

How Brand USA Promotes **NEBRASKA**



Brand USA partners with Nebraska 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

Nebraska Tourism Commission



BRAND USA IS CURRENTLY PROMOTING NEBRASKA 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. Nebraska features prominently across these campaigns, including:

- Brand USA invites international visitors to explore and learn about an important natural landmark to both Native Americans and later settlers, Scotts Bluff National Monument.
- Brand USA lists Carhenge, a recreation of England's famous Stonehenge made from old cars, as one of five weirdly cool places to visit in the USA.
- Brand USA features Toadstool Geologic Park, located in the northwest corner of Nebraska, as one of ten incredible selfie spots in the United States.
- Brand USA invites international visitors to head to the Nebraska City Apple Jack Festival, as one of five festivals to celebrate fall harvest.
- Brand USA names the Blackstone Reuben sandwich at the Crescent Moon Alehouse, as one of the eight most delicious sandwiches across the United States.
- Brand USA frequently pushes Nebraska digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT



\$4.7

billion dollars spent

\$667

million in tax revenue



46,200

jobs supported

Source: "Nebraska Tourism Commission 2016 Annual Report," Nebraska Tourism Commission.

*Data represents CY2016 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, Nebraska was featured in several Brand USA partner programs, including Brand USA's official Inspiration Guide, which is translated in eight different languages and distributed in 14 countries.

» 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

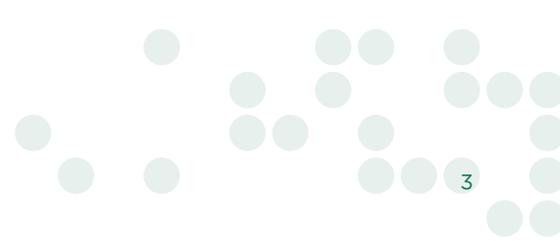
Familiarization tours bring key tour operators and travel agents to the United States to learn about new destinations and develop new product to sell to clients back home. Brand USA's innovative "Megafam" programs bring groups of 50-100 agents at a time to explore different itineraries around the country. Nebraska has been featured in:

2014: United Kingdom and Ireland Megafam: Gering

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.

Nebraska destinations have participated in 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.

As one of the best levers for driving economic growth, international travel to the

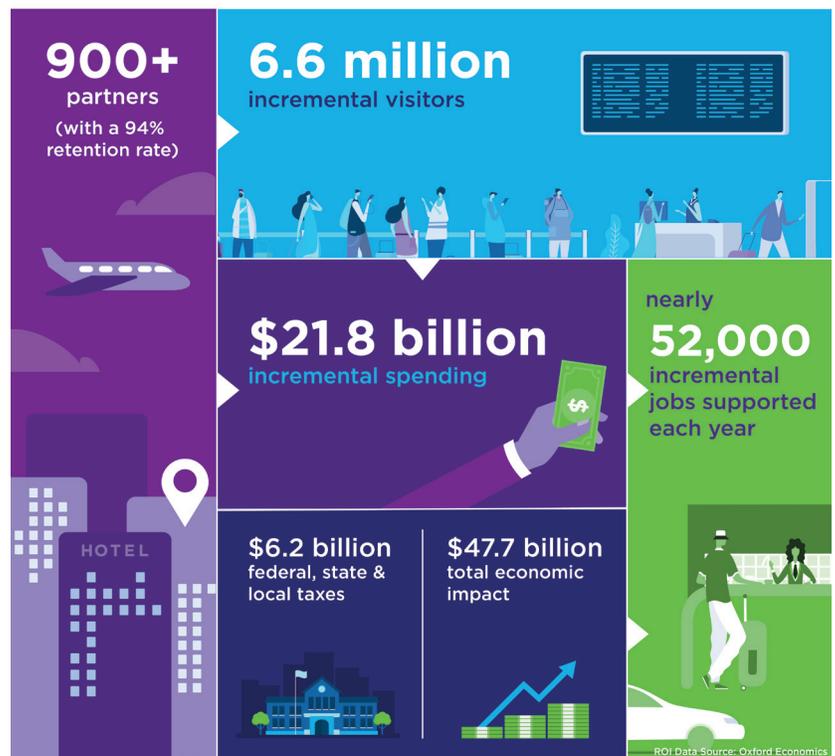
United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse,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