

How Brand USA Promotes GEORGIA



Brand USA partners with Georgia 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 Georgia Organizations

Georgia Department of Economic Development
Atlanta Convention and Visitors Bureau
Fernbank Museum of Natural History
Rhythms of the South
Savannah Area Chamber of Commerce
The Shops at Buckhead Atlanta
Travel South USA
World of Coca-Cola



I tell all our partners that the ROI that we get on the dollar that we put in the international market is the best ROI we can get because they stay longer and they spend more. So, the fact that Brand USA has put us in the position of being able to capture more of the market is a very, very good thing for Georgia.

Kevin Langston, Deputy Commissioner,
Tourism Georgia Department of Economic Development

BRAND USA IS CURRENTLY PROMOTING GEORGIA 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. Georgia features prominently across these campaigns, including:

- "Hear the Music," a campaign in which hip hop artist Cam James shows off the people and places in Atlanta that influence his music.
- Brand USA brought *Olly's Ale Trail*, a popular Travel Channel United Kingdom show that highlights craft beer breweries and the places they are located to Georgia for an episode in 2016.
- Brand USA's *America Through Film* 12-part series on BBC featured screenwriter, director, and dancer, Andy Tennant and showcased Atlanta.
- Brand USA featured Georgia as part of the BBC miniseries, *America Through the Great Outdoors*, in which horse trainer, Stan Estes talks about growing up in the open country of Cumming, Georgia.
- Brand USA features Atlanta 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 hosted the 11th Annual U.S. – China Tourism Leadership Summit in Atlanta.
- Brand USA frequently pushes Georgia digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT

998,000
visitors

\$60.8
billion dollars spent

\$3.1

billion in
tax revenue



450,200
jobs supported

Source: Georgia Department of Economic Development
*Data represents CY2016 international visitation research.

Please visit VisitTheUSA.com/state/georgia 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, Georgia was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Print advertising in *Essentially America*, a travel and lifestyle magazine

» 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. Georgia has been featured in:

- 2014:** United Kingdom Megafam: Savannah, Jekyll Island
- 2015:** Germany Megafam: Savannah, Macon, Atlanta
- 2016:** United Kingdom British Airways Megafam: Savannah, St. Simons Island
- 2018:** British Airways Megafam: Augusta, Athens, Atlanta

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. Georgia destinations have participated in:

- Brand USA Sales Mission to India
- Brand USA Sales Mission to China
- Brand USA Sales Mission to Japan & South Korea
- International Tourism Exchange (ITB), Berlin
- South Asia Travel & Tourism Expo (SATTE), Delhi
- 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.

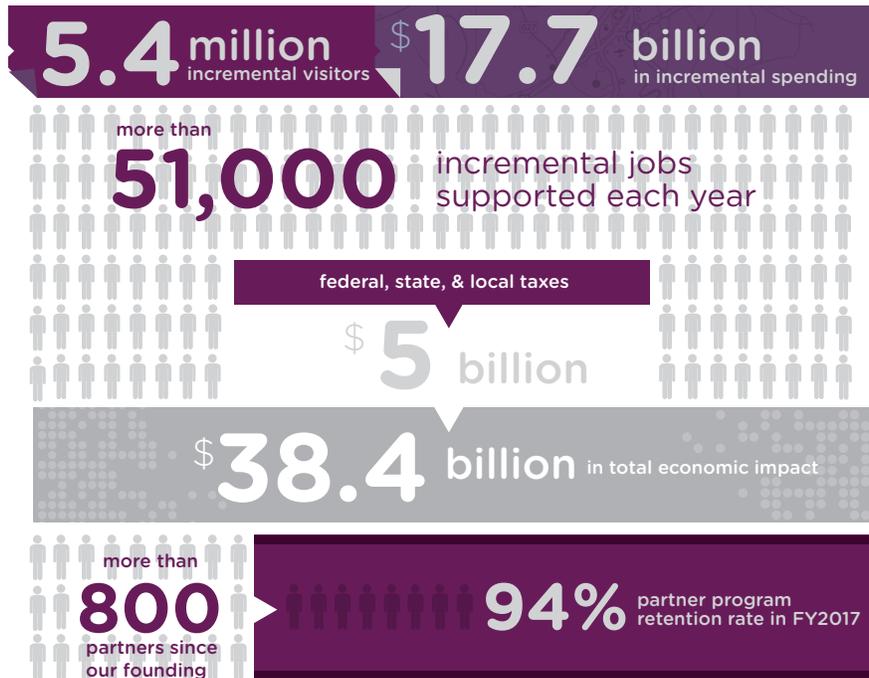
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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



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Consumer Channels



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