

How Brand USA Promotes **MICHIGAN**



Brand USA partners with Michigan 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 Michigan Organizations

Michigan Economic Development Corporation (Pure Michigan)

Ann Arbor Convention and Visitors Bureau

Detroit Convention and Visitors Bureau

Discover Kalamazoo

Experience Grand Rapids

Experience Jackson

Frankenmuth Chamber of Commerce

Grand Hotel on Mackinaw Island

Great Lakes Bay Regional Convention and Visitors Bureau

Holland Area Visitors Bureau

Lansing Convention and Visitors Bureau

Mackinaw Island Tourism Bureau

Sault Ste. Marie Convention and Visitors Bureau

Traverse City Tourism



We don't have a big budget to market internationally so we have to find efficient ways to get the word out about Pure Michigan - Brand USA provides us with those opportunities.

Dave Lorenz, Pure Michigan

BRAND USA IS CURRENTLY PROMOTING MICHIGAN TO INTERNATIONAL TRAVELERS THROUGH THESE PROGRAMS:

» **The USA Campaign**

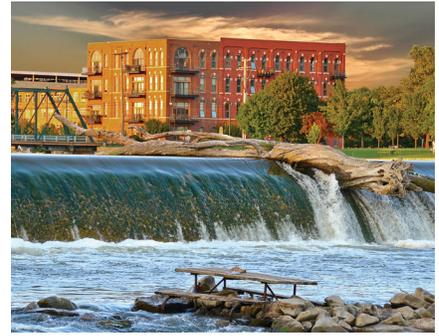
The USA campaign, an array of promotion and advertising messages presented in multiple formats has been fundamental to Brand USA's ability to create broad-based awareness and inspire travel to the United States. Michigan features prominently across these campaigns, including:

- *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 and includes Detroit.
- *National Parks Adventure*, the award-winning IMAX film still playing in theaters worldwide. It was the world's highest-grossing documentary film in 2016 and features Pictured Rocks National Lakeshore.
- Brand USA features Detroit 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's *USA Through Music* miniseries on BBC and digital platforms featured singer/songwriter Eryn Allen Kane and showcased Detroit.
- Brand USA features the Movement Electronic Music Festival in Detroit as one of the "5 Must Do Music Festivals" in the USA
- Brand USA lists Marquette on Michigan's Upper Peninsula as one of the top five places to see the Northern Lights in the United States.
- Brand USA showcases Traverse City as one of "3 Stunning Wine Destinations" to tour in the United States.
- Brand USA lists Grand Rapids and Kalamazoo as two of the "10 Best Beer Towns in the USA," with notable breweries like Founders, Bell's, and Dark Horse.
- Brand USA frequently pushes Michigan digital and social content on platforms in 14 target markets in eight different languages.



Source: Michigan Statewide Tourism Economic Impact - 2016.
*Data represents CY2015 combined domestic and international visitation.

Please visit VisitTheUSA.com/state/michigan 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, Michigan 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, China, Germany, Japan and the United Kingdom
- Targeted digital advertising on travel booking and review platforms TripAdvisor, Expedia, Orbitz
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Full-page advertising and half-page advertorial pieces in *America Journal*, a German publication featuring destinations and experiences in the United States, Canada, Mexico, and the Caribbean

» 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. Michigan has been featured in:

2015: United Kingdom & Ireland Megafam: Detroit

2017: United Kingdom & Ireland Megafam: Detroit, Ann Arbor, South Haven, Muskegon

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.

Michigan has participated in the China International Travel Mart (CITM), the largest professional travel show in Asia.

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

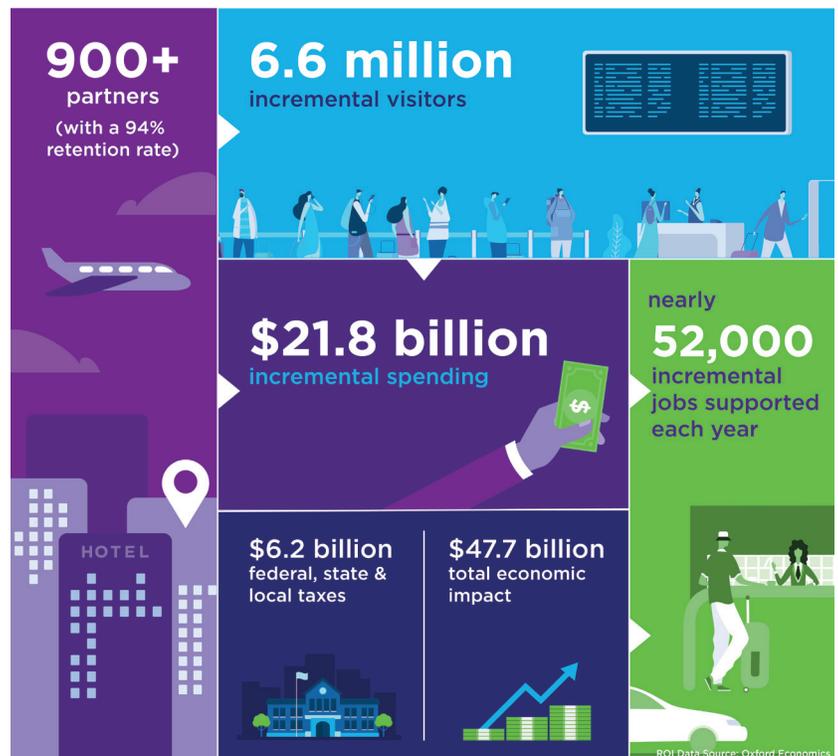
States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past six years Brand USA's marketing initiatives have helped welcome nearly 7 million incremental visitors to the USA, benefiting the U.S. economy with \$47.7 billion in total economic impact and supporting nearly 52,000 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.

Over the past six years, Brand USA's marketing efforts have generated...



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Consumer Channels



GoUSATV

Corporate Channels

