

# How Brand USA Promotes KENTUCKY



**Brand USA partners with Kentucky** 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 Kentucky Organizations**

Kentucky Department of Tourism

Bardstown Nelson County Tourism

Bowling Green Area Convention and Visitors Bureau

Paducah Convention and Visitors Bureau

Shelby Tourism Commission and Visitors Bureau

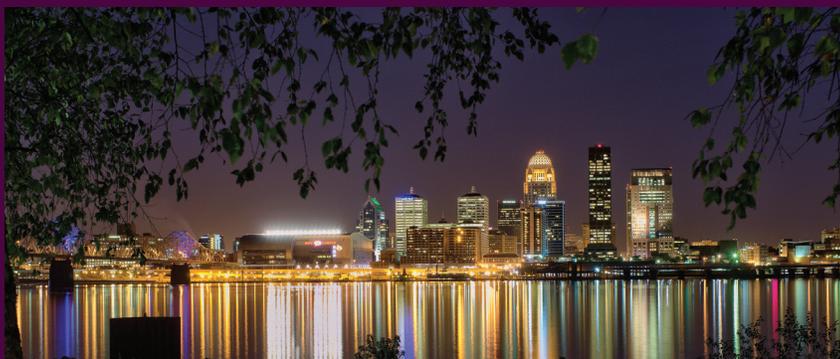
Travel South USA

Visit Lexington

Visit Louisville

“International travel to the south is hugely important because it brings in new dollars to the southern destinations that we wouldn't have otherwise ... and it really encourages getting off the beaten path, which sometimes international travelers are inspired to do and we love that.

Liz Bittner, Executive Director, Travel South USA



## BRAND USA IS CURRENTLY PROMOTING KENTUCKY 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. Kentucky features prominently across these campaigns, including:

- Brand USA brought the popular Travel Channel United Kingdom program, *Jeni & Olly's Deep South Food Adventures* to Kentucky in 2015 where the hosts enjoy uniquely southern cuisine while exploring the state.
- Brand USA and ESPN featured Louisville and famed Triple Crown-winning jockey, Victor Espinoza, as part of the series, *United States of Sports*.
- Brand USA frequently pushes Kentucky digital and social content on platforms in 14 target markets in eight different languages. It is also featured on GoUSA.cn, Brand USA's unique page exclusively for the Chinese market.

## ECONOMIC IMPACT

 **\$14.5**  
billion dollars spent

**\$1.52**

billion in  
tax revenue

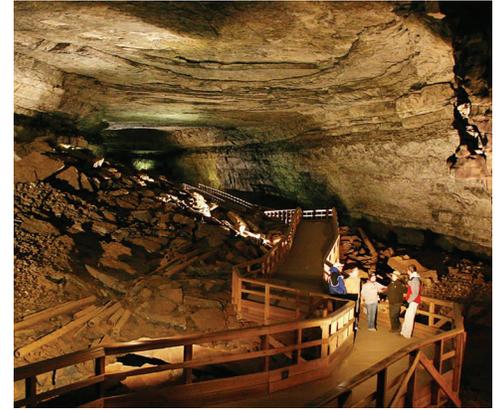


**192,627**  
jobs supported

Source: "ECONOMIC IMPACT OF KENTUCKY'S TRAVEL AND TOURISM INDUSTRY - 2015 AND 2016," Kentucky Tourism, Arts & Heritage Cabinet.

\*Data represents CY2016 visitation research.

Please visit [VisitTheUSA.com/state/kentucky](http://VisitTheUSA.com/state/kentucky) 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, Kentucky was featured in several Brand USA's official Inspiration Guide.

### » 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. Kentucky has been featured in:

**2015:** United Kingdom & Ireland Megafam: Lexington and Louisville

**2017:** United Kingdom & Ireland Megafam: Louisville

### 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 Kentucky through this program that have generated valuable media coverage in the United Kingdom.

### 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. Kentucky destinations have participated in:

- China International Travel Mart (CITM), Shanghai
- 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.

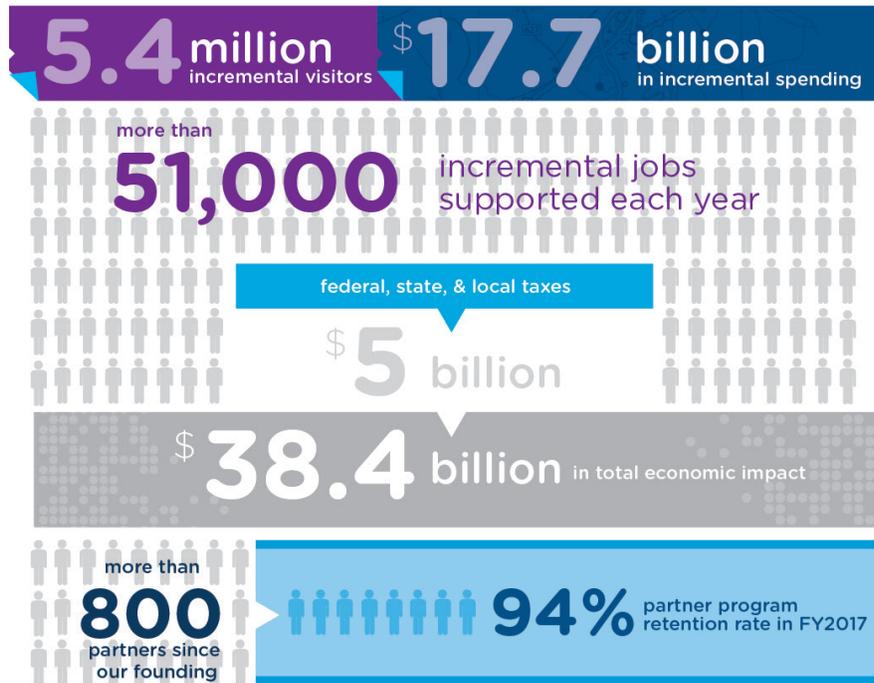
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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](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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