

How Brand USA Promotes NEW JERSEY



Brand USA partners with New Jersey 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 New Jersey Organizations

Jersey City Economic Development Corporation
Meet Atlantic City
Elizabeth Destination Marketing Organization
Greater Newark Convention and Visitors Bureau
Hudson County Office of Cultural Affairs and Tourism
Meadowlands Liberty Convention and Visitors Bureau
Somerset County Business Partnership
Avis Budget Car Rental



Thanks to Brand USA, we have reached China, India, UK and many more countries without leaving Newark! Your partnership is invaluable.

Amanda Smith, Greater Newark Convention and Visitors Bureau

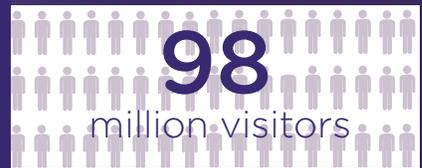
BRAND USA IS CURRENTLY PROMOTING NEW JERSEY TO INTERNATIONAL TRAVELERS THROUGH THESE PROGRAMS:

» **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. New Jersey features prominently across these campaigns, including:

- Brand USA, in partnership with ESPN, features New Jersey as a sports and recreation destination and showcases the NHL’s New Jersey Devils and the NFL’s New York Giants and New York Jets as well as world class horse racing and a host of water sports along the Jersey Shore.
- Brand USA features Newark as a hotspot for live music at the New Jersey Performing Arts Center, modern art at Gallery Aferro, and innovative food and drink in the Ironbound neighborhood.
- Brand USA showcases Hudson County, known as the “Gateway to the USA,” with its stunning views of Manhattan and the Statue of Liberty, as well as a host of family friendly activities like kayaking in the Hudson River and racing go-karts at the Pole Position Raceway.
- Brand USA encourages international visitors to explore all that Cape May has to offer, including parasailing over the beachfront, viewing the grand Victorian homes by trolley, and taking in beautiful views while dining at local favorites, The Lobster House, Ebbitt Room and the Red Store.
- Brand USA frequently pushes New Jersey digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



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

Source: “The Economic Impact of Travel in New Jersey: Tourism Satellite Account Calendar Year 2016,” New Jersey Department of State, Travel and Tourism Division.

*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, New Jersey 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, India, and the United Kingdom
- Targeted digital advertising on travel booking and review platforms Expedia and TripAdvisor

» 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. New Jersey has been featured in:

2017: United Kingdom & Ireland – Atlantic City

Sales Missions and Trade Shows

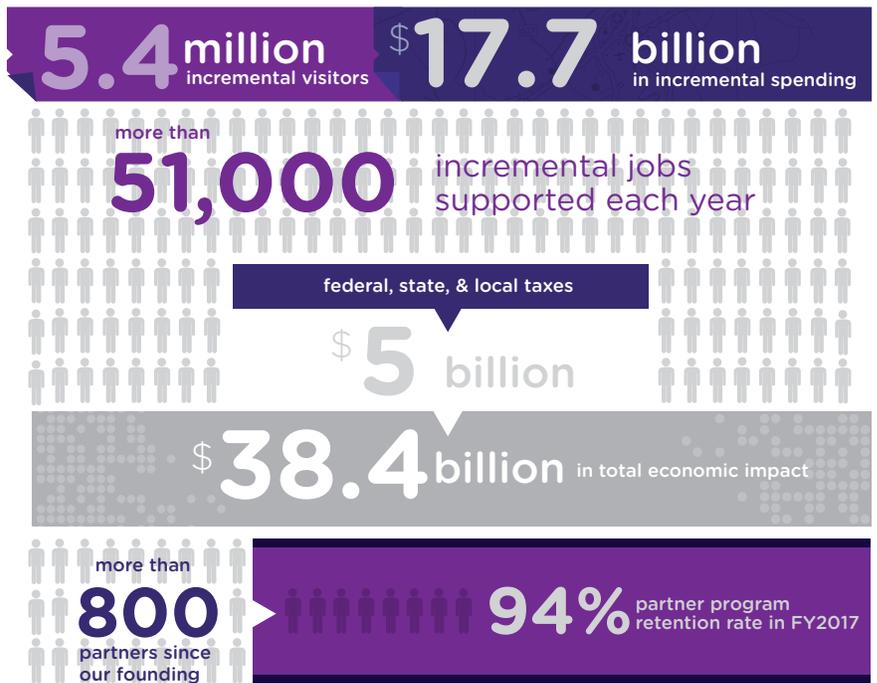
International sales missions and trade shows are a critical platform in Brand USA's marketing strategy. During these events, Brand USA and participants will meet with tour operators, airlines, travel agents, incentive and meeting planners, and media at a variety of programs and functions. New Jersey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

- Brand USA Sales Mission to China
- Brand USA Sales Mission to India
- World Travel Market (WTM), London
- Beijing International Tourism Expo
- China International Travel Mart (CITM), Shanghai
- International France Tourism Market (IFTM), Paris
- International Travel Exchange (ITB), Berlin
- World Travel Market Latin America (WTM), Sao Paolo

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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