

How Brand USA Promotes LOUISIANA



Brand USA partners with Louisiana 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 Louisiana Organizations

Louisiana Office of Tourism
Alexandria-Pineville Convention and Visitors Bureau
Baton Rouge Convention and Visitors Bureau
Houma Area Convention and Visitors Bureau
Lafayette Convention and Visitors Commission
Lake Charles/Southwest Louisiana Convention and Visitors Bureau
Monroe-West Monroe Convention and Visitors Bureau
City of Natchitoches
New Orleans Tourism Marketing Corporation
New Orleans Metropolitan Convention and Visitors Bureau
New Orleans Plantation Country
Shreveport-Bossier Convention and Tourist Bureau
St. Tammany Parish Tourist and Convention Commission



We couldn't achieve what we have achieved in the international marketplace without our partnership with Brand USA.

Kyle Edmiston, Deputy Director/ Chief Operating Officer,
Lake Charles/Southwest Louisiana Convention & Visitors Bureau

BRAND USA IS CURRENTLY PROMOTING LOUISIANA 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. Louisiana features prominently across these campaigns, including:

- *America's Musical Journey* a giant-screen film premiering in February 2018 that explores key American cities and the music and culture that shape them.
- Brand USA's 2016 proximity campaign promoting lesser-known destinations in proximity to major gateways. The campaign promoted New Orleans and the Bayou to the Canada Market and New Orleans to the Australian market.
- Brand USA brought *Jeni and Olly's Deep South Food Adventures*, a popular Travel Channel UK show that highlights southern culinary traditions and the places they are located to Louisiana in 2016.
- Brand USA's *USA Through the Great Outdoors* miniseries on the BBC featured Louisiana native Tab Benoit showing off his love for the woods and wetlands that greatly influenced his music career and everyday life.
- Brand USA brought the social media personality, Daniel Tirado, from Mexico to New Orleans to share his experience with his 100,000 followers. Similarly, Brand USA brought the Canadian influencer, Alexandra Larouche to New Orleans and Baton Rouge to broadcast her adventures with her 200,000 subscribers.
- The Louis Armstrong New Orleans International Airport was the fourth airport in the nation to partner with Brand USA on the "Market the Welcome" program. In conjunction with U.S. Customs and Border Protection, the New Orleans Convention Center and Visitors Bureau, and Louisiana Office of Tourism, the program provides travelers a welcoming arrival experience as international visitors proceed through immigration and passport control.
- Brand USA frequently pushes Louisiana digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



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

Source: State of Louisiana DEPARTMENT OF CULTURE, RECREATION AND TOURISM Sunset Report 2016.

*Data represents CY2014 combined domestic and international visitation

» 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, Louisiana 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 seven international markets, including Australia, Brazil, Canada, China, Germany, Japan, the United Kingdom, among others
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Print and digital advertising in *Travel Weekly China*, a multiplatform information provider that connects tourists and tour operators through a host of media outlets
- Full page advertising in *Dreamscapes* luxury travel magazine
- Targeted digital advertising on the Thomas Cook website – a popular travel agency in the United Kingdom and Ireland
- Advertisements for Louisiana were placed on London taxis during World Trade Market 2016

» 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.

Louisiana has been featured in:

2013: Australia & New Zealand Megafam: New Orleans, Baton Rouge, Lafayette

2015: United Kingdom & Ireland Megafam: New Orleans, Lafayette, Baton Rouge

2016: Australia & New Zealand Megafam: New Orleans, Baton Rouge, Houma, Lafayette, Lake Charles
Germany, Austria, Switzerland Megafam: Lafayette, Baton Rouge, New Orleans

2017: United Kingdom & Ireland Megafam: Darrow, New Orleans

2018: British Airways Megafam: New Orleans

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 Louisiana through this program that have generated valuable media coverage in dozens of features in Australia, India and Japan.

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. Louisiana destinations have participated in dozens of sales missions and trade shows, including:

- Fair of the Americas, Brazil
- International Tourism Exchange (ITB), Berlin
- Swedish International Travel and Tourism Trade Fair (TUR), Gothenburg
- World Travel Market (WTM), London
- World Travel Market (WTM) Latin America, Sao Paulo

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.

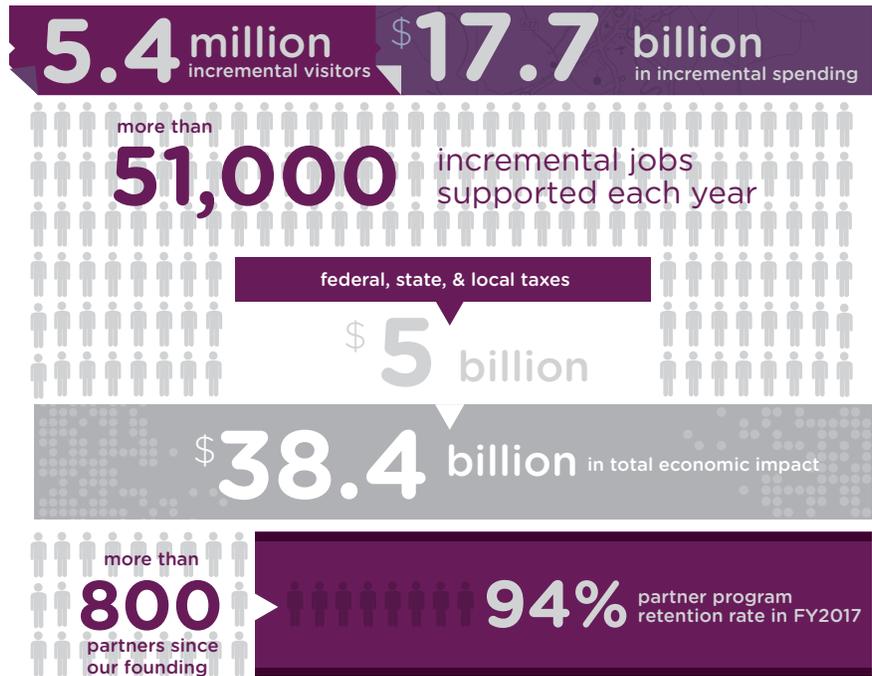
visa and entry policies, Brand USA began operations in May 2011.

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



GoUSATV

Corporate Channels

