

# How Brand USA Promotes Pennsylvania



**Brand USA partners with Pennsylvania** 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 Pennsylvania Organizations**

Pennsylvania Tourism Office  
Pennsylvania Association of Travel and Tourism  
Philadelphia Convention and Visitors Bureau  
The Countryside of Philadelphia  
Hershey-Harrisburg Regional Visitors Bureau  
Discover Lancaster  
Chester County Conference and Visitors Bureau  
Discover Lehigh Valley  
Destination Gettysburg  
Pittsburgh Convention and Visitors Bureau  
Laurel Highlands Visitors Bureau  
Butler County Visitors Bureau  
Penn Route 6 Alliance  
Pocono Mountains Visitors Bureau  
Allegheny National Forrest Visitors Bureau  
Visit Philly  
Visit Clearfield County



Partnership is key for The Countryside of Philadelphia. All of the many amazing partnership opportunities offered by Brand USA have been instrumental for the growth of our international efforts.

Greg Edevane, Director of Global Development, Chester County CVB  
and Marc Kaminetsky, Director of Sports, Tourism and Convention Sales, Valley Forge TCB.

**BRAND USA IS CURRENTLY PROMOTING PENNSYLVANIA 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. Pennsylvania features prominently across these campaigns, including:

- Brand USA features Philadelphia in its Market the Welcome video that plays in embassies and consulates across the globe, inspiring international tourists and extending a warm welcome to them before they reach our shores.
- Brand USA’s *America Through Film* 12-part series on BBC and digital platforms featured Oscar-winning director John Avildsen (*Rocky*, *The Karate Kid*, *The Power of One*) and showcased the beauty and character of Philadelphia.
- Brand USA and ESPN provide international sports fans with an online calendar to help plan their trip to the USA around major sporting events. The Philadelphia Phillies, the Philadelphia 76ers, 2017 U.S. Open course, and Oakmont Country Club in Pittsburgh are featured on this resource.
- Brand USA brought Mexican social media personality, Ben Shorts, to Pennsylvania to share his experiences in Philadelphia with over 2 million subscribers on his YouTube channel.
- Brand USA has placed an image of Philadelphia’s iconic LOVE sculpture at the U.S. Embassy in Tokyo, Japan as part of its “Market the Welcome” campaign, extending a warm welcome to Japanese tourists before they reach our shores.
- Brand USA and National Geographic Travel group’s road trip campaign feature Pennsylvania in unique road trip itineraries specifically mapped out for international tourists.
- Brand USA frequently pushes Pennsylvania digital and social content on platforms in 14 target markets in eight different languages.

**ECONOMIC IMPACT**



Please visit [VisitTheUSA.com/state/pennsylvania](http://VisitTheUSA.com/state/pennsylvania) for more examples.

Source: “The Economic Impact of Travel in Pennsylvania. Tourism Satellite Account Calendar Year 2015,” Pennsylvania Department of Community and Economic Development.

\*Data represents CY2016 combined domestic and international visitation



## » 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, Pennsylvania was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Brand USA's culinary program that promotes the state's iconic foods across the globe
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Targeted digital advertising on the travel booking and review platform, Expedia

## » 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. Pennsylvania has been featured in:

**2013:** United Kingdom & Ireland Megafam: Philadelphia

**2015:** Germany Megafam: Philadelphia, Bird-in-Hand, Bryn-Athyn, Limerick, Kennett Square, Lancaster, Malvern, Norristown  
United Kingdom & Ireland Megafam: Philadelphia

**2016:** China Megafam: Philadelphia  
United Kingdom & Ireland Megafam: Philadelphia, Lancaster

**2017:** Germany, Austria & Switzerland Megafam: Philadelphia

**2018:** British Airways Megafam: Philadelphia

### 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. Pennsylvania destinations have participated in:

- Brand USA Sales Mission to India
- Brand USA Sales Mission to Japan & South Korea
- International Tourism Exchange (ITB), Berlin
- International Tourism Exchange Asia (ITB Asia), Singapore
- World Travel Market (WTM), London
- World Travel Market (WTM) Latin America, Sao Paulo

## 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](http://TheBrandUSA.com). For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).



### Connect With Us!

#### Consumer Channels



GoUSATV

#### Corporate Channels

