

How Brand USA Promotes NORTH DAKOTA



Brand USA partners with North Dakota 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 North Dakota Organizations

North Dakota Department of Commerce
Bismarck Mandan Convention and Visitors Bureau
 Fargo-Moorhead Convention and Visitors Bureau



BRAND USA IS CURRENTLY PROMOTING NORTH DAKOTA 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. North Dakota features prominently across these campaigns, including:

- Brand USA features Fargo's thriving downtown district with great culinary establishments and vibrant nightlife with nods towards hotspots like, Atomic Coffee & Wine Bar, Vinyl Taco, and Mezzaluna.
- Brand USA encourages international tourists to take a road trip through North Dakota's small towns. In a unique road trip itinerary starting in Fargo, passing through the Sheyenne National Grasslands and into towns like LaMoure, Linton, Berlin, and Napoleon.
- Brand USA frequently pushes North Dakota digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT

2
million visitors

\$14.4
billion dollars spent

\$930

million in
tax revenue



260,000

jobs supported

Source: "2014 Visitor Profile," North Dakota 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, North Dakota 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 and the United Kingdom

» 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.

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 North Dakota through this program that have generated valuable media coverage Australia, New Zealand and Mexico.

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. North Dakota destinations have participated in:

- International Tourism Exchange (ITB), Berlin



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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