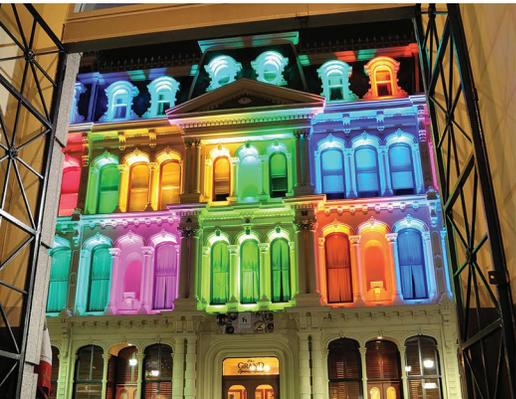


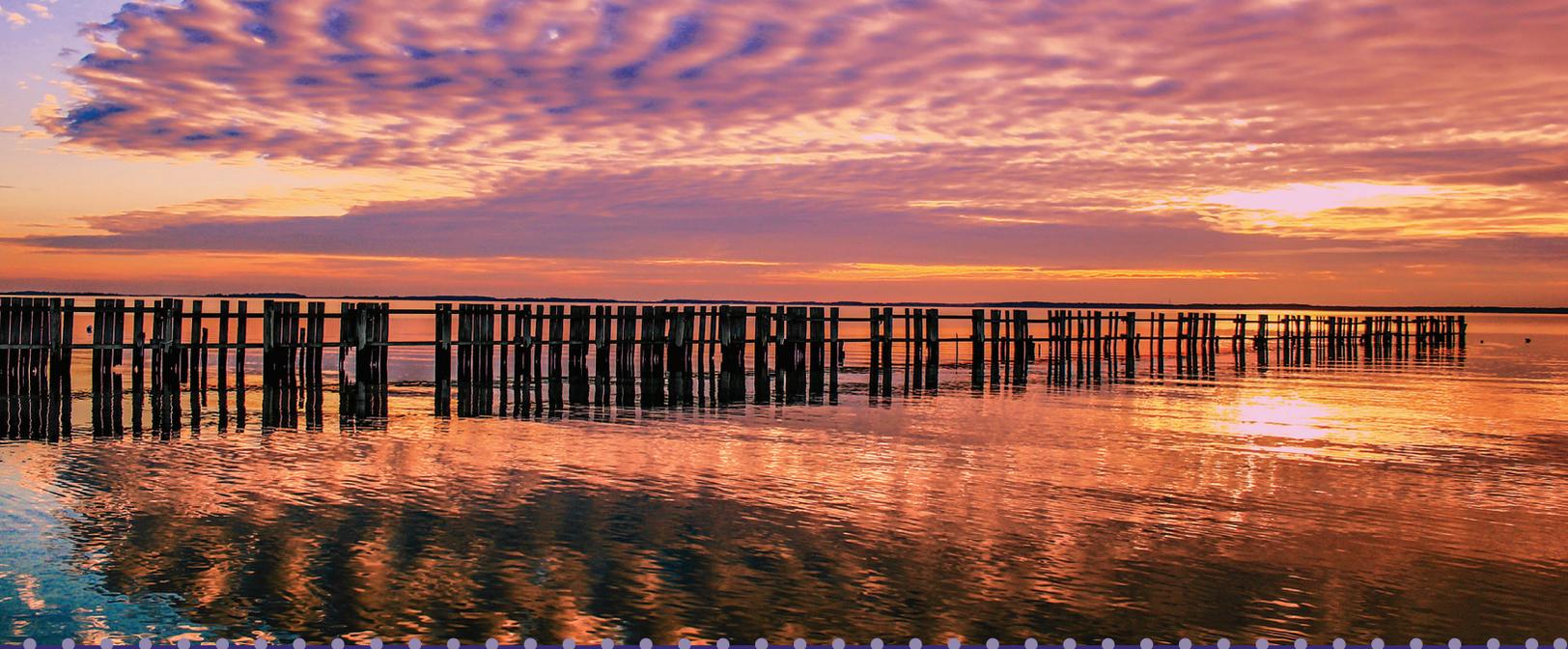
How Brand USA Promotes DELAWARE



Brand USA partners with Delaware 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 Delaware Organizations

Delaware Economic Development Office
Delaware North
Greater Wilmington Convention and Visitors Bureau



BRAND USA IS CURRENTLY PROMOTING DELAWARE 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. Delaware features prominently across these campaigns, including:

- Brand USA lists the boardwalk at Rehoboth Beach as one of the top spots for family fun in the United States.
- Brand USA features the Firefly Music Festival in Dover as one of “3 Summer Music Festivals You Should Know About.”
- Brand USA frequently pushes Delaware digital and social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT



Source: "Visit Delaware Tourism Statistics 2015", Visit Delaware

*Data represents CY2015 combined domestic and international visitation research.



» 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.

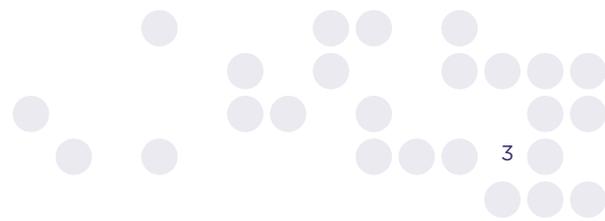
Delaware has been featured in:

2016: United Kingdom British Airlines Megafam: Newark

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. Delaware destinations have participated in:

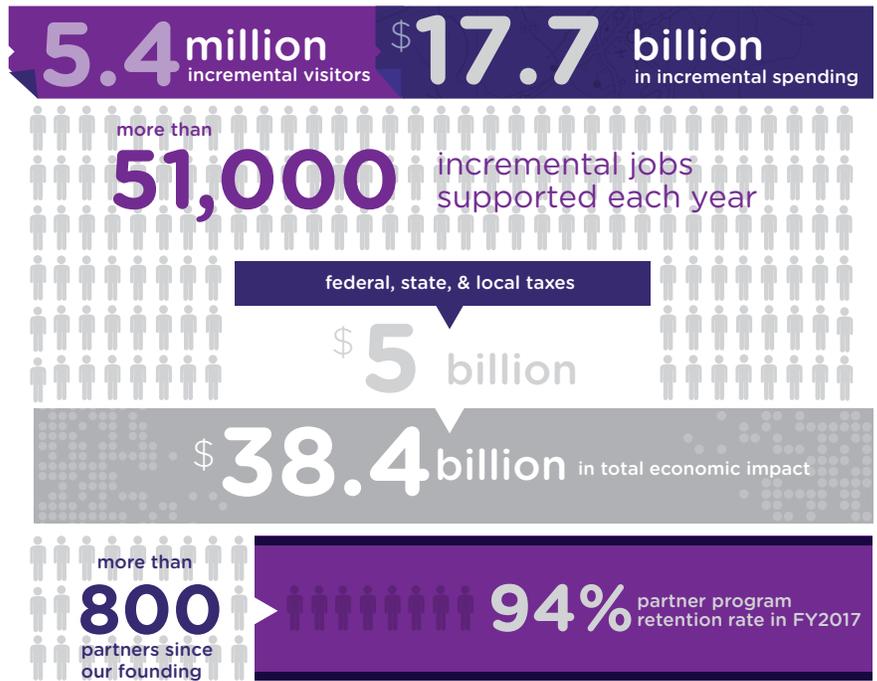
- International Travel Exchange (ITB), Berlin
- World Travel Market (WTM), London



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.



Source: Oxford Economics; Brand USA FY2017 ROI Study

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.



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