

How Brand USA Promotes KANSAS



Brand USA partners with Kansas 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 Kansas Organizations

Kansas Department of Wildlife, Parks & Tourism
Kansas/Oklahoma Travel & Tourism



For Kansas and Oklahoma, cooperative marketing with Brand USA creates a platform for beyond the gateway USA destinations, such as ourselves, to be recognized as significant to the 'Bigger USA Travel Picture.' Repeat USA leisure travelers from well-developed origin countries such as German speaking Europe and United Kingdom, seek American authenticity in off-the-beaten path USA destinations. Partnering with Brand USA helps to attract these travelers to Kansas and Oklahoma.

Lisa Weigt, Program Director, Kansas/Oklahoma Travel & Tourism

BRAND USA IS CURRENTLY PROMOTING KANSAS 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. Kansas features prominently across these campaigns, including:

- Brand USA, in partnership with ESPN, features Kansas as a sports and recreation destination, showcasing its many trails for hiking, biking, and horseback riding, as well as the Sporting Kansas MLS soccer team and the Kansas City Chiefs of the NFL.
- Brand USA features Topeka's growing culinary scene with nods towards the RowHouse Restaurant, a renovated row-house from 1876 and Blind Tiger, the city's first microbrewery.
- Brand USA showcases Wichita as a center for the arts, including the Wichita Grand Opera, Music Theatre Wichita, the Wichita Symphony Orchestra, Ballet Wichita, and the Wichita Art Museum.
- Brand USA encourages international visitors to enjoy the incredible beef, barbecue, and beer that make Kansas City and Overland Park so famous, especially at Arthur Bryant's, Granite City Food & Brewery, and Brew Lab.
- Brand USA frequently pushes Kansas digital and social content on platforms in 14 target markets in eight different languages.



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

Source: "The Economic Impact of Travel in Kansas: Tourism Satellite Account - Calendar Year 2016," Kansas Tourism Office

*Data represents CY2016 combined domestic and international visitation research including day trips.



» 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

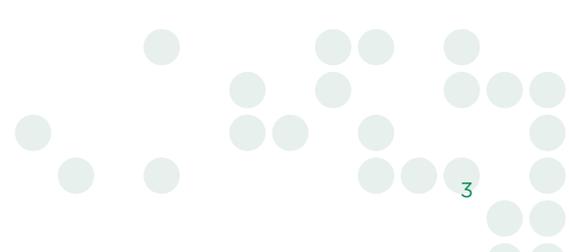
Familiarization tours bring key tour operators and travel agents to the United States to learn about new destinations and develop new product to sell to clients back home. Brand USA's innovative "Megafam" programs bring groups of 50-100 agents at a time to explore different itineraries around the country. Kansas has been featured in:

2015: United Kingdom Megafam: Kansas City, Wichita, Lawrence

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. Kansas destinations have participated in:

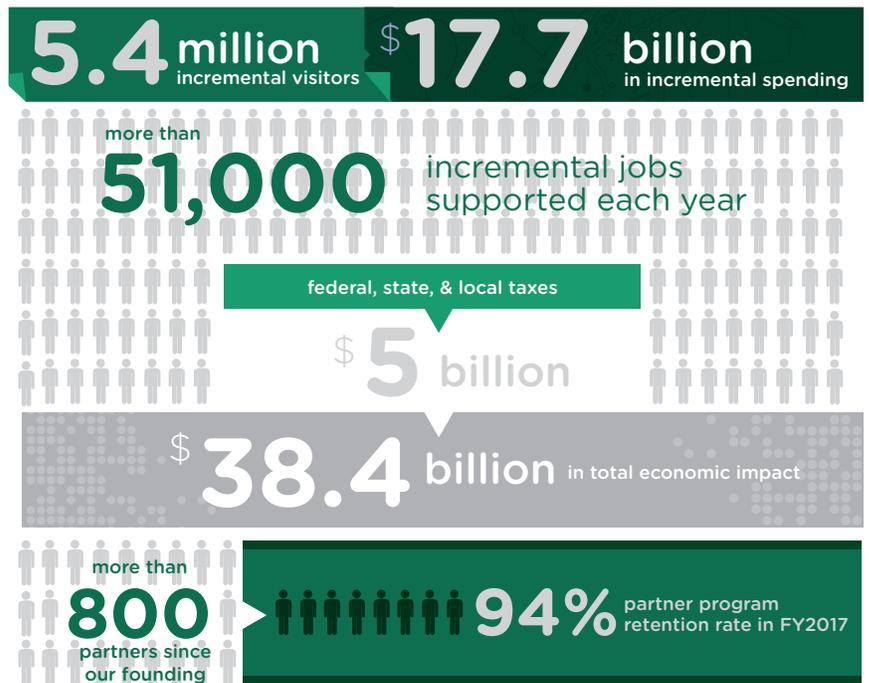
- International Tourism Exchange (ITB), Berlin
- World Travel Market (WTM), London



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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