

How Brand USA Promotes ALASKA



Brand USA partners with Alaska 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 800 Industry Partners These Alaska Organizations

State of Alaska
Alaska Collections
Alaska Denali Travel
Alaska Railroad
Alaska Skylar Travel
Alaska Travel Connections
Alaska Travel Industry Association
All Alaska Tours
American Indian Alaska Native Tourism Association
Explore Fairbanks
Fairbanks Convention and Visitors Bureau
GoNorth Alaska Travel Center
Mat-Su Convention and Visitors Bureau
Northern Alaska Tour Company
Visit Anchorage



BRAND USA IS CURRENTLY PROMOTING ALASKA 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. Alaska features prominently across these campaigns, including:

- *National Parks Adventure*, the award-winning IMAX film still playing in theaters worldwide. It was the world's highest-grossing documentary film in 2016.
- Brand USA showcases the natural beauty of Alaska on a unique road trip itinerary with stops at Katami National Park, Anchorage, and Eagle River.
- Brand USA ranks Denali National Park and Fairbanks as two of the best places to see the Northern Lights in the USA.
- Brand USA features the turn-of-the-century mining town, Kennecott as one of the "5 U.S. Ghost Towns You Must See."
- Brand USA encourages international tourists to visit the Alaska Native Heritage Center in Anchorage as a way to learn about the eleven native cultures that make Alaska unique.
- Brand USA features Alaska in its Market the Welcome video that plays in U.S. embassies and consulates across the globe, inspiring international tourists and extending a warm welcome to them before they reach our shores.
- Brand USA frequently pushes Alaska digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT

20,660,800
visitors

\$1.94
billion dollars spent

\$82.9

million in
tax revenue



47,000
jobs supported

Source: "Economic Impact of Alaska's Visitor Industry 2014-15," Alaska Department of Commerce, Community and Economic Development.

*Data represents FY2015 visitation research.



» 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, Alaska was featured Brand USA's official Inspiration Guide, which is translated in eight different languages and distributed across the globe.

» 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

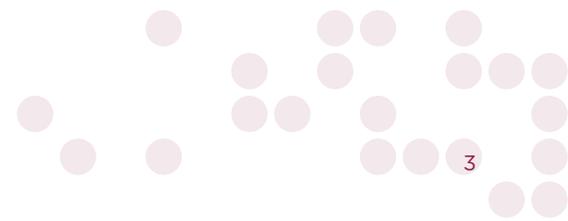
Familiarization tours bring key tour operators and travel agents to the United States to learn about new destinations and develop new product to sell to clients back home. Brand USA's innovative "Megafam" programs bring groups of 50-100 agents at a time to explore different itineraries around the country.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

2016: United Kingdom, British Airways, and American Airlines Megafam: Anchorage, Seward, Talkeetna

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. Alaska destinations have participated in:

- Brand USA Sales Mission to China
- China International Travel Mart (CITM), Shanghai
- Japan Association of Travel Agents Tourism Expo (JATA), Tokyo
- South Asia Travel & Tourism Expo (SATTE), Delhi
- World Trade Market (WTM), London
- International Tourism Exchange (ITB), Berlin
- Brazilian Travel Agencies Association International Tourism Expo (ABAV), Sao Paolo
- International Tourism Fair (FITA), Mexico City



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.

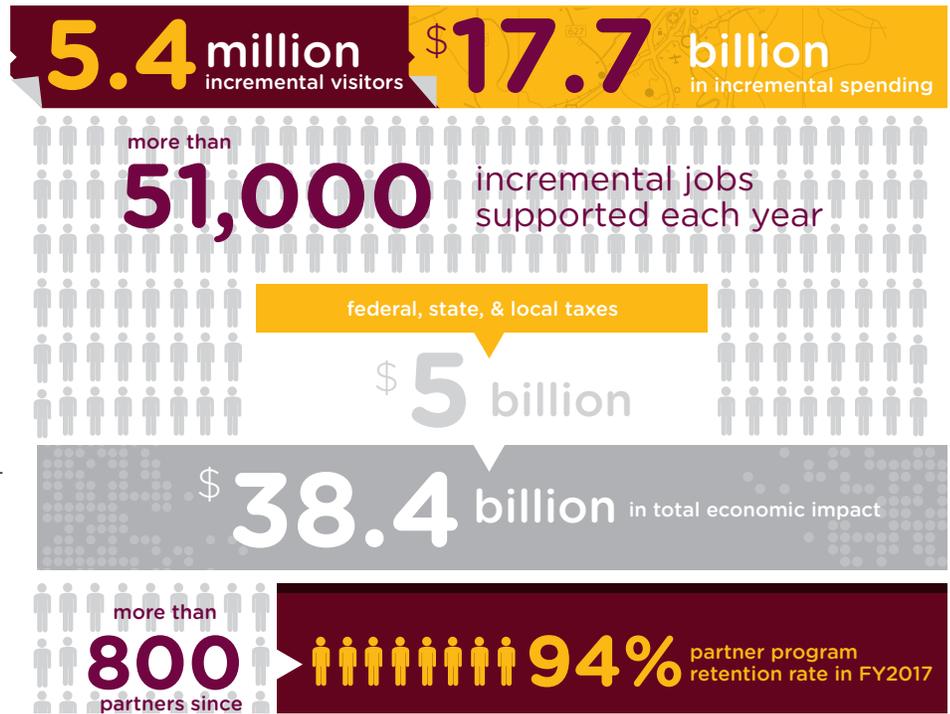
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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 800 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 five years Brand USA's marketing initiatives have helped welcome 5.4 million incremental visitors to the USA, benefiting the U.S. economy with \$38.4 billion in total economic impact, and supporting, on average, more than 51,000 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.



Source: Oxford Economics; Brand USA FY2017 ROI Study



Connect With Us!

Consumer Channels



GoUSA^{TV}

Corporate Channels

