

How Brand USA Promotes OKLAHOMA



Brand USA partners with Oklahoma 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 Oklahoma Organizations

Oklahoma Tourism and Recreation
Kansas/Oklahoma Travel and Tourism
Cherokee Nation Cultural Tourism
Chickasaw Country
Jordan Advertising
Oklahoma City Convention and Visitors Bureau

“ For Kansas and Oklahoma, cooperative marketing with Brand USA creates a platform for beyond the gateway USA destinations, such as ourselves, to be recognized as significant to the ‘Bigger USA Travel Picture’. Repeat USA leisure travelers from well-developed origin countries such as German speaking Europe and United Kingdom, seek American authenticity in off-the-beaten path USA destinations. Partnering with Brand USA helps to attract these travelers to Kansas and Oklahoma.

Lisa Weigt, Program Director, Kansas/Oklahoma Travel & Tourism.

BRAND USA IS CURRENTLY PROMOTING OKLAHOMA 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. Oklahoma features prominently across these campaigns, including:

- Brand USA features Oklahoma City’s fine dining, intriguing museums, and top-notch performing arts by showcasing Cattleman’s Steakhouse, the National Cowboy and Western Heritage Museum, and the Oklahoma City Museum of Art and Oklahoma Contemporary Arts Center.
- Brand USA encourages international visitors to check out the Rush Springs Watermelon Festival that has been held every August since 1948.
- Brand USA spotlights the Cherokee Heritage Center in Tahlequah, which is dedicated to preserving the culture and artifacts of the Cherokee tribe.
- Brand USA features Tulsa’s lively entertainment districts, where most of the dining, shopping, festivals, and arts experiences are located.
- Brand USA frequently pushes Oklahoma digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT



\$634

million in
tax revenue



93,300

jobs supported

Source: "Calendar Year 2015 – Oklahoma TravelsAmerica Visitor Profile Report," Oklahoma Tourism and Recreation Department

*Data represents CY2015 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, Oklahoma was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Print advertising in *Essentially America*, an international travel magazine
- Full page advertorial in *FVW Medien*, a German 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. Oklahoma has been featured in:

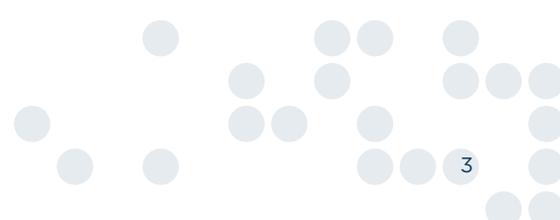
2015: United Kingdom Megafam: Oklahoma City, Talihina

2017: United Kingdom and Ireland Megafam: Wilburton, Oklahoma 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. Oklahoma destinations have participated in:

- International Tourism Exchange (ITB), Berlin
- World Travel Market (WTM), London
- ANTAD, Guadalajara



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.

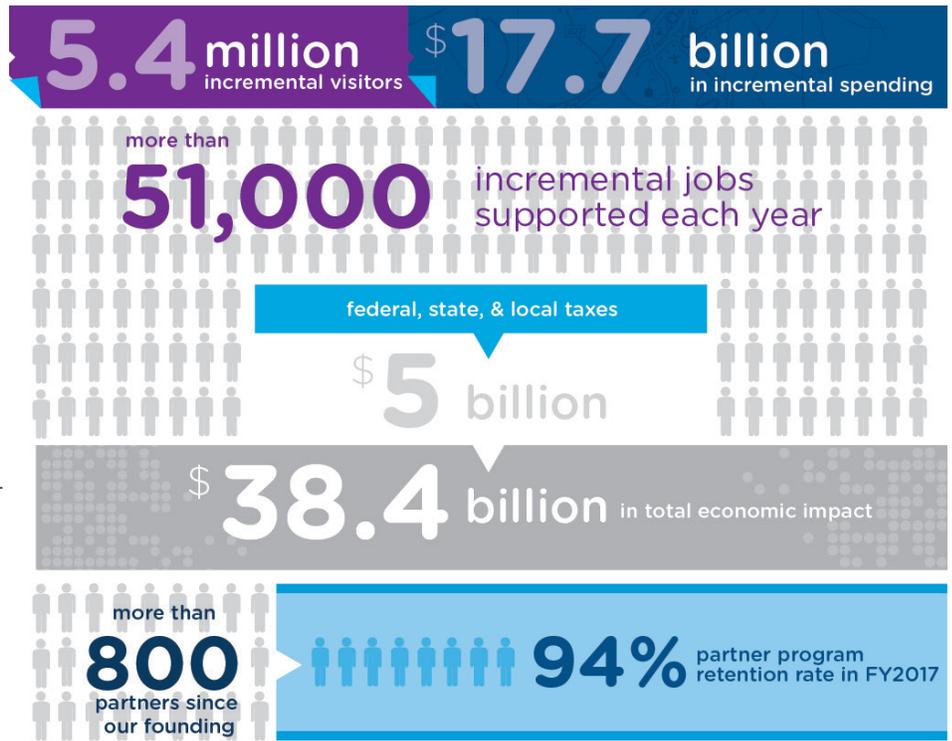
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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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