

How Brand USA Promotes MISSOURI



Brand USA partners with Missouri 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 Missouri Organizations

Missouri Division of Tourism
Alamo Car Rental
City of Cuba Tourism Commission
Greater Saint Charles Convention and Visitors Bureau
Hannibal Convention and Visitors Bureau
Independence Department of Tourism
Meramac Caverns
Pulaski County Tourism Bureau
Shop America Alliance
Springfield Convention and Visitors Bureau
St. Louis Convention and Visitors Bureau



BRAND USA IS CURRENTLY PROMOTING MISSOURI 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. Missouri features prominently across these campaigns, including:

- "Ask a Local," a campaign where locals welcome the world to Kansas City, Columbia, and Southern Missouri, and share with them the special things that make the state unique.
- Brand USA sent the influencer team from SORTEDfood, a British food and cooking YouTube channel, to Kansas City to document their culinary adventures with 1.8 million subscribers.
- Brand USA features Kansas City jazz, St. Louis blues, and the live music halls of Branson on its road trip itinerary, "Touring the Tunes in Missouri's Music Hubs."
- Brand USA lists Missouri as an ESPN featured destination for sports fans with nods towards the Kansas City Royals, St. Louis Cardinals, Kansas City Chiefs, St. Louis Blues, and the University of Missouri Tigers. Missouri is also home to the Bass Pro Legends Golf Tournament near Branson and the Negro Leagues Baseball Museum in Kansas City.
- Brand USA encourages international visitors to discover Missouri's famous barbecue at notable stops in Kansas City, St. Louis, Jefferson City, Branson, Dexter, and Springfield.
- Brand USA features Kansas City and Joplin 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 notes the untouched beauty of Pulaski County and provides international visitors to explore the steep cliffs and sparkling rivers of America's Heartland along the iconic Route 66.
- Brand USA frequently pushes Missouri digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT

41.7
million visitors

\$13.9
billion dollars spent

\$2.0

billion in
tax revenue



127,700
jobs supported

Source: "The Economic Impact of Tourism in Missouri Fiscal Year 2016 Summary," Missouri Division of Tourism.

*Data represents combined domestic and international visitation research.



» 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, Missouri 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 and the United Kingdom
- Print advertising in *Essentially America*, a travel and lifestyle magazine

» 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. Missouri has been featured in:

2015: United Kingdom & Ireland MegaFam- Kansas City

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 Missouri through this program that have generated valuable media coverage in the United Kingdom and South Korea.

Sales Missions and Trade Shows

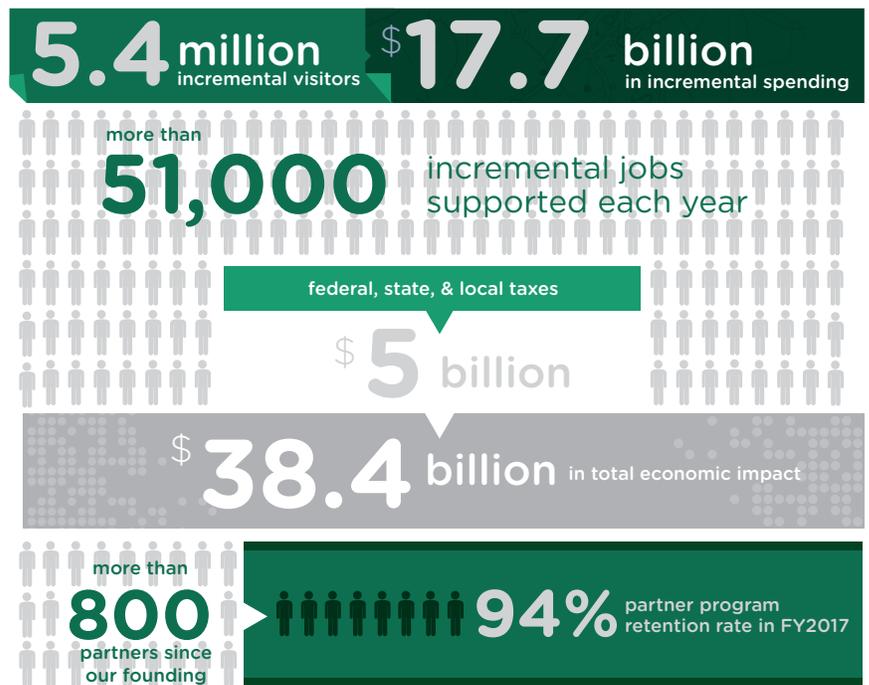
International sales missions and trade shows are a critical platform in Brand USA's marketing strategy. During these events, Brand USA and participants will meet with tour operators, airlines, travel agents, incentive and meeting planners, and media at a variety of programs and functions. Missouri destinations have participated in:

- Brand USA Sales Mission to India
- International Tourism Exchange (ITB), Berlin
- 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.



Source: Oxford Economics; Brand USA FY2017 ROI Study

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.



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