

How Brand USA Promotes INDIANA



Brand USA partners with Indiana 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 Indiana Organizations

Indiana Office of Tourism

Visit Indy

ACE Rent A Car



BRAND USA IS CURRENTLY PROMOTING INDIANA 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. Indiana features prominently across these campaigns, including:

- Brand USA encourages international visitors to explore the outdoors and visit Indiana's many state parks, including Indiana Dunes State Park, Chain O' Lakes State Parks, Clifty Falls State Park, and Brown County State Park.
- Brand USA provides visitors with a list of things to do and see while in Indiana for the Indianapolis 500, the most-attended, single day sporting event in the world.
- Brand USA features 1875: The Steakhouse at French Lick Springs Hotel as one of "5 Historic Gems in the Midwest." Along with dishes that showcase the best of Midwest meat and produce, 1875 is also notable as the birthplace of tomato juice.
- Brand USA frequently pushes Indiana digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT

78.9
million visitors

 **\$12.2**
billion dollars spent

\$3
billion in
tax revenue

\$635
per household in
tax savings



242,100
jobs supported

Source: "2016 Contribution of Travel & Tourism to the Indiana Economy", Indiana Office of Tourism Development.

*Data represents CY2016 combined domestic and international visitation, including 48.2 million day trips in visitation count.

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



» 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.

Indiana has been featured in:

2017: United Kingdom & Ireland Megafam: Indianapolis, Westville

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 Indiana through this program that have generated valuable media coverage in 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. Indiana destinations have participated in:

- Brand USA Sales Mission to India
- 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



Connect With Us!

Consumer Channels



Corporate Channels

