

How Brand USA Promotes **SOUTH DAKOTA**



Brand USA partners with South 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 South Dakota Organizations

South Dakota Department of Tourism
Black Hills and Badlands Tourism Association
Crazy Horse Memorial
Custer State Park
Rapid City Convention and Visitors Bureau
Sioux Falls Convention and Visitors Bureau
Southeast South Dakota
Xanterra Mount Rushmore



We give a lot of credit to Brand USA for increasing the number of international visitors that come to South Dakota every year. When it comes right down to it, they provide the opportunities for small destinations like South Dakota to have a voice around the world and to showcase the wonderful things there are to do and see in our state.

Jim Hagen, South Dakota Secretary of Tourism



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

- Brand USA showcases South Dakota’s “Great Eight Icons and Adventures,” featuring Badlands National Park, Crazy Horse Memorial, Custer State Park, Jewel Cave National Monument, the Missouri River, Mount Rushmore National Memorial, Wind Cave National Park, and Historic Deadwood.
- Brand USA encourages international visitors travel back in time by visiting Deadwood, a notorious western town known for the gunslingers and gamblers who were drawn here by the gold rush of 1876.
- Brand USA frequently pushes South Dakota digital social content on platforms in 14 target markets in eight different languages.

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



Source: "2015 Annual Report," South Dakota Department of Tourism.

*Data represents combined CY2015 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, South 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 Australia, Canada, Germany, 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 Dakota has been featured in:

2014: United Kingdom Megafam: Badlands National Park, Rapid City

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 South Dakota through this program that have generated valuable media coverage in 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. South Dakota destinations have participated in:

- International Tourism Exchange (ITB), Berlin
- Japan Association of Travel Agents Tourism Expo (JATA), Tokyo
- TTG Incontri, Rimini, Italy

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

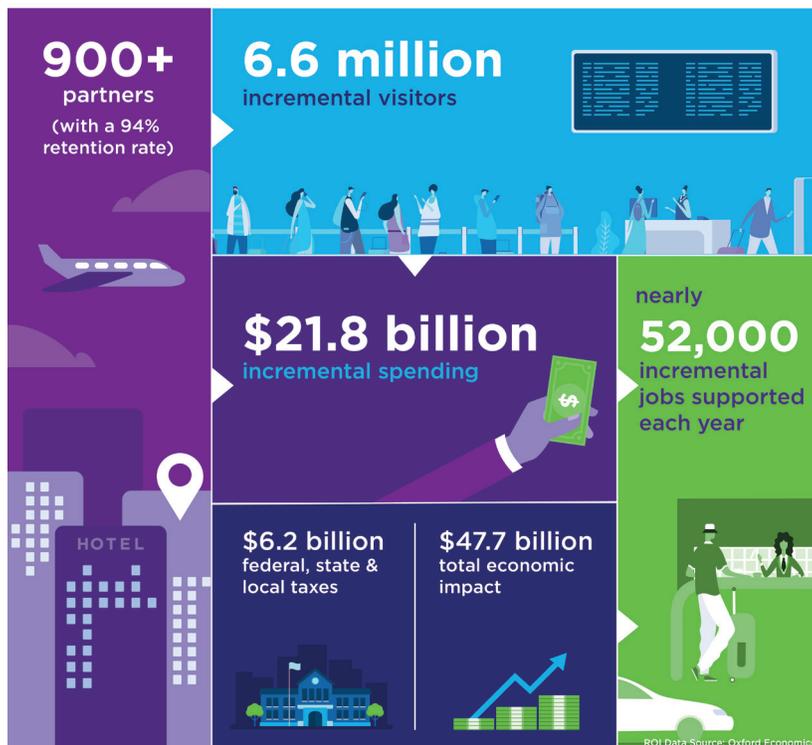
(directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past six years Brand USA's marketing initiatives have helped welcome nearly 7 million incremental visitors to the USA, benefiting the U.S. economy with \$47.7 billion in total economic impact and supporting nearly 52,000 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.

Over the past six years, Brand USA's marketing efforts have generated...



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Consumer Channels



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