



The Value of Brand USA to Tourism Communities

STS 2018 Congressional Summit
on Travel & Tourism

July 18, 2018





TRAVEL FUELS THE ECONOMY

USA
VisitTheUSA.com

Brand USA



2017 The Facts

3.0%

Global GDP growth in 2017 (WTTC)

4.6%

Travel & Tourism GDP growth in 2017 (WTTC)

10.4%

Travel & Tourism contribution to global GDP (WTTC)

313 mn

Million jobs supported by Travel & Tourism (WTTC)

1/10

Jobs on earth are supported by Travel & Tourism (WTTC)

4.0 bn

Air travellers in 2017 (IATA)

1.3 bn

Travellers crossed international borders in 2017 (UNWTO)

U.S. Impact - 2016

2.7% GDP

\$1.54 trillion total output

\$893.7 billion direct

\$646.4 billion indirect

- 7.6 million jobs
 - 5.3 million – direct
 - 1.2 million - indirect



BRAND USA

USA
VisitTheUSA.com

Brand USA

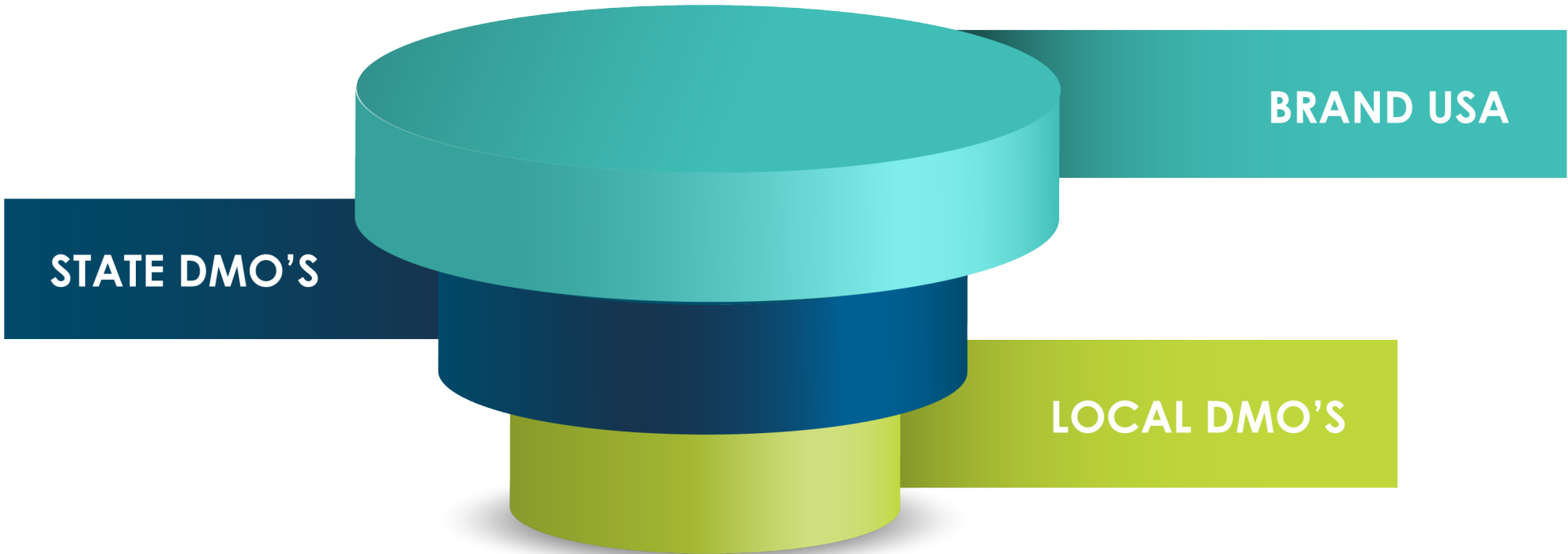
Brand USA's Role in the Travel Industry



Brand USA Statement of Purpose



Three Degrees of Separation



Traditional Marketing and Promotion

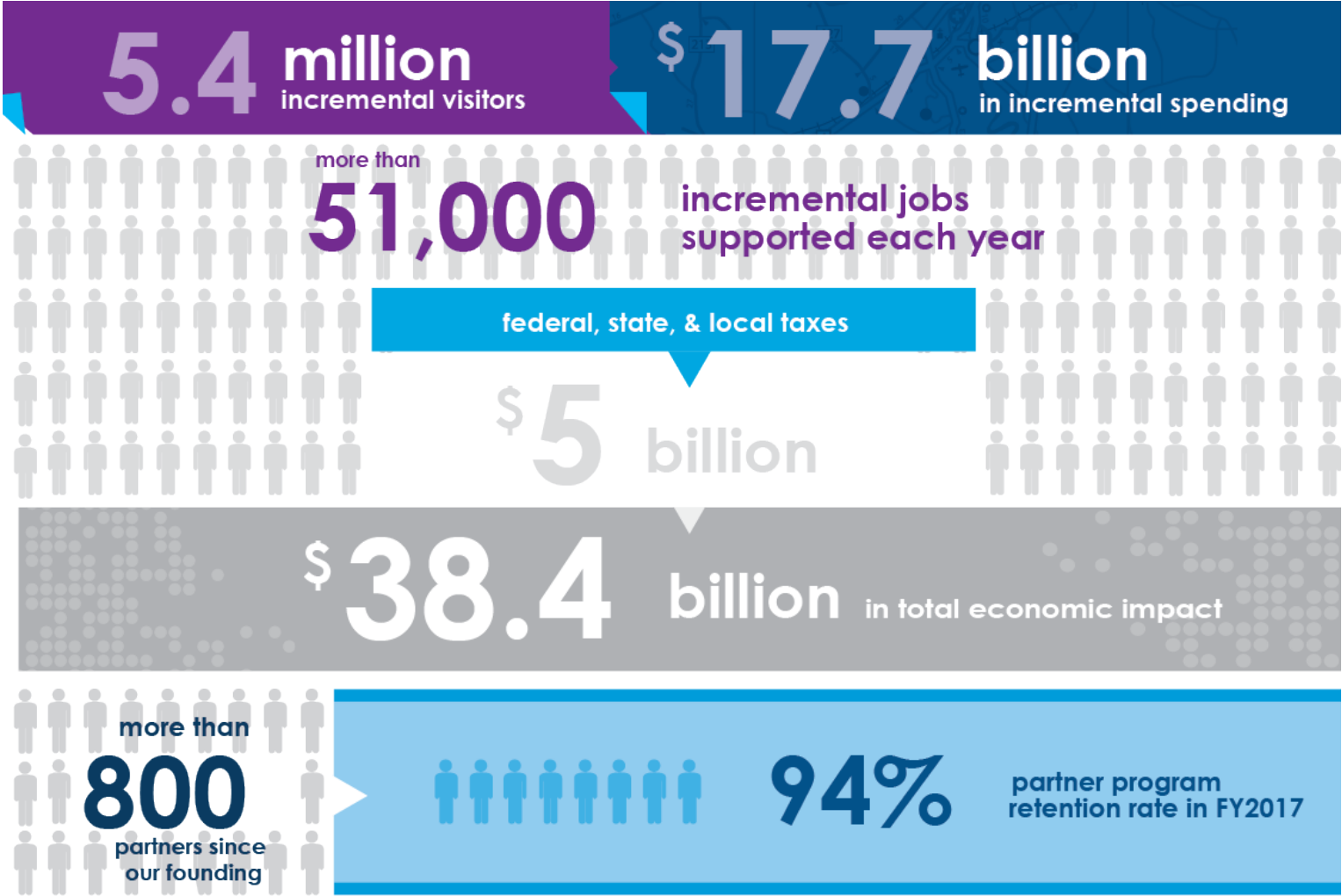
Four MegaFams - 287 International Travel Agents

140 Destinations in 23 States and the District of Columbia

- Consumer
- Travel Trade
- Cooperative



Between 2013 – 2017, Brand USA's efforts have generated...



Brand USA's Role in the Travel Industry

Travel Policy Communications:

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



A photograph of a park at dusk. In the center, a white fountain with a statue on top is illuminated. The fountain has several jets of water spraying outwards. The park is filled with large, mature trees, many of which are covered in Spanish moss hanging from their branches. Several street lamps with glowing yellow lights are scattered throughout the scene, casting a warm glow. In the foreground, there is a paved walkway and a few wooden park benches. The overall atmosphere is serene and beautiful.

STORYTELLING USING CREATIVE, INNOVATIVE MARKETING

“Where travelers once talked about what they saw or did, they now focus more intently on whom they met on the road. There’s a real interest in interacting in a genuine way with other people and cultures.”

— Amy Farley
News Editor, Travel + Leisure



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











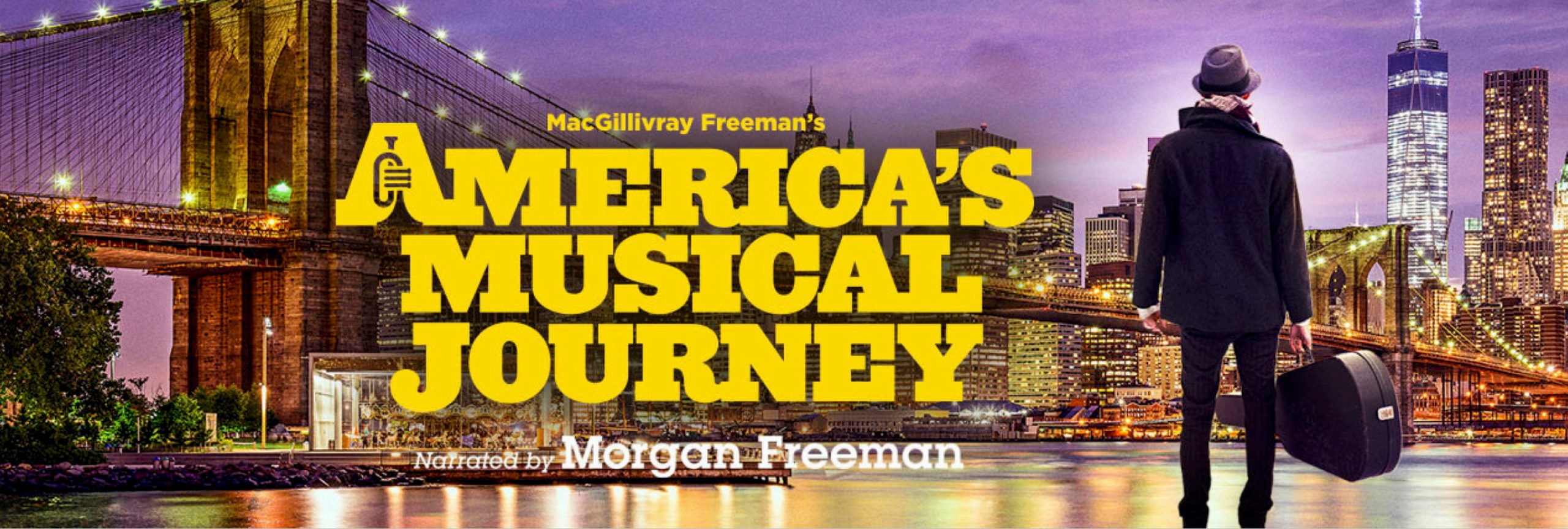
Consumer
PR

A hand is holding a smartphone in a camera application. The phone's screen shows a camera interface with various icons at the top (flash, HDR, focus, timer, gallery) and a bottom menu with options: SLO-MO, VIDEO, PHOTO (highlighted in yellow), SQUARE, and PANO. A large white text box is overlaid across the center of the phone's screen.

“From mobile to giant screen and everything in between”

Core Music Platform / Strategic Integration

MARKETING POSITIONING		<p>The diversity of the USA's destinations, experiences, and people is exciting and unique. The USA offers nearly limitless authentic travel experiences. Visitors to the USA have the opportunity to travel freely throughout the country and explore and discover all the USA has to offer.</p>				
CORE PLATFORM		Music				
COMPLEMENTARY PLATFORMS		<p>Great Outdoors Neighborhoods, Cities, and Towns Arts, Culture, Culinary, Road Trips</p>				
MESSAGE FOUNDATION		Possibility (Promise)	Proximity (Value Proposition)	Welcoming (Tone)		
PLANING APPROACH		Integration, Authenticity, ROI				
PLANNING TOOLS		Research & Analytics Content and Marketing Calendar				
MARKETING SEGMENTS		CONSUMER MARKETING Consumer-driven	PUBLIC RELATIONS Consumer- and Trade-driven	GLOBAL TRADE Trade-driven	COOPERATIVE MARKETING Partner-value, consumer-focused	CORPORATE COMMUNICATIONS Stakeholder-driven
MARKETING INTEGRATION		Storytelling, Educating, Sharing				
OPERATIONAL DRIVERS		Efficiency, Effectiveness, Compliance				



MacGillivray Freeman's

AMERICA'S MUSICAL JOURNEY

Narrated by **Morgan Freeman**

“*A cross-country adventure through the musical heritage of America and the cultural cities where America's music was born.*”

MacGillivray Freeman's

AMERICA'S MUSICAL JOURNEY

See It On The Giant Screen

www.AmericasMusicalJourney.com



Consumer Content Consumption

On The Go



Lean-In



Lean Back



Connected TV






GoUSA

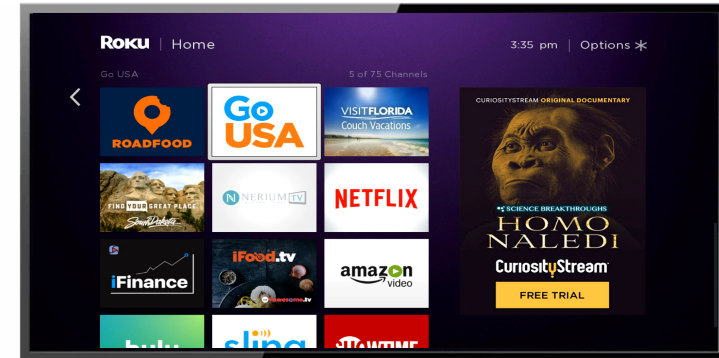
GoUSA TV on Roku, Amazon Fire, and Apple TV

3 Million Views to Date

Country	% of International Views
Canada	24.09%
Europe	20.78%
Mexico	14.38%
India	5.59%
Brazil	3.05%
Japan	2.74%
Australia	1.08%
Colombia	0.55%
Chile	0.28%
China	0.01%
Korea	0.01%

Channel Downloads by Platform

Roku TV		78%
Amazon Fire TV		21%
Apple TV		1%



LIC

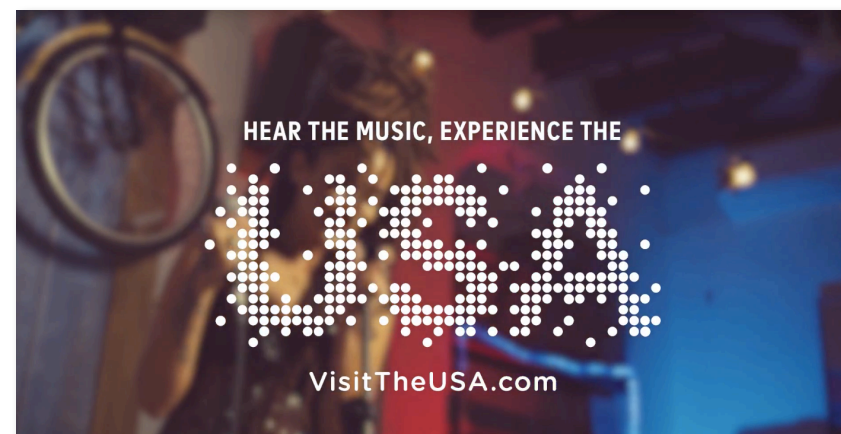
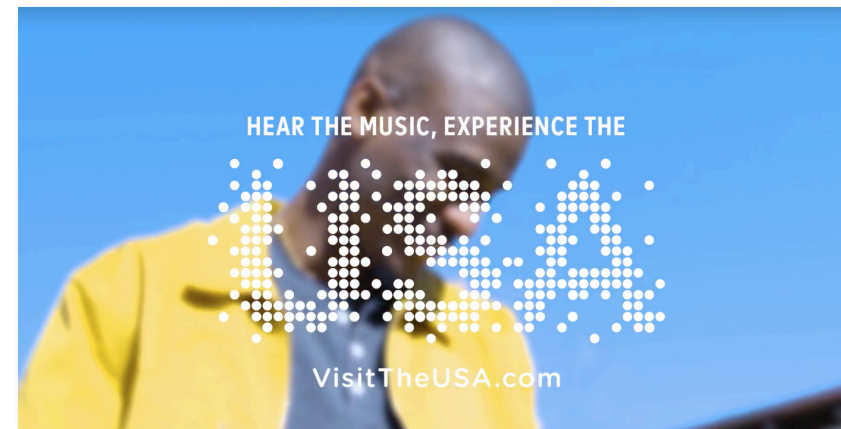
Music Platform: Hear The Music. Experience the USA.

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.

At the heart of the campaign are emerging artists we selected to bring the destination sounds to life, each with a deeply personal story to tell about how their city inspires their music.



Dance

1 SONG





TOGETHER WE ARE MARKETING THE USA!

USA
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Brand USA



Like/Follow/Share

Travel Industry

TheBrandUSA.com



@BrandUSA



BrandUSATV



BrandUSA

Consumer

VisitTheUSA.com



@VisitTheUSA



VisitTheUSA



VisitTheUSA



VisitTheUSA



Available on Roku,
Apple TV, and
Amazon Fire

Thank You

