

How Brand USA Promotes MARYLAND



Brand USA partners with Maryland 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 Maryland Organizations

Maryland Office of Tourism
Howard County Tourism and Promotion
Marriott International, Inc.
Visit Baltimore



BRAND USA IS CURRENTLY PROMOTING MARYLAND 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. Maryland features prominently across these campaigns, including:

- Brand USA features notable Maryland wineries on the Frederick Wine Trail, including Linganore Winecellars and Springfield Winery & Distillery.
- Brand USA showcases Maryland's famous blue crabs with nods towards Cantler's Riverside Inn in Annapolis and The Crab Claw Restaurant in St. Michaels.
- Brand USA encourages international visitors to visit Assateague Island National Seashore to experience the beautiful landscape and the magnificent wild horses that run along the sand.
- Brand USA frequently pushes Maryland digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT

985,000
visitors

\$17.3
billion dollars spent

\$2.35
billion in
tax revenue



146,012
jobs directly or
indirectly supported

Source: "Economic Impact of Tourism in Maryland - Calendar Year 2016," Maryland Office of Tourism Development.

*Data represents FY2017 visitation research.

Please visit VisitTheUSA.com/state/maryland 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, Maryland 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
- Brand USA created Native Traveler videos with Miles partnership

» 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. Maryland has been featured in:

2014: Germany Megafam: Annapolis

United Kingdom Megafam: Baltimore, Annapolis, St. Michaels

2016: China Megafam: Baltimore

Germany, Austria, Switzerland Lufthansa Megafam: Frederick

United Kingdom British Airways Megafam: Baltimore

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. Maryland destinations have participated in:

- International Tourism Exchange (ITB), Berlin
- South Asia Travel & Tourism Expo (SATTE), Delhi
- World Travel Market (WTM), London
- FITUR, Madrid

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.

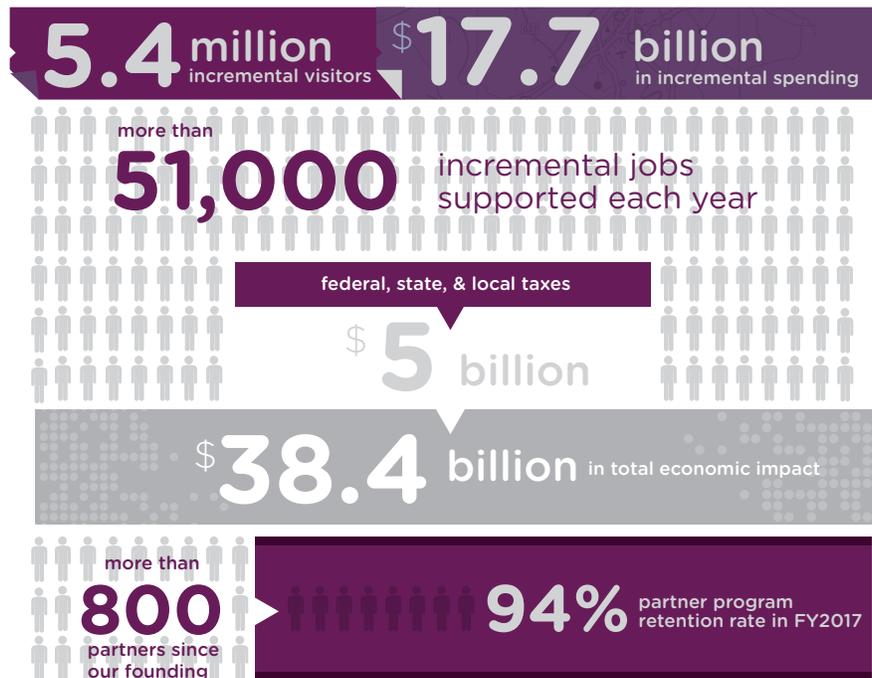
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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



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