

How Brand USA Promotes NEVADA



Brand USA partners with Nevada 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 Nevada Organizations

Nevada Department of Tourism & Cultural Affairs

Cirque du Soleil

Cowboy Country Territory

Las Vegas Convention and Visitors Authority

Las Vegas Territory

MGM Resorts International

Nevada Silver Trails

Papillon Group

Pony Express Territory

Reno Sparks Convention and Visitors Authority

The Venetian and The Palazzo

Travel Nevada

Vegas.com



For the state of Nevada, it has been crucial to have Brand USA working on our behalf...especially to promote lesser known, but worthwhile destinations to the international visitor.

Larry Friedman, Deputy Director (retired), Nevada Division of Tourism

BRAND USA IS CURRENTLY PROMOTING NEVADA 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. Nevada features prominently across these campaigns, including:

- *National Parks Adventure*, the award-winning IMAX film still playing in theaters worldwide. It was the world's highest-grossing documentary film in 2016.
- *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, including Las Vegas.
- Brand USA brought *Olly's Ale Trail*, a popular Travel Channel UK show that highlights craft beer breweries and the places they are located to Nevada for an episode in 2016.
- Brand USA features Nevada as a stop on its unique itinerary, "Pilgrimage to Elvis Presley's USA." Elvis performed 837 consecutive sold-out shows in Las Vegas from 1969 through 1976 and Elvis memorabilia and impersonators are still mainstays on the Las Vegas Strip.
- Brand USA notes the crystal-clear waters of Lake Tahoe as one of "6 Lakes You Must Visit in the USA."
- Brand USA highlights Valley of Fire State Park that was used as a set for multiple films in the Star Trek franchise.
- Brand USA names the Fountains of Bellagio in Las Vegas as one of the "Best Instagram Stops Across the USA."
- Brand USA frequently pushes Nevada digital social content on platforms in 14 target markets in eight different languages.



Source: "Nevada Division of Tourism Quarterly Report: Fourth Quarter 2016, Volume XXIV," Nevada Division of Tourism.

*Data represents CY2016 combined domestic and international visitation.

Please visit VisitTheUSA.com/state/nevada 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, Nevada 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 Australia, China, Germany, India, Mexico, and the United Kingdom
- Print and digital advertising in *The Telegraph*, a daily newspaper in the United Kingdom
- Targeted digital advertising on travel booking and review platforms, Expedia, TripAdvisor and Turistampa
- Custom social and digital advertising with British Airways
- In-store, email, and digital marketing package with STA Travel, the world's largest travel company for students and young people
- Full-page advertising in *Dreamscapes* luxury travel 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. Nevada has been featured in:

2014: United Kingdom & Ireland Megafam: Las Vegas

2015: Australia & New Zealand Megafam: Las Vegas, Boulder City, Pahrump

2016: China Megafam: Las Vegas

Germany, Austria & Switzerland Megafam: Las Vegas, Joshua Tree National Park

United Kingdom & Ireland Megafam: Las Vegas

2017: Mexico Megafam: Carson City, Reno, Lake Tahoe, Sand Harbor, Tonopah, Las Vegas

United Kingdom & Ireland Megafam: Carson City, Elko

2018: British Airways Megafam: Las Vegas

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 Nevada through this program that have generated valuable media coverage in India, South Korea, Hong Kong, Taiwan and Southeast Asia.

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. Nevada destinations have participated in:

- Brand USA Sales Mission to India
- Brand USA Sales Mission to China
- Arabian Travel Market (ATM), Dubai
- Beijing International Tourism Expo
- China International Travel Mart (CITM), Shanghai
- International France Travel Market (IFTMTop Resa), Paris
- International Tourism Exchange (ITB), Berlin
- International Tourism Exchange Asia (ITB Asia), Singapore
- South Asia Travel and Tourism Expo (SATTE), Delhi
- 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.

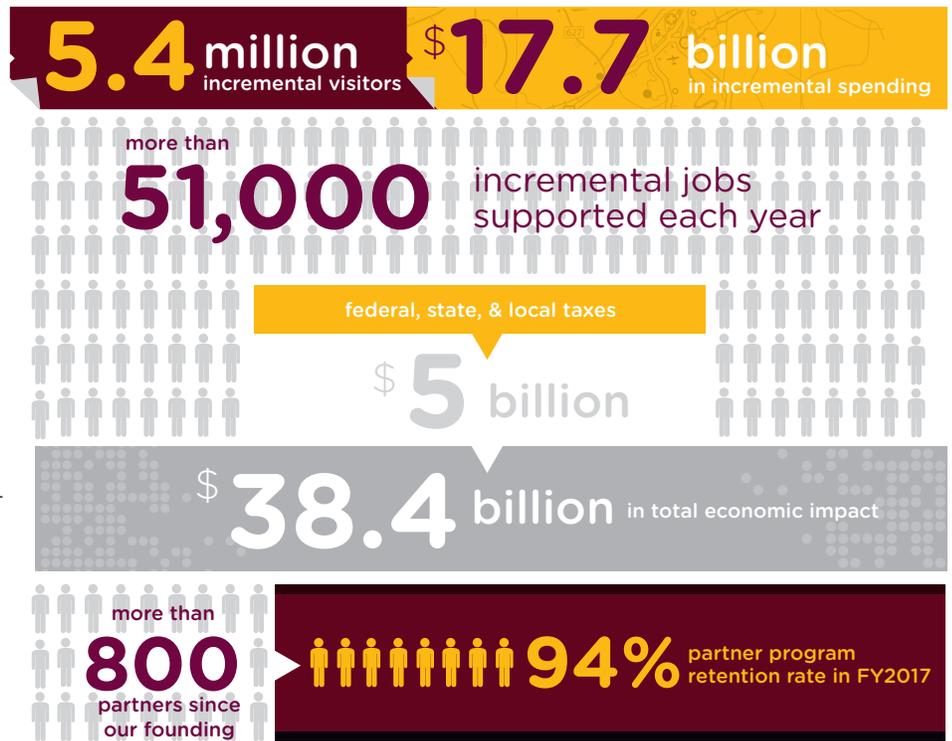
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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 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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