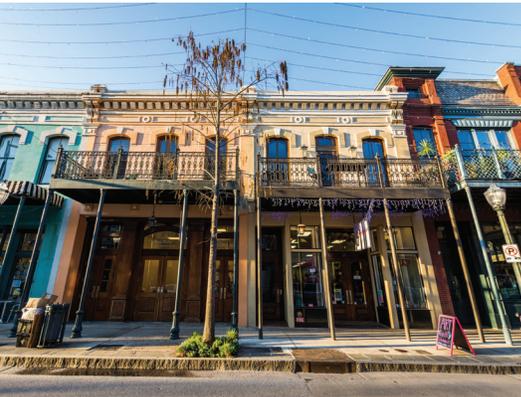


How Brand USA Promotes ALABAMA



Brand USA partners with Alabama to market the state to international visitors with programs in four broad categories: the USA campaigns, cooperative marketing, travel-trade initiatives, and media relations that promote the entirety of the USA to, through, and beyond the gateways throughout the world!

Brand USA Counts Among its More Than 700 Industry Partners These Alabama Organizations

Alabama Tourism Department
Alabama Mountain Lakes Tourist Association
DeKalb County Tourist Association
Florence/Lauderdale Tourism Bureau
Greater Birmingham Convention and Visitors Bureau
Travel South USA



International travel to the south is hugely important because it brings in new dollars to the southern destinations that we wouldn't have otherwise ... and it really encourages getting off the beaten path, which sometimes international travelers are inspired to do and we love that.

Liz Bittner, Executive Director, Travel South USA

BRAND USA IS CURRENTLY PROMOTING ALABAMA TO INTERNATIONAL TRAVELERS THROUGH THESE PROGRAMS:

» **The USA Campaign**

The USA campaign, an array of promotion and advertising messages presented in multiple formats has been fundamental to Brand USA's ability to create broad-based awareness and inspire travel to the United States. Alabama features prominently across these campaigns, including:

- Brand USA features Florence and Muscle Shoals in its *Sounds of the Delta* road trip itinerary.
- Brand USA features Alabama in its Market the Welcome video that plays in embassies and consulates across the globe, inspiring international tourists and extending a warm welcome to them before they reach our shores.
- Brand USA highlights the Hangout Music Festival in Gulf Shores as an "epic three-day beach party" on its list of 5 Must-Do Music Festivals.
- Brand USA includes Alabama and her famous white barbecue sauce as part of its exploration of the "Barbecue Belt", specifically mentioning Saw's BBQ in Homewood and Big Bob Gibson Bar-B-Q in Decatur.
- Brand USA features Space Camp at the U.S. Space and Rocket Center in Huntsville as one of the top seven spots for family fun around the USA.
- Brand USA recognizes Alabama's significant place in the Civil Rights Movement by featuring Birmingham, Tuskegee, Selma, and Montgomery in its itinerary, *Changing the Course of Freedom: A Civil Rights History Tour*.
- Brand USA frequently pushes Alabama digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



\$836

million in tax revenue

\$444

per household in tax savings



179,644

jobs directly or indirectly supported



Please visit VisitTheUSA.com/state/alabama for more examples.

Source: "Alabama Tourism Department Travel Economic Impact 2016," Alabama Tourism Department.

*Data represents FY2016 combined domestic and international visitation.



» Cooperative Marketing

Brand USA promotes travel experiences in the United States to, through, and beyond the gateways and offers approximately 100 cooperative marketing programs that provide a platform for partners of all shapes and sizes to tell their stories to international audiences in compelling ways.

In fiscal years 2016 and 2017, Alabama was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Brand USA video creation and distribution to a global audience
- Brand USA multichannel marketing programs that interact with international consumers through a host of different media in Australia, China, Germany, and the United Kingdom

» Travel Trade and Media Outreach

Brand USA's business-to-business outreach activities connect U.S. destinations and travel organizations directly with key travel trade (tour operators, travel agents) and media in top international markets.

Familiarization Tours

Familiarization tours bring key tour operators and travel agents to the United States to learn about new destinations and develop new product to sell to clients back home. Brand USA's innovative "Megafam" programs bring groups of 50-100 agents at a time to explore different itineraries around the country. Alabama has been featured in:

- 2015:** United Kingdom & Ireland Megafam: Montgomery, Selma, Birmingham
- 2017:** United Kingdom & Ireland Megafam: Theodore, Mobile
- 2017:** Germany, Austria & Switzerland: Birmingham, Leeds, Tuscumbia, Huntsville

Sales Missions and Trade Shows

International sales missions and trade shows are a critical platform in Brand USA's marketing strategy. During these events, Brand USA and participants will meet with tour operators, airlines, travel agents, incentive and meeting planners, and media at a variety of programs and functions. Alabama destinations have participated in:

- World Travel Market (WTM), London
- China International Travel Mart (CITM), Shanghai
- World Travel Market (WTM) Latin America, Sao Paolo
- International Tourism Exchange (ITB), Berlin
- International Tourism Exchange Latin America (ITB), Sao Paolo

About Brand USA

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

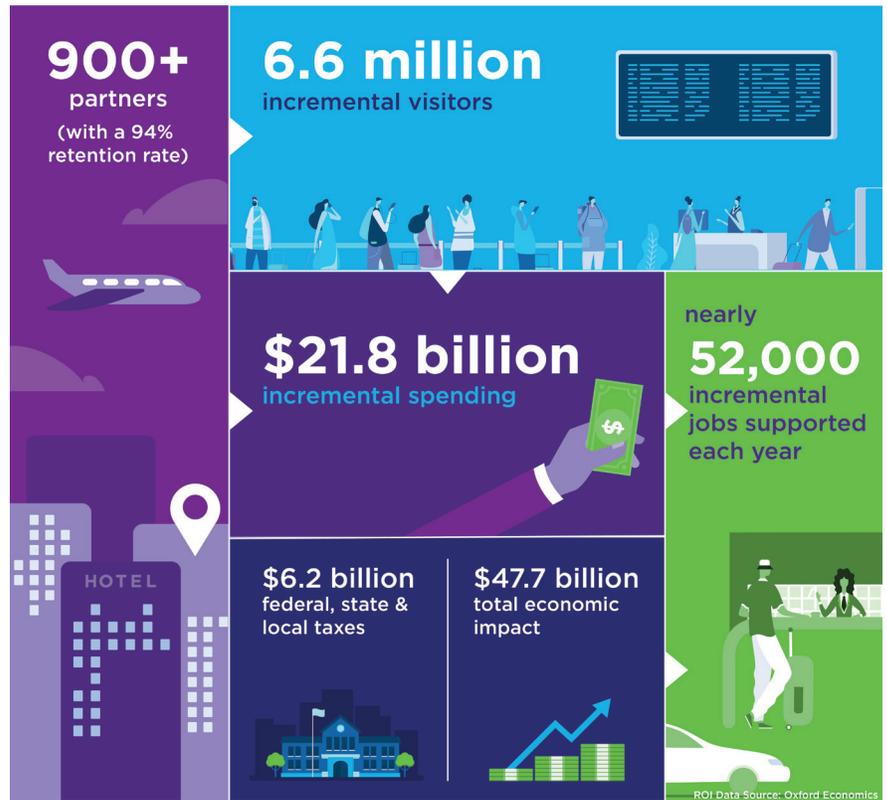
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past six years Brand USA's marketing initiatives have helped welcome nearly 7 million incremental visitors to the USA, benefiting the U.S. economy with \$47.7 billion in total economic impact and supporting nearly 52,000 incremental jobs each year.

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

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



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Consumer Channels

@VisitTheUSA

@VisitTheUSA

@VisitTheUSA

GoUSATV

Corporate Channels

@TheBrandUSA

TheBrandUSA.com