

How Brand USA Promotes South Carolina



Brand USA partners with South Carolina 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 South Carolina Organizations

South Carolina Department of Parks, Recreation and Tourism

Charleston Convention and Visitors Bureau

Charleston Area Hospitality Association

Hilton Head Convention and Visitors Bureau

Myrtle Beach Area Chamber of Commerce and Convention and Visitors Bureau

Myrtle Beach Golf Holiday

Travel South



For the Myrtle Beach area of South Carolina, Brand USA has delivered a significant, positive impact on our local economy. Brand USA has been a game-changer for the Myrtle Beach area.

Brad Dean, President and CEO,
Myrtle Beach Area Chamber of Commerce

BRAND USA IS CURRENTLY PROMOTING SOUTH CAROLINA 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. South Carolina features prominently across these campaigns, including:

- Brand USA’s *USA Through Music* miniseries on BBC featured Darius Rucker and showcased Charleston and the Isle of Palms.
- Brand USA features Charleston 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 brought *Olly’s Ale Trail*, a popular Travel Channel United Kingdom show that highlights craft beer breweries and the places they are located to South Carolina for an episode in 2016.
- Chefs from Charleston, Greenville, and Hilton Head Island were featured in short vignettes that aired on Travel Channel International in 2015 and Food Network International in 2016.
- Brand USA brought the popular Travel Channel United Kingdom program, *Jeni & Olly’s Deep South Food Adventures*, to South Carolina in 2015 where the hosts enjoy uniquely southern cuisine while exploring the state.
- Brand USA frequently pushes South Carolina digital and social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



Source: "The Economic Contribution of Tourism in South Carolina: 2015 Tourism Satellite Account Results," South Carolina Departments of Parks, Recreation, and Tourism.

*Data represents CY2016 international visitation.

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



» 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, South Carolina 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
- Targeted digital advertising on travel booking and review platforms TripAdvisor, Sojern, Expedia, and Thomas Cook
- Print advertising in *Essentially America*, a travel and lifestyle magazine
- Full page advertising in *Dreamscapes* luxury travel magazine
- Print and digital advertising in *The Telegraph*, a daily newspaper in the United Kingdom
- Brand USA's multichannel marketing programs that interact with international consumers through a host of different media in Canada, Germany, France, 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.

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. South Carolina has been featured in:

2014: United Kingdom Megafam: Charleston, Hilton Head

2016: United Kingdom Megafam: Charleston, Hilton Head

2018: British Airways Megafam: Myrtle Beach, Charleston

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. South Carolina destinations have participated in:

- Brand USA Sales Mission to China
- 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
- Royal Horticultural Society's Hampton Court Palace Flower Show, England
- International Golf Travel Market, Lake Como, Italy & Tenerife, Spain

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.

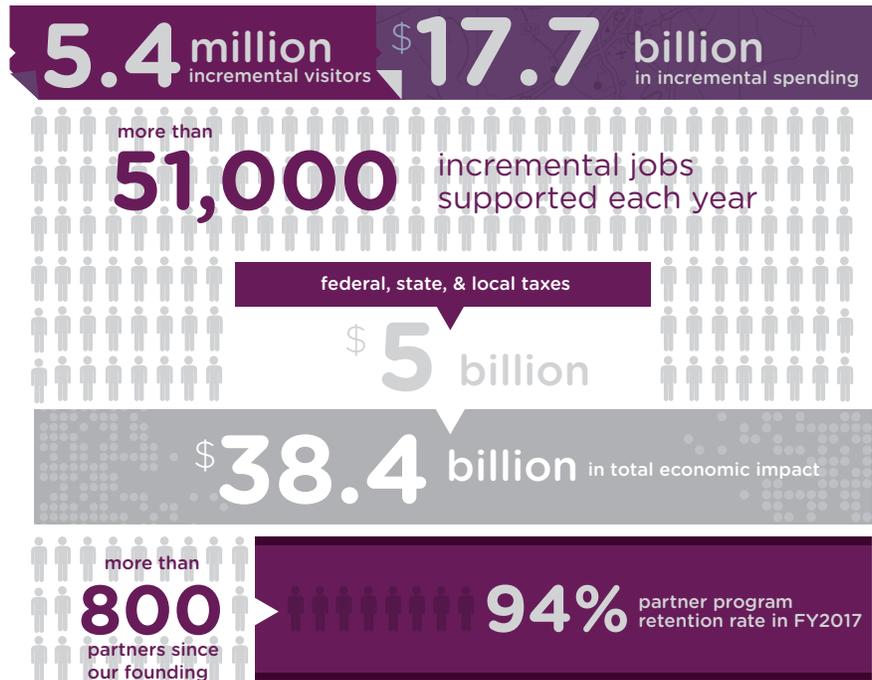
Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

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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Consumer Channels



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