

How Brand USA Promotes ARIZONA



Brand USA partners with Arizona 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 Arizona Organizations

Arizona Office of Tourism
Best Western
Experience Scottsdale
Flagstaff Convention and Visitors Bureau
Gilbert Office of Economic Development
Glendale Convention and Visitors Bureau
Grand Canyon Railway
Macerich
Scottsdale Convention and Visitors Bureau
Sedona Pink Jeep Tours
Tempe Tourism Office
Tucson Convention and Visitors Bureau
Visit Mesa
Visit Phoenix
Williams-Grand Canyon Chamber of Commerce

Arizona is the home of the Grand Canyon and the embodiment of the American Southwest, so our state is very much a global travel destination. Delivering our brand message to international audiences is crucial to increasing visitor spending in Arizona, and Brand USA programs help us extend our advertising reach in international markets in ways that simply weren't possible before the U.S. had a national destination marketing organization.

Debbie Johnson, Executive Director, Arizona Office of Tourism

BRAND USA IS CURRENTLY PROMOTING ARIZONA 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. Arizona 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.
- *America the Beautiful*, a series created by Brand USA on Travel Channel International and narrated by Robert Redford. The series boasted multiple runs around the world in late 2015 and early 2016.
- Brand USA's *USA Through Great Outdoors* 12-part series on BBC and digital platforms featured Arizona painter Ed Mell, and showcased the beauty and diversity of Arizona's breathtaking southwest landscapes.
- The state was featured as part of the Brand USA proximity marketing campaign throughout Chinese social media platforms in 2016. The proximity campaign promoted lesser-known destinations in proximity to major gateways.
- Brand USA and ESPN featured Phoenix Sun's guard, Devin Booker, as part of the series, *United States of Sports*.
- Brand USA brought *Olly's Ale Trail*, a popular Travel Channel UK show that highlights craft beer breweries and the places they are located to Arizona for an episode in 2017.
- Brand USA frequently pushes Arizona digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



Source: "Economic Impact of the Travel Industry in Arizona," Arizona Office of Tourism.

*Data represents CY2016 combined domestic and international visitation

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

» 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, Arizona was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Brand USA multichannel marketing programs that interact with international consumers through a host of different media in Australia, China, and the United Kingdom
- Search Engine Marketing on Google in Canada and Mexico
- Targeted digital advertising on travel booking and review platforms TripAdvisor, Sojern, Expedia, Orbitz, TravelZoo Canada, Thomas Cook, and Turistampa
- Mandarin language maps of Arizona marketed to Chinese tourists

» 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. Arizona has been featured in:

2013: Australia & New Zealand MegaFam - Phoenix, Flagstaff, Grand Canyon, Sedona, Scottsdale

2014: United Kingdom & Ireland MegaFam - Phoenix

2015: United Kingdom & Ireland MegaFam- Scottsdale, Tucson, Ventana Canyon

2016: United Kingdom & Ireland MegaFam - Scottsdale, Phoenix, Grand Canyon

2018: British Airways MegaFam - Lake Havasu, Peach Springs, Grand Canyon

Visiting Journalist Program

As part of its ongoing media outreach and public relations strategy, Brand USA works with a variety of journalists in international markets to promote the entirety of the United States through the power of earned media.

Brand USA has promoted destinations and experiences in Arizona through this program that have generated valuable media coverage in Japan, Hong Kong, Taiwan and Southeast Asia.

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. Arizona destinations have participated in:

- World Travel Market (WTM), London
- World Travel Market (WTM) Latin America, Sao Paulo
- Brazilian Travel Agencies Association International Tourism Expo (ABAV), Sao Paulo
- International Tourism Exchange (ITB), Berlin
- International Tourism Exchange Asia (ITB Asia), Singapore
- South Asia Travel and Tourism Expo (SATTE), Delhi

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.

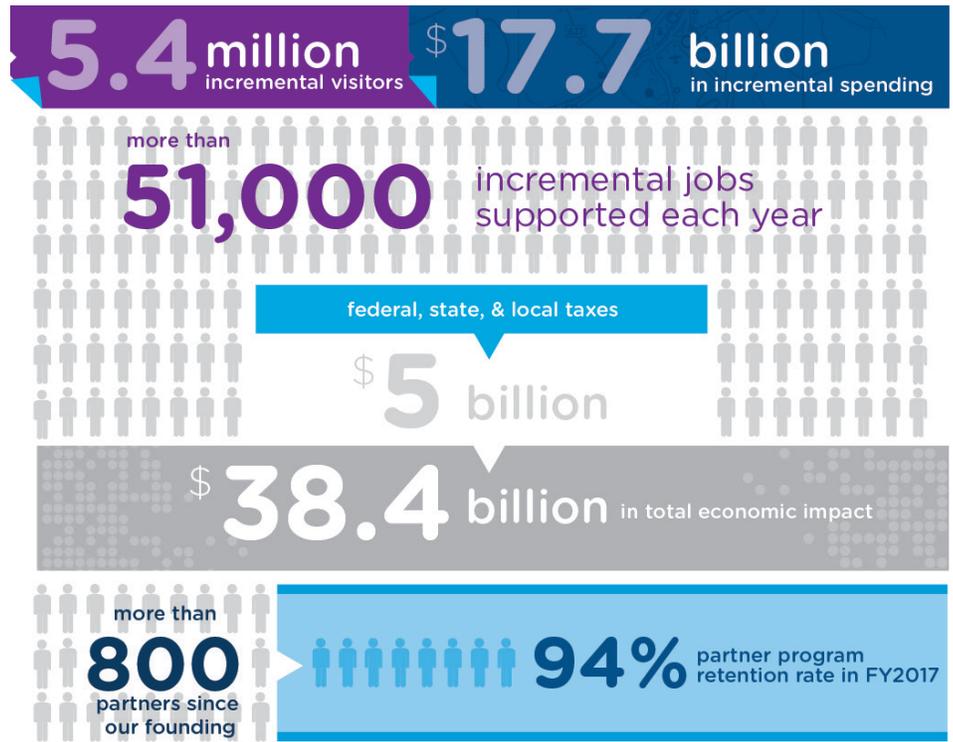
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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



Corporate Channels

