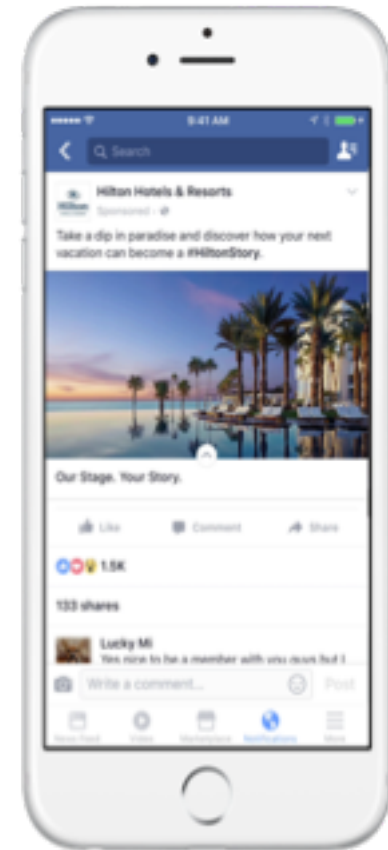
- Over **1.71 million engagements** with partner content
- **Average Carousel CTR — 1.7% —** exceeding benchmark performance of 0.27%

Full transition to Expedia for activation and media promotion

- More than **92.3 million impressions** served
- **\$35.1 Million** in measured hotel revenue bookings post-view/click

2019 Activation and Reporting

- Establish KPI's and provide measurement against industry benchmarks
- Re-purpose existing content assets wherever possible





Multi-Channel Markets

- **Australia**
 - Fall: Oct-Nov 2018
 - Spring: April-June 2018
- **Brazil**
 - Spring: April-May 2018
- **Canada**
 - Winter: Jan-Feb 2019
 - Spring: May-June 2019
- **China**
 - Fall: Sep-Nov 2018
 - Spring: May-July 2019
- **Germany**
 - Fall: Nov-Dec 2018
 - Spring: April-May 2019
- **India**
 - Winter: Feb-March 2019
- **Japan**
 - Spring: April-May 2019
- **Mexico**
 - Spring: Feb-May 2019
- **UK**
 - Fall: Oct-Nov 2018
 - Winter: Jan-Feb 2019



2019 Global Inspiration Program



- Integrated, turn-key top of funnel global program with enhanced, measurable results
- Increase value with smarter print distribution and expansive digital reach
- Detailed metrics to show performance and ROI
- Immersive digital content experiences through new mobile-first creative units
- Better reach/engagement of content in partner-specific markets



Video Opportunities

- **Destination-At-A-Glance:** a series of short, energetic and candid videos
- **Road Trips:** a series that reflects the way international travelers explore
- **Themed Content Package:** authentic, experience-focused, longer-form video





VisitTheUSA.com

Brand USA Originals

Visit The USA in-language sites are designed to inspire international visitors and travel influencers to choose U.S. travel destinations, travel providers and experiences. Partners have the opportunity to feature content on one of the following pages:

- City and State Pages
- Experience Pages
- Trips Pages

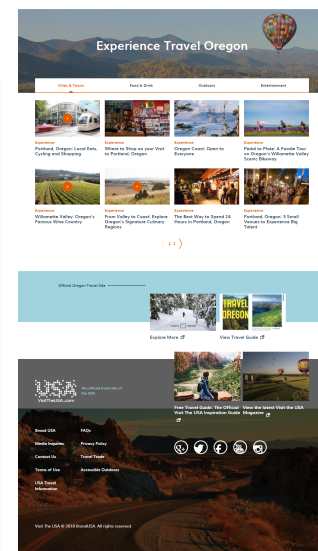
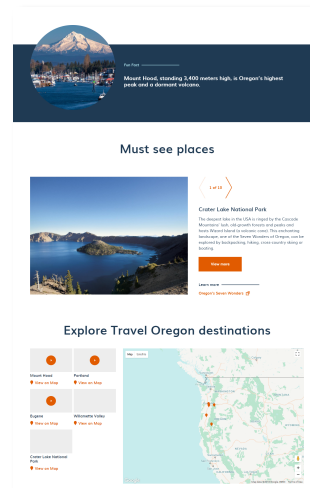
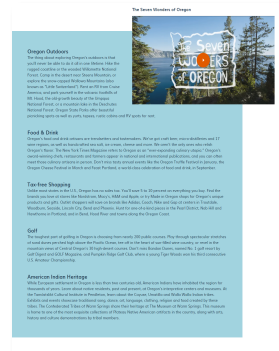
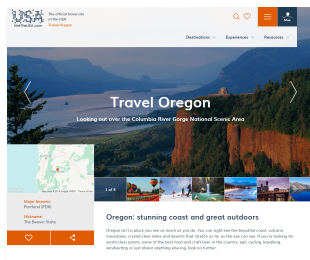
****Visit The USA now includes China!**





VisitTheUSA.com Dedicated Subsites

- Extends your destination's international content reach beyond your own channels (in 8 languages and 15 market-specific sites)
- Includes 100% turnkey content creation, translations, hosting, and technical maintenance
- 100% share of voice for subsite content
- Includes guaranteed traffic generation, and offers additional add-on media opportunities





China



Programs To Be Continued



CTRIP

Fall & Spring Campaign

Ctrip fall & spring campaigns promote peak Chinese holiday travel seasons such as **Golden Week**, and **Chinese New Year**.



Brand USA's fall campaign received **162 million** impressions and generated **1.2 million** total PAX



USA Pavilion:
50 million impressions in 3 months

Single's Day:
\$42.4MM total sales generated

55X ROI



FLIGGY

Single's Day & USA Pavilion

In addition to Singles Day, having a presence on **USA Pavilion** can help destinations receive high exposure and convert more bookings



MAFENGWO

Editorials

Mafengwo editorial is the ultimate place to enhance Chinese travelers' understanding of the destination



Brand USA's 6-month campaign promoting US destination guide garnered **4.3 million** impressions and **70k+** clicks



Brand USA's CNY campaign achieved **12 million** impressions and **118K+** clicks in one month.



BAIDU

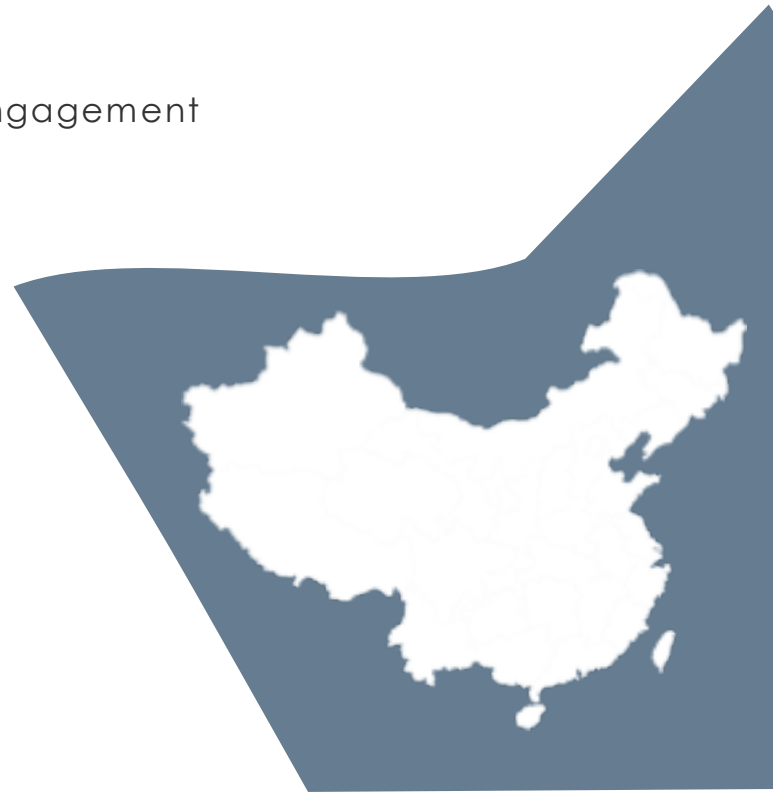
Baidu Search

As one of China's leading search engines, Baidu's technology encompasses a mature algorithm that will increase your brand's audience, site traffic and desired goals



China Partner Plans

- **Wander to the Rhythm**
- **GoUSA + Owned Social**
 - All FY19 packages will include media driving engagement with posts/content
- **Multi-channels**
- **Influencer Campaign**
- **Baidu Search**
- **OTAs and OTPs**
 - Ctrip, Fliggy
 - FY19 programs available Summer 2018
 - Package tiers similar to FY18 programs
 - Fliggy Singles' Day (11/11/18)





China Partner Plans

Ctrip:



- OTA platform
- For FY19, Brand USA partner packages will focus on campaign pages because they are the most effective at driving conversion.

Fliggy:



- OTA platform
- For FY19, Brand USA will participate in Singles Day (11/11) again. Brand pavilions are no longer offered by Fliggy.

Baidu:



- Search platform
- For FY19, Baidu will offer Brand USA and its partners a 7% match on all campaigns.



Chinese Influencer Campaign: Meet Jessica

KOL: Jessica Beinecke, American-born, fluent in Mandarin

- **Audience and Reach**

- 1.5B Social media impressions on Weibo
- 420K+ followers on Weibo
- 105K Yizhibo followers (China's No. 1 Live Streaming platform)
- On average, 2 million views per video – not pre-roll

- **Audience Profile**

- Chinese millennials, outbound travelers
- Opinion leaders among peers
- Interested in American culture



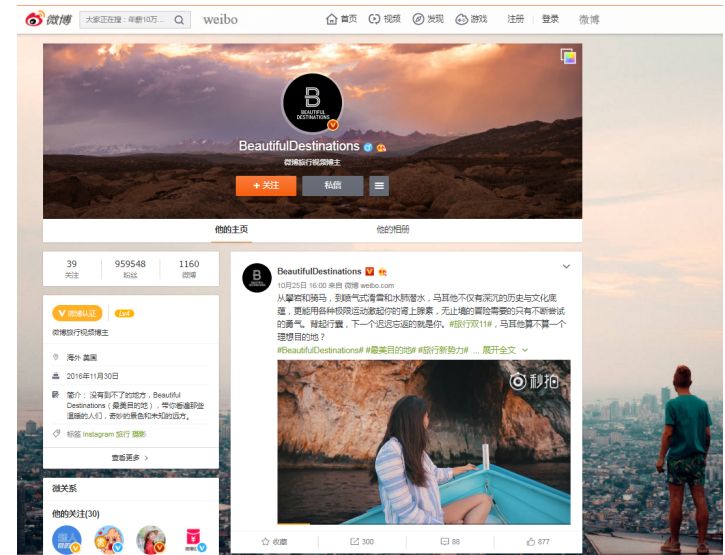
Brand USA amplification through GoUSA.cn, partner service & digital asset management and additional amplification





China Multi-Channels

- Key media channels, exclusive to China, optimize partner brand exposure through all phases of travel planning and booking cycles
- Long-form digital inspiration guide developed in partnership with Mafengwo
- Brand USA channel on iQiyi platform to utilize partner video content created with Beautiful Destinations (re-purpose Spring 2018 content or create new for Fall 2018)
- Distribution of video content on relevant social channels
- Support existing partner promotions with Ctrip





Market Specific



Partner Programs

- **Affinity**

Expedia, Sojern, ADARA,
TripAdvisor, *Essentially America*

- **Global**

- USA Discovery Program
- SEM and Social support
- BBC
- STA
- Thomas Cook
- Sales Missions/Trade Shows

- **Market Specific**

- Flight Network
- Rogers Media
- British Airways
- JCDecaux
- News UK
- NZME
- Newscorp
- Televisa
- *The Telegraph*
- Digital Tour Operator



United Kingdom: News UK

The News UK/Brand USA program opportunity will span *The Times & Sunday Times*, *Storyful*. & *Unruly* to include advertorial content, stand-alone travel supplements, rich media and digital creative assets, and advertisements across print, tablet and digital platforms.

Channel(s): Digital, Mobile, and Print

Dates Active in Market: Ongoing



United Kingdom: *The Telegraph*

The Telegraph is the UK's number one quality newsbrand and travel publisher. Partners have the opportunity to reach a readership that is 21% more likely to travel to North America than any other destination.

Channel(s): Digital and Print

Dates Active in Market: Ongoing

The Telegraph



Euronews NBC

Partner with the number one daily international news channel in Europe.

The ten, 6-minute episodes will be hosted by a European musician and broadcast in 10 languages across Euronews' channels. Partners will have the opportunity to promote their destination with 30-sec spots on Euronews.

The episodes will air over a twelve-month period, tentatively scheduled to begin in January 2019 with filming to take place in late summer or early fall.





Global Trade Programs



Tour Operator Digital Co-op Program

- **Objectives:**

- Inspire travel to the USA and specific destinations within the country
- Drive sales through key tour operator & airline partners

- **Pilot program January – May 2018**

- Results to date
 - Bookings: YoY passenger bookings increase of 21% and room nights increase of 24%
 - Average bookings per partner (six partners): 759
 - Engagement: Average interaction rates for the lightboxes was just under 2%, (double the target goal). IAB standard is .07%.

- Tour operators & airline partners as the calls-to-action with click-through to relevant itineraries/ flights and provide matching media

- **Phase 2 Program Launches**

- Fall 2018: UK; 2019: Brazil, France, Germany



USA Discovery Program

- Online travel agent training program
- All Brand USA MegaFam participants are required to complete at least three modules
- Live in UK & Ireland, India, Australia/New Zealand, China, Brazil and global site
- 2018 launches: Mexico, South Korea and Germany
- 29,136 registered agents
- 38,862 badges completed
- Updating reporting process to allow for more frequent updates





Upcoming 2018-2019 Trade Shows

Trade Show	Dates	Trade Show	Dates	Trade Show	Dates
JATA (Tokyo)	Sep 20-23, 2018	Vakantiebeurs (Utrecht)*	Jan 9-13, 2019	ATM (Dubai)	Apr 28-May 1, 2019
IFTM Top Resa (Paris)	Sep 25-29, 2018	Reiselivsmessen (Oslo)*	Jan 11-13, 2019	IMEX (Frankfurt)	May 20-23, 2019
TTG Incontri (Rimini)	October 10-12, 2018	Matka (Helsinki)*	Jan 18-20, 2019	JATA (Tokyo)	Sep, 2019
ITB Asia (Singapore)	Oct 17-19, 2018	BIT Milan*	Feb 10-12, 2019	IFTM Top Resa (Paris)	Sep, 2019
WTM (London)	Nov 5-7, 2018	Showcase USA Italy*	Mar, 2019	TTG Incontri (Rimini)	Oct, 2019
Festuris Gramado (Gramado, Brazil)	Nov 8-10, 2018	Discover America Denmark (Copenhagen)*	Mar 4, 2019	ITB Asia (Singapore)	Oct 16-18, 2019
CITM (Shanghai Year Only)	Nov 16-18, 2018	ITB Berlin*	Mar 6-10, 2019	IBTM World (Barcelona)	Nov, 2019
IBTM World (Barcelona)	Nov 27-29, 2018	WTM Latin America (São Paulo)*	Apr 2-4, 2019	WTM London	Nov 4-6, 2019

Tradeshaw with Brand USA Pavilion

*Organized by Visit the USA Committees

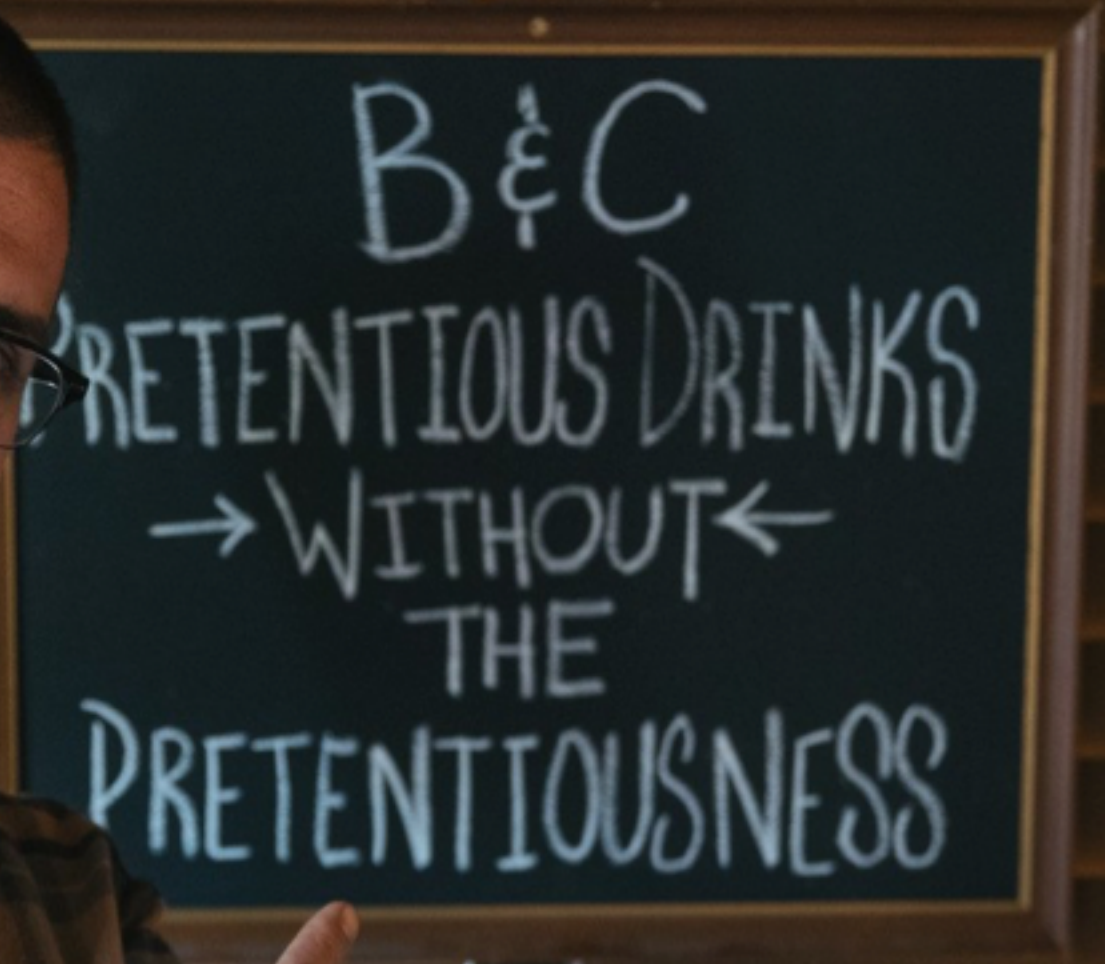


Upcoming 2018-2019 Missions & MegaFams

Sales Missions	Dates
South Korea & Japan	July 9-13, 2018
India	September 23-28, 2018
Taiwan	October 15, 2018
Australia & New Zealand	February 2019
China	March 2019
South Korea & Japan	July 2019
India	September 2019
MegaFams	Dates
Australia & New Zealand	August 16-23, 2018
Ireland & United Kingdom	May 2019



Ask a Local





Ask a Local

Ask a Local gives voice to individual, real travel experiences in the U.S. by highlighting first-person perspectives of locals.

- Uses a documentary-style approach to share amazing travel experiences and points of interest through the voices of U.S. residents.
- Goal: Capture all 50 States, 5 Territories and 1 District by the end of FY2019
- Appeals to international travelers with a desire for authentic travel experiences
- These travel stories will live on TheBrandUSA.com, VisitTheUSA.com, GoUSA TV, YouTube, and shared across corporate and consumer social media channels as part of our always-on content strategy.



Contact Our Team



Erin Setter

Midwest
Texas cities

ESetter@TheBrandUSA.com



Philip Joseph

West Coast
California cities

PJoseph@TheBrandUSA.com



Cassady Bailey

California, Hawaii, Illinois,
Texas, Universal Orlando, Austin, Chicago,
Las Vegas, Los Angeles

CBailey@TheBrandUSA.com



Maria Sheetz

East Coast
Attractions, Corporate,
Retail, Hotels

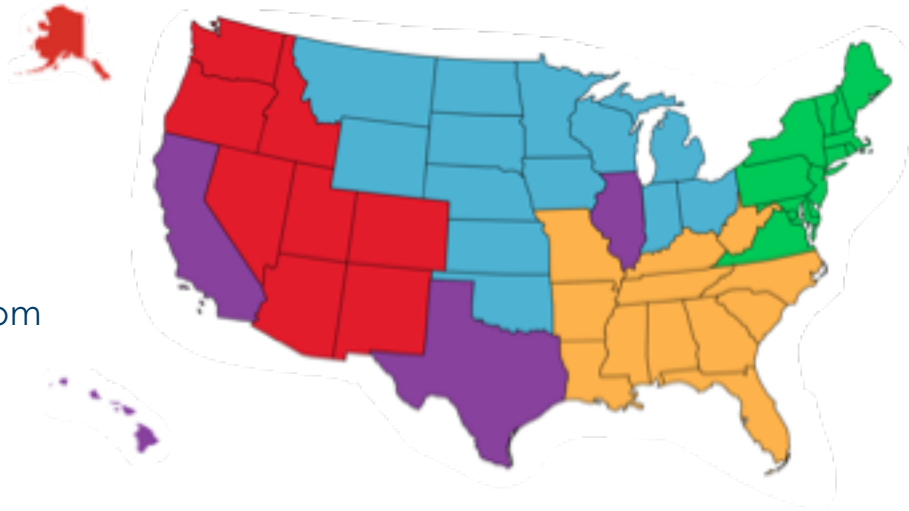
MSheetz@TheBrandUSA.com



Dianne Turner

Southeast
U.S. Territories

DTurner@TheBrandUSA.com



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