

How Brand USA Promotes MASSACHUSETTS



Brand USA partners with Massachusetts 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 Massachusetts Organizations

Massachusetts Office of Travel and Tourism
Cape Cod Chamber of Commerce
Discover New England
Federal Realty
Greater Boston Convention and Visitors Bureau
Greater Merrimack Valley Convention and Visitors Bureau
North of Boston Convention and Visitors Bureau
Plymouth County Convention and Visitors Bureau
Salem Witch Museum
Smart Destinations, Inc.
Tour Lexington



BRAND USA IS CURRENTLY PROMOTING MASSACHUSETTS 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. Massachusetts features prominently across these campaigns, including:

- Brand USA brought Australian social media influencer Brittney Lee Saunders to Boston to share her experience with over one million YouTube subscribers.
- Brand USA lists Massachusetts as an “ESPN Featured Destination” and showcases attractions like Fenway Park, the Basketball Hall of Fame, the Massachusetts Golf Museum, and The Hall at Patriot Place.
- Brand USA notes Massachusetts’ place as a leading figure in the craft beer revolution and showcases breweries like Harpoon Brewery in Boston, Night Shift Brewing in Everett, Jack’s Abbey Brewing in Framingham, and Cape Ann Brewing in Gloucester.
- Brand USA features the Cranberry Harvest Celebration in Wareham as one of the top five festivals to celebrate fall harvest in the United States.
- Brand USA features Boston and Plymouth in its Market the Welcome video that plays in embassies and consulates across the globe, inspiring international tourists and extending a warm welcome to them before they reach our shores.
- Brand USA frequently pushes Massachusetts digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT

 **\$20.7**
billion dollars spent

\$3.2

billion in
tax revenue



139,000

jobs directly or
indirectly supported

Source: “The Economic Impact of Travel on Massachusetts Counties 2016,” Massachusetts Office of Travel and Tourism.

*Data represents FY2017 combined domestic and international visitation research.

Please visit VisitTheUSA.com/state/massachusetts 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, Massachusetts 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 Germany and Canada
- Multi-platform advertising with Air Berlin

» 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. Massachusetts has been featured in:

2013: Australia & New Zealand Megafam: Boston

2015: United Kingdom Megafam: Cape Cod, Provincetown
Germany Megafam: Plymouth, Boston, Lexington, Cape Cod

2016: Australia, New Zealand, Air New Zealand Megafam: Boston, Rockport

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 Massachusetts through this program that have generated valuable media coverage in Australia and India.

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. Massachusetts destinations have participated in:

- Brand USA Sales Mission to India
- Brand USA Sales Mission to China
- International Travel Exchange (ITB), Berlin
- World Travel Market (WTM), London
- Japan Association of Travel Agents Tourism Expo (JATA), Tokyo
- China International Travel Mart (CITM), Shanghai
- ABAV, Sao Paulo
- FITUR, Madrid
- IBTM World, Barcelona
- IMEX, Frankfurt
- TTG Incontri, Rimini, Italy

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 ROI Study FY2017



Connect With Us!

Consumer Channels



GoUSATV

Corporate Channels

