

# How Brand USA Promotes IDAHO



**Brand USA partners with Idaho** 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 Idaho Organizations**

Boise Convention and Visitors Bureau  
CityPass, Inc.

Coeur d'Alene Convention and Visitors Bureau  
Coeur d'Alene Resort

Idaho Division of Tourism Development  
Idaho High Country

Idaho Travel Council

Sandpoint Chamber of Commerce

Silverwood Theme Park

Southern Idaho Tourism

Southwest Idaho Travel Association

Sun Valley Resort

Visit Pocatello



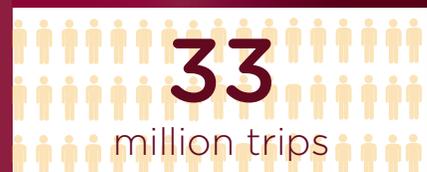
## BRAND USA IS CURRENTLY PROMOTING IDAHO TO INTERNATIONAL TRAVELERS THROUGH THESE PROGRAMS:

### » 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. Idaho features prominently across these campaigns, including:

- Brand USA lists Idaho Panhandle National Forest as one of the top five destinations to see the Northern Lights in the USA.
- Brand USA highly encourages international tourists to visit the wonders of Yellowstone National Park that stretches through Idaho, Montana, and Wyoming.
- Brand USA features Idaho's up-and-coming food scene, especially the state's famous rainbow trout, potatoes, and wines from the Snake River Valley.
- Brand USA frequently pushes Idaho digital and social content on platforms in 14 target markets in eight different languages.

## ECONOMIC IMPACT



Source: "The Idaho Tourism Effect," Idaho Tourism.

\*Data represents CY2015 visitation research, including overnight and day trips.

Please visit [VisitTheUSA.com/state/idaho](http://VisitTheUSA.com/state/idaho) 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, Idaho 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 Canada and Mexico

### » 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. Idaho has been featured in:

**2015:** United Kingdom Megafam: Victor

**2017:** United Kingdom & Ireland Megafam: Boise, Sun Valley

#### 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 Idaho through this program that have generated valuable media coverage in Canada, India, South Korea, 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. Idaho destinations have participated in:

- International Travel Exchange (ITB), Berlin
- World Travel Market (WTM), London
- TTG Incontri, Rimini, Italy
- ANTAD, Guadalajara, Mexico

## 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.

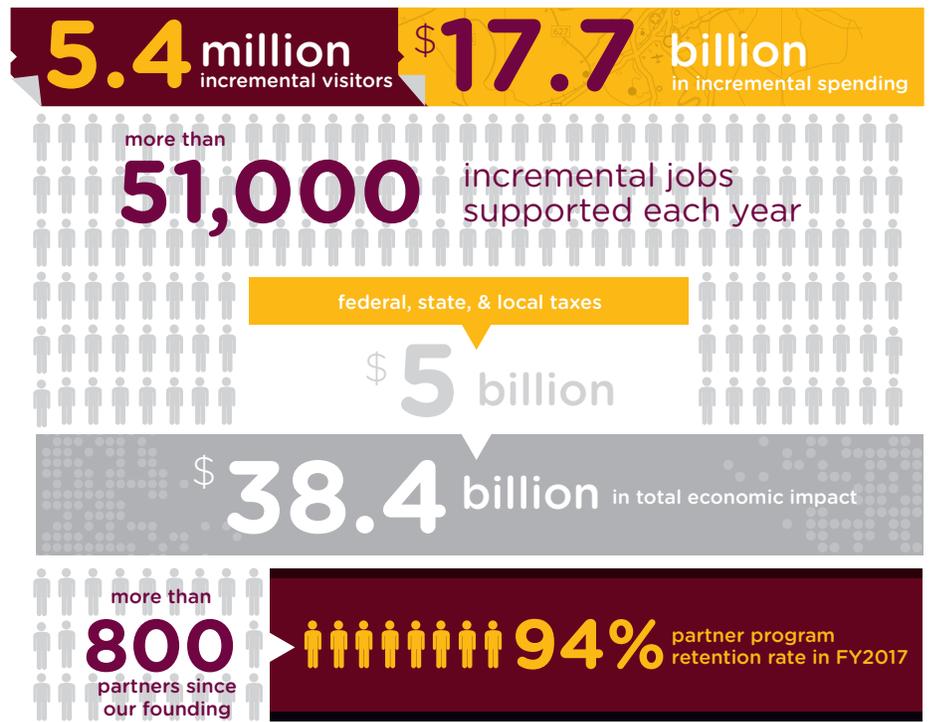
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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](http://TheBrandUSA.com). For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).



Source: Oxford Economics; Brand USA FY2017 ROI Study



### Connect With Us!

Consumer Channels

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Corporate Channels

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[TheBrandUSA.com](http://TheBrandUSA.com)