

How Brand USA Promotes RHODE ISLAND



Brand USA partners with Rhode Island 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 Rhode Island Organizations

Rhode Island Commerce Corporation
Rhode Island Tourism Division
Discover New England
Providence Warwick Convention and Visitors Bureau



BRAND USA IS CURRENTLY PROMOTING RHODE ISLAND 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. Rhode Island features prominently across these campaigns, including:

- Brand USA brought the popular Australian social media influencer, Brittney Lee Saunders to Rhode Island to share her experience in Providence with over one million subscribers of her YouTube channel.
- Brand USA features Newport, known as the "sailing capital of the world," as the only North American host city of the 2018 Volvo Ocean Race.
- Brand USA showcases many of the beautiful and historic lighthouses that dot Rhode Island's coast, including the Plumb Beach Lighthouse, Beavertail Lighthouse, the lighthouses of Dutch Island and Rose Island, Castle Hill Lighthouse, and Ida Lewis Rock Lighthouse.
- Brand USA encourages international visitors to travel around Rhode Island to experience all that the state has to offer, including the restaurants and nightlife of Providence, the opulent mansions of Newport, and the quaint New England charm of Block Island.
- Brand USA frequently pushes Rhode Island digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT



\$2.0

billion dollars spent

\$261.9

billion in
tax revenue



15,000

jobs supported

Source: "Travel is an Economic Engine: Why Travel Matters to Rhode Island," U.S. Travel Association.

*Data represents CY2015 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, Rhode Island was featured in several Brand USA partner programs, including Brand USA's official Inspiration Guide, which is translated in eight different languages and distributed in 14 countries.

» 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.

Rhode Island was featured in the 2015 United Kingdom and Ireland Megafam.

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 Rhode Island through this program that have generated valuable media coverage in India.

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



Connect With Us!

Consumer Channels



@VisitTheUSA



@VisitTheUSA



@VisitTheUSA

GoUSATV

Corporate Channels



@BrandUSA



TheBrandUSA.com