

Market Information 2018

SPAIN



Cover images: Kane County, Utah and Franconia Notch State Park, New Hampshire

About This Guide

Brand USA is pleased to present this guide in partnership with the U.S. Commercial Service and the National Travel and Tourism Office (NTTO). It includes snapshots of the economies in Spain, along with information about travel from this region (booking channels, consumer trends, U.S. international inbound visitation data, and key travel motivators and indicators).

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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 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.

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A Message From Christopher L. Thompson



We at Brand USA — the destination-marketing organization for the United States — look forward to working with you to tap the great potential of Spain's outbound-tourism market.

This market guide will familiarize you with the factors that make Spain a desirable market to cultivate.

One trend to note, for example, shows that the number of Spaniards who are opting for international travel is rising at a faster rate than the number who stay within their borders when traveling.

To enhance our presence across Europe, we have been working with Hills Balfour, a distinguished, global public-relations and representation company, since the start of 2018. And, to better support Brand USA's mission and messaging in Spain, Hills Balfour has aligned its efforts with Interface Tourism Spain.

We launched two major outreach initiatives during the first half of 2018. One is our new giant-screen film, "America's Musical Journey." Since its release in February, the film has been a significant promotional element for introducing international travelers to the United States. The unique styles of American music evoke our cultural heritage and the stories associated with iconic locations across the U.S. landscape.

Another major, ongoing effort is Brand USA's new travel-entertainment TV channel, GoUSA TV, which also launched in February. Brand USA is the first destination-marketing organization to develop such an outlet. GoUSA TV is now available on Roku, Apple TV and Amazon Fire TV around the globe. In 2019, the channel will also be on Google Chromecast.

Now in its first stages of development, GoUSA TV features an assortment of travel experiences across four different categories: The Great Outdoors, Road Trips, Food and Drink, and Culture and Events. GoUSA TV will increase programming to include additional themes and formats, including series, films, videos and live videos. And, GoUSA TV will add Spanish-language content in the near future.

Brand USA, overall, has committed to a comprehensive “digital-screen strategy” that presents a storytelling approach regarding the diversity of travel possibilities in the United States. Using mediums that run the gamut from quick mobile content to giant-screen films, the storytelling is relevant, engaging and authentic.

I invite you to talk to our team about the opportunities that await to boost your marketing in this part of Europe. They can discuss with you the most effective ways to inspire travelers from Spain to book their trips to the USA now.

In November, for instance, Brand USA and a contingent of its industry partners will showcase the USA as a premier destination for meetings and events at IBTM World in Barcelona. About 15,000 members of the travel trade, including more than 4,000 top-level buyers, will be in attendance.

Then, two months later, the Brand USA Pavilion will again set up in Madrid to highlight USA travel at the 39th annual ITUR (the International Tourism Trade Fair) in January. The 2018 edition of ITUR drew 140,000 members of the travel and tourism industry.

Together, we are marketing the USA!

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President & CEO

Brand USA

Brand USA

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Geography

Area

505,370 sq km

Source: CIA World Factbook 2018

Demographics

Population

Spain

48,958,159

United States

326,625,791

Source: CIA World Factbook 2018

Largest Metropolitan Areas

Madrid (capital): 6.199 million

Barcelona: 5.258 million

Valencia: 810,000

Source: CIA World Fact book 2018

Population by Age

0-14 years	18.73%	15.38%
15-24 years	13.27%	9.58%
25-54 years	39.45%	44.91%
55-64 years	12.91%	12.14%
65 years and older	15.63%	17.98%
Median age	38.1	42.7
Population growth rate	0.81%	0.78%

Source: CIA World Factbook 2018

Economy

GDP: \$1.237 trillion

GDP real growth rate: 3.1%

GDP—per capita: \$38,200

Unemployment rate: 17.5%

Inflation rate: 2%

Source: CIA World Factbook 2018, The World Bank, and Bancode España

Vacation Allocation and Public Holidays

Spaniards get 4 weeks of paid holidays plus 12 public holidays

Spain has the following Primary Travel Periods and Public School Holidays:

- Carnival Holidays (forty days before Easter Day): 1-3 days
- Easter holidays: Almost two weeks in April
- Summer holidays: 10 weeks of school holidays (depending on the region)
- Christmas holidays: Two weeks in December

The 2018 labor calendar in Spain includes a total of 12 public holidays:

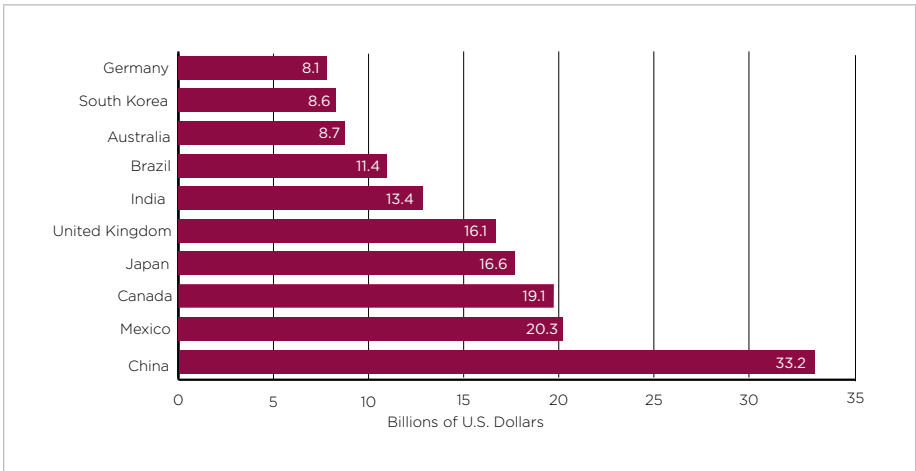
January 1 (Monday)	October 12 (Friday)
January 6 (Saturday)	November 1 (Thursday)
March 30 (Good Friday)	December 6 (Thursday)
May 1 (Tuesday)	December 8 (Saturday)
August 15 (Wednesday)	December 25 (Tuesday)

Along with these ten national holidays there are two more that the Autonomous Communities can substitute: March 19 (San José) and March 29 (Holy Thursday). March 19 will only be a holiday in Comunidad Valenciana and Murcia, while March 29 (Holy Thursday) will be a holiday in Spain except in Cantabria and Catalonia.

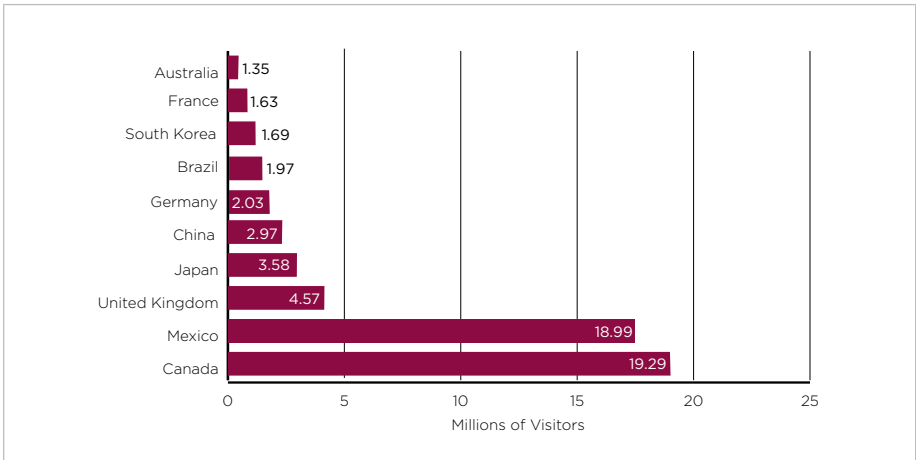
To these holidays, we must add the local holidays of each city. It is important to note that Spaniards use these days to combine a longer period (called in Spanish “puentes”) to enjoy a city break.

Holiday	Day
Andalusia: Andalusia Day	February 28
Balearic Islands: Day of the Balearic Islands	March 1
Easter Monday	April 2
Aragón: San Jorge	April 23
Castilla y León: Day of Castilla y León	April 23
Day of the Community of MADrid	May 2
Canary Islands: Canary Islands Day	May 30
Castilla-La Mancha: Corpus Christi	May 31
Day of La Rioja	June 9
Day of the Murcia Region	June 9
Santiago Apóstol	July 25
Cantabria: Institutions Day	July 28
Asturias: Day of Asturias	September 8
ExtreMADura Day	September 8
Catalonia: Day of Catalonia	September 11
Bien Aparecida Festival	September 15
Day of the Valencian Community	October 9
Day of the Community of MADrid	November 1
San Francisco Javier	December 3
San Esteban	December 26

International Visitation Trends*



Source: U.S. Department of Commerce, National Travel and Tourism Office



Source: U.S. Department of Commerce, National Travel and Tourism Office

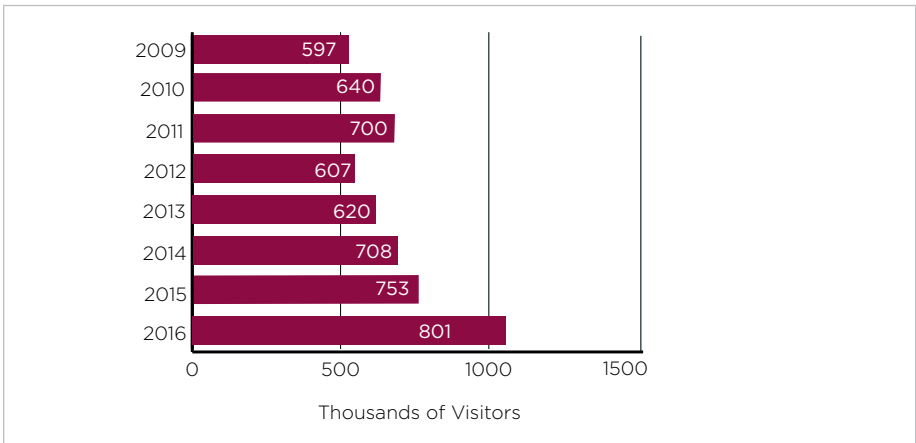
*U.S. Department of Commerce National Travel and Tourism Office data to be revised during calendar year 2018.

Travel Trends*

Spending Trends (exports) of Spaniards in the USA
(millions of U.S. dollars)

	2009	2010	2011	2012	2013	2014	2015	2016	Change
Total Travel & Tourism Exports	\$2,277	\$2,532	\$2,870	\$2,311	\$2,374	\$2,764	\$2,900	\$2,954	\$677
Travel Receipts	\$1,713	\$1,932	\$2,121	\$1,662	\$1,819	\$2,012	\$2,098	\$2,191	\$478
Passenger Fare Receipts	\$564	\$600	\$749	\$649	\$555	\$752	\$802	\$763	\$199
Change (%) in Total Exports	-20	11	13	-19	3	16	5	2	30

Source: U.S. Department of Commerce, International Trade Ad



Source: U.S. Department of Commerce, National Travel and Tourism Office

*U.S. Department of Commerce National Travel and Tourism Office data to be revised during calendar year 2018.

Traveler Characteristics*

Main Purpose of Trip

Main Purpose of Trip	2015 (%)	2016 (%)	Point Change
Vacation/Holiday	57	60	3.1
Visit Friends/Relatives	19	22	2.7
Business	14	9	-4.6
Convention/Conference/Trade Show	5	5	0.2

Source: U.S. Department of Commerce, National Travel and Tourism Office

All Purposes of Trip

All Purposes of Trip	2015 (%)	2016 (%)	Point Change
Vacation/Holiday	66	72	6.5
Visit Friends/Relatives	32	34	1.4
Business	15	10	-4.3
Convention/Conference/Trade Show	7	6	-0.9
Education	8	6	-2.1
Religion/Pilgrimages	0.4	0.4	0.0
Health Treatment	0.2	0.0	-0.2
Other	1	1	0.0
Net Purposes Of Trip:			
Leisure & Visit Friends and Relatives	82	85	2.7
Business & Convention	20	16	-4.8

Source: U.S. Department of Commerce, National Travel and Tourism Office

Select Traveler Characteristics

Traveler Characteristics	2015	2016	Change
Length of Stay in U.S. (mean nights)	18.9	18.3	-0.6
Length of Stay in U.S. (median nights)	9	9	0.0
First International Trip to the U.S.	32	31	-0.9

Source: U.S. Department of Commerce, National Travel and Tourism Office

*U.S. Department of Commerce National Travel and Tourism Office data to be revised during calendar year 2018.

Activity Participation While in the USA

Activities	2015 (%)	2016 (%)	Point Change
Shopping	86	89	2.8
Sightseeing	80	82	1.8
Amusement/Theme Parks	26	27	0.9
National Parks/Monuments	47	50	3.5
Nightclubbing/Dancing	19	20	0.6
Art Gallery/Museum	40	44	4.1
Concert/Play/Musical	19	22	2.9
Historical Locations	34	39	4.4
Experience Fine Dining	46	24	-21.6
Guided Tours	27	31	3.7
Small Towns/Countryside	28	29	1.4

Source: U.S. Department of Commerce, National Travel and Tourism Office

Transportation Used in the USA

Transportation Types	2015 (%)	2016 (%)	Point Change
Rented Auto	28	25	-2.9
Air Travel between U.S. Cities	29	25	-3.5
Auto, Private or Company	33	36	2.3
Taxicab/Limousine	35	31	-4.1
City Subway/Tram/Bus	40	41	1.5
Bus between Cities	18	18	0.2
Ferry/ River Taxi/ Srt Scenic Cruise	19	21	1.4
Rented Bicycle/ Motorcycle/ Moped	6	6	-0.2
Railroad between Cities	8	8	0.6
Motor home/Camper	2	0.4	-1.7

Source: U.S. Department of Commerce, National Travel and Tourism Office

USA Destinations Visited (States, Cities and Regions)

U.S. Destinations/Regions	Market Share 2015 (%)	Volume 2015 (000)	Market Share 2016 (%)	Volume 2016 (000)
Regions				
Middle Atlantic	45.38	342	48.58	389
States				
New York	43.52	328	46.91	376
Cities				
New York City	43.06	324	46.10	369

Source: U.S. Department of Commerce, National Travel and Tourism Office

Air Travel Information

Spain to the USA

City	Airlines	Duration
MAD - BOS	Iberia / Level	1x daily (except Thursday and Sunday) - 7h 50m
MAD - ORD	Iberia / Level	1x daily - 9h 20m
MAD - LAX	Iberia / Level	1x daily (except Monday and Tuesday)- 12h 35m
MAD - MIA	Iberia / Level	2x daily - 9h 50m
MAD - NYC	Iberia / Level	2x daily - 8h 20m
MAD - SFO	Iberia / Level	3x week (Monday, Wednesday and Friday) - 12h 45m
BCN - LAX	Iberia / Level	2x week - 13h 10m (Wednesday and Sunday) (seasonal)
BCN - OAK	Iberia / Level	2x week (Wednesday and Sunday) (seasonal) - 13h 00m
BCN - BOS	Iberia / Level	2x week (Wednesday and Saturday) - 8h 15m
MAD - MIA	Air Europa	1x daily 9h 50m
MAD - NYC	Air Europa	1x daily - 8h 20m
MAD - MIA	American Airlines	1x daily 9h 50m
MAD - NYC	American Airlines	1x daily - 8h 20m
MAD - DFW	American Airlines	1x daily - 10h 40m
MAD - PHL	American Airlines	1x daily - 8h 25m
MAD - CLT	American Airlines	1x daily (seasonal) - 9h 25m
BCN - ORD	American Airlines	1x daily (seasonal) - 9h 50 m
BCN - MIA	American Airlines	1x daily 10h 15m
BCN - NYC	American Airlines	1x daily - 8h 35m
BCN - PHL	American Airlines	1x daily (seasonal) - 9h 00m
BCN - CLT	American Airlines	1x daily (seasonal)-9h 50m
MAD - NYC	Delta Air Lines	1x daily - 8h 20m
BCN - NYC	Delta Air Lines	1x daily - 9h 01m
BCN - LAX	Norwegian	4x week- 12h 10m
BCN - NYC	Norwegian	6x week - 8h 35m
BCN - OAK	Norwegian	5x week - 12h 10m
MAD - IAD	United	1x daily - 8h 45m (seasonal)

Other routes

Condor will fly to Arizona. As of May 2018, Spanish travellers will be able to fly from Barcelona, Madrid, Bilbao and Valencia to the Condor hub in Frankfurt, where they will connect with the capital of Arizona. The flight between Frankfurt and Phoenix will operate twice a week (Monday and Friday).

Norwegian launches to the United States from Madrid, 'motivated' by the competition with Level The pioneer in Europe on long-haul low-cost flights will open two routes to Los Angeles and New York next summer. The flights from the Adolfo Suárez Madrid Barajas will start on July 15 and on July 17, from New York's JFK to Barajas.

There are many other flights connecting in different points of Europe to all main destinations in the USA.

Market Snapshot

- International trips by Spaniards are registering a more intense growth trend than the trips within Spain. Thus, the outbound trips registered in the first months of 2017 grew 8.5 percent slowing down in spring and rising in June by 6.1 percent. In parallel, the performance of trips within Spain was also positive, but more moderate, registering a trend increase of 4.9 percent in the first months and an increase of 4 percent in the second semester.
- Leisure trips accounted for 56.5 percent of total spending, with a daily average cost of 59 Euro. Business trips had the biggest average daily expenditure at 103 Euro.
- The Spanish economy grew by 3.1 percent in 2017, which adds four years of recovery and three consecutive years growing above 3 percent, according to the GDP advance published by the National Institute of Statistics (INE).
- The unemployment rate is decreasing positively and more and more Spaniards work and have disposable income for travel.
- Spaniards are among the most connected travellers in Europe and will share their travelling experiences in social networks. Spaniards are the Europeans who most use the mobile phone to access the internet, with a rate of 93 percent of all Internet users in Spain, above the average of the European Union (EU), according to Eurostat, the office of Community statistics.
- The percentage of Spaniards who access social networks daily is already 40.5 percent, while social networks are used by almost 60 percent of the population. As it relates to devices to consult and publish content, the breakdown would be as follows: cellphone in 50.6 percent of cases, computer (21.5 percent), tablets (9.8 percent), smart TV (0.2 percent) and console / video game device (0.2 percent).

Brand USA Online Channels

Digital/Social Marketing

Brand USA employs digital and social media marketing strategies to inspire, engage, and activate international travelers to visit the United States during the year through:

- Proprietary website platforms
- Social media channels
- Global digital marketing and social campaigns
- Online video
- Retargeting and other targeted advertising

PROPRIETARY CONSUMER WEBSITE PLATFORMS

Brand USA has two online consumer identities in the marketplace:

- VisitTheUSA (VisitTheUSA.com), which is active in most markets where Brand USA markets the United States to international travelers
- GoUSA, which is active in Asian markets, including China and Hong Kong (GoUSA.cn), Taiwan (GoUSA.tw), India (GoUSA.in), Japan (GoUSA.jp), and South Korea (GoUSA.or.kr)

Together, the VisitTheUSA and GoUSA website platforms are the consumer-facing online identities international travelers associate with travel to the United States.

SOCIAL MEDIA CHANNELS

In addition to the global and in-market VisitTheUSA and GoUSA proprietary websites, Brand USA leverages related social media accounts in consumer-facing content and communications. Each market where Brand USA has a fully developed marketing presence has a dedicated, in-language website and social channels, which Brand USA uses to reach consumers in its target markets.

The following handles are used for global, consumer-facing promotions in English:

- Website: VisitTheUSA.com
- Twitter: [@VisitTheUSA](https://twitter.com/VisitTheUSA)
- Facebook: [Facebook.com/VisitTheUSA](https://www.facebook.com/VisitTheUSA)
- YouTube: [YouTube.com/VisitTheUSA](https://www.youtube.com/VisitTheUSA)
- Instagram: [VisitTheUSA](https://www.instagram.com/VisitTheUSA)

The following campaign hashtags support global and thematic promotions and initiatives:

- Global: [#VisitTheUSA](https://twitter.com/VisitTheUSA)
- Flavors/Culinary: [#TasteUSA](https://twitter.com/VisitTheUSA)
- Road Trips: [#RoadTripUSA](https://twitter.com/VisitTheUSA)
- Great Outdoors: [#OutdoorsUSA](https://twitter.com/VisitTheUSA)
- Market the Welcome: [#USAWelcome](https://twitter.com/VisitTheUSA)

In addition to leveraging these global channels, Brand USA currently has localized social media efforts in the following markets via the channels shown in Chart 1.

CHART 1

Digital Channels

MARKET	URL	Local Tagline	FACEBOOK	TWITTER	HASHTAG	INSTAGRAM	YOUTUBE
Australia	VisitTheUSA.com.au	Plan Your USA Trip Now	facebook.com/VisitTheUSAau	@VisitTheUSA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
Brazil	VisiteosUSA.com.br	Planeje Sua Viagem Aos USA Agora Mesmo	facebook.com/VisiteOsUSA	@VisiteOsUSA	#VisiteOsUSA	VisitTheUSA	YouTube.com/VisiteOsUSA
Canada: English	VisitTheUSA.ca	Plan Your USA Trip Now	facebook.com/VisitTheUSAcA	@VisitTheUSAcA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
Canada: French	frVisitTheUSA.ca	Planifiez Votre Voyage Aux USA Dès Maintenant	facebook.com/VisitTheUSAcA	@VisitTheUSAcA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAFr
Chile	VisitTheUSA.cl	Planifica tu viaje a USA ahora	facebook.com/VisitTheUSACL	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
China	GoUSA.cn	即刻 定制 您的 USA 旅行 计划	n/a	Sina Weibo (Chinese microblogging site/hybrid of Twitter and Facebook): http://weibo.com/GoUSACn Youku (YouTube equivalent): http://iyouku.com/gousacn Wechat (Chinese mobile social network for texting, images, music and articles sharing, mobile only): 美国国家旅游局			
Colombia	VisitTheUSA.co	Planifica tu viaje a USA ahora	facebook.com/VisitTheUSACo	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
France	VisitTheUSA.fr	Préparez Votre Voyage Aux USA Dès Maintenant	facebook.com/VisitTheUSAFr	@VisitTheUSAFr	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSAFr
Germany	VisitTheUSA.de	Plant Jetzt Eure Reise In Die USA	facebook.com/VisitTheUSADe	@VisitTheUSA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSADe
India	GoUSA.in	Plan Your USA Trip Now	facebook.com/GoUSAin	@GoUSAin	#USATrip	VisitTheUSA	YouTube.com/GoUSAin
Japan	GoUSA.jp	今すぐ USAへの旅の計画を	facebook.com/GoUSAjp	@GoUSAjp	アメリカ旅行	VisitTheUSA	YouTube.com/GoUSAjp
Mexico	VisitTheUSA.mx	Planifica Tu Viaje A USA Ahora	facebook.com/VisitTheUSAMx	@VisitTheUSAes	#VisitTheUSA	VisitTheUSA	(Spanish) YouTube.com/VisitTheUSAes
Korea	GoUSA.orkr	지금 USA 여행을 계획해보세요	facebook.com/GoUSAKr	@GoUSAKr	#미국여행	VisitTheUSA	YouTube.com/GoUSAKr
Sweden	VisitTheUSA.se	Plan Your USA Trip Now	facebook.com/VisitTheUSASE	@VisitTheUSA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
Taiwan	GoUSA.tw	立即訂製專屬你的美國之旅	facebook.com/VisitTheUSA	@VisitTheUSA	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA
United Kingdom	VisitTheUSA.co.uk	Plan Your USA Trip Now	facebook.com/VisitTheUSAuk	@VisitTheUSAuk	#VisitTheUSA	VisitTheUSA	YouTube.com/VisitTheUSA

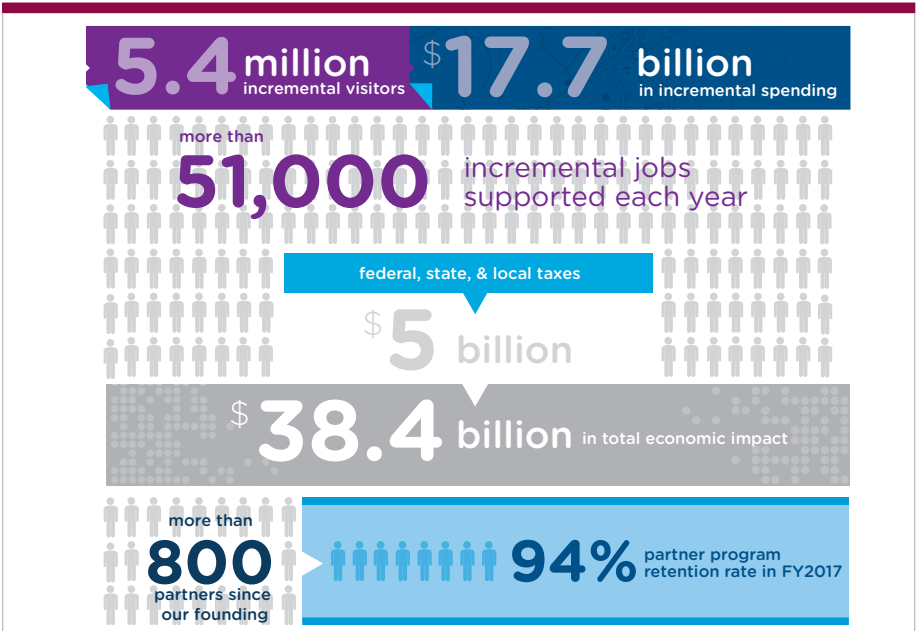
Brand USA Highlights

Brand USA is building on success.

With the support of its many partners worldwide, Brand USA has grown from a start-up organization (that launched its first full year in operation in 2012 with just 89 partners) to an organization that has worked with and been supported by over 800 partners worldwide.

Here is some of what we've accomplished with the support of our partners since we began operations in 2011:

- Generated 5.4 million incremental international visitors to the USA over the past five years, which has benefited the U.S. economy with \$38.4 billion in total economic impact, and supported more than 51,000 incremental jobs a year (source: Oxford Economics).



Source: ROI data provided by Oxford Economics.

- Increased active consumer engagement with Brand USA assets (website page views, social interaction and social ad engagement) by 29 percent in FY2017.

- Continued to execute the USA consumer campaign in 14 markets (Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Japan, South Korea, Mexico, Sweden, and the United Kingdom Colombia and Sweden). In total, these markets generate more than 80 percent of all international visitation to the United States.
- With the launch of a “social first” storytelling approach in 14 markets, including OOH, OLV, digital display, social, search, native, and influencer media, the “GO” campaign resulted in almost 6.5 billion impressions.
- Brought 23 percent more members of the travel trade to the USA via our three MegaFams, which included 287 travel agents (of which 49 were product developers) from three countries (China, United Kingdom & Ireland, and Mexico).
- Hosted three sales missions (to India, Japan/Korea and China) with 108 U.S. delegates who promoted their travel brands and destinations to more than 1,618 Buyers.
- Leveraged \$52.5 million in contributed media from 35 global media partners, plus an additional \$5.7 million of in-kind contributions, to promote travel to the USA directly to consumers in numerous international markets. This compares to \$49 million in contributed media from 29 global media partners in FY2016.
- Increased earned media exposure for corporate media relations efforts by 41 percent over FY2016, reaching 2.7 billion impressions and an ad equivalency of nearly \$230 million in FY2017.
- Generated more than \$100 million in industry contributions, including cash contributions of \$43.5 million (compared to \$53 million in FY2016) and in-kind contributions of \$66.3 million (compared to \$47 million in FY2016) in recognized revenue—representing 40 percent in cash contributions and 60 percent in in-kind contributions for the year.
- Grew Brand USA’s partnership network from 707 in FY2016 to 851 partners through FY2017 (a 20 percent increase).

By all these measures and more, Brand USA’s marketing efforts are working—effectively and efficiently.

Brand USA Markets

Brand USA deploys its marketing efforts in a strategic combination of emerging and established markets that have the potential to drive the greatest returns in terms of visitation, spend, and market share.

Based on these market selection factors, Brand USA currently focuses the majority of its consumer marketing efforts in the following markets:

- Australia
- Brazil
- Canada
- Chile
- China
- Colombia
- France
- Germany
- India
- Japan
- Mexico
- South Korea
- Sweden
- United Kingdom

These 14 international markets generate more than 80 percent of inbound travel to the United States. In total, through the combined total of Brand USA's cooperative marketing platforms, contributed media, and trade outreach, the international marketing effort is present in more than 40 markets, including:

- Argentina
- Australia
- Austria
- Bahamas
- Belgium
- Belize
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Ecuador
- El Salvador
- France
- Germany
- Guatemala
- Honduras
- Hong Kong
- India
- Ireland
- Italy
- Japan
- South Korea
- Mexico
- Netherlands
- New Zealand
- Nicaragua
- Norway
- Panama
- Peru
- Qatar
- Russia
- Singapore
- Spain
- Sweden
- Switzerland
- Taiwan
- Turkey
- United Arab Emirates
- United Kingdom
- Venezuela

Visit USA Committee, Spain

How Brand USA Works with Visit USA Committees

Brand USA works in collaboration with Visit USA committees around the world to promote the United States as a premier travel destination. These committees organize a wide range of promotional activity, including travel trade and consumer fairs, workshops and programs for travel agents, newsletters, and more.

Visit USA committees are managed by voluntary members with an interest in promoting and selling travel to the United States. Brand USA collaborates with Visit USA committees and supports activities that align with Brand USA's objectives and marketing strategies. In addition, Brand USA makes use of the in-market expertise of Visit USA committees, both in markets where Brand USA has established international representation and in select markets where the organization is not currently represented.

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About the U.S. Commercial Service

The U.S. Commercial Service (USCS) is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration (ITA). The USCS is a federal government agency with a domestic network of over 100 offices and a global network operating in over 75 countries. The mission of the USCS is to assist American companies in their export needs and to support foreign direct investment into the United States. As America's largest service export, travel and tourism is a key sector for the USCS. The Commercial Service Global Travel and Tourism Team helps U.S. destinations and travel suppliers to attract international visitors and to grow international arrivals. This assistance can include: trade counseling, market research, vetting of potential partners, outreach to wholesale buyers, and support with international sales calls/trade shows/visits. To search for a domestic trade specialist near you, visit www.export.gov.



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Our Partnership with the U.S. Department of Commerce

Brand USA collaborates closely with the International Trade Administration, U.S. Department of Commerce, through its National Travel and Tourism Office (NTTO) and U.S. Commercial Service Offices in international markets.



In addition, Brand USA works in close partnership with Visit USA committees in market and more than 800 contributing partners throughout the world to implement highly successful campaigns that are inspiring an increasing number of travelers to visit the USA.

The National Travel & Tourism Office (NTTO)

The NTTO is the federal liaison to Brand USA on behalf of the Secretary of Commerce, who appoints the Brand USA Board of Directors and approves Brand USA's annual objectives in consultation with the Secretary of State and the Secretary of Homeland Security. Additionally, NTTO facilitates the approval of matching funds for Brand USA and connects Brand USA to other federal partners.

The NTTO also serves as the official source of national travel and tourism statistics to inform policy and private-sector decision making. These data are used by the Bureau of Economic Analysis to calculate the balance of payments for travel and tourism and measure the economic impact of international visitation to the United States. Furthermore, NTTO advances policies that support travel and tourism export growth and addresses export barriers in key international markets.

Contact:

The NTTO is located in the International Trade Administration of the Department of Commerce.

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