

How Brand USA Promotes TENNESSEE



Brand USA partners with Tennessee 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 Tennessee Organizations

Tennessee Department of Tourist Development
Chattanooga Area Convention and Visitors Bureau
Memphis Convention and Visitors Bureau
Nashville Convention and Visitors Corporation
Rhythms of the South
Sevierville Convention and Visitors Bureau
Travel South USA
Visit Knoxville



Since Brand USA has emerged on the scene, we are finding that the co-op opportunities are stretching our dollars a lot further than we could ever take them. It's a great partnership and something that is great for the whole country.

Kevin Kane, President & CEO, Memphis Convention & Visitors Bureau

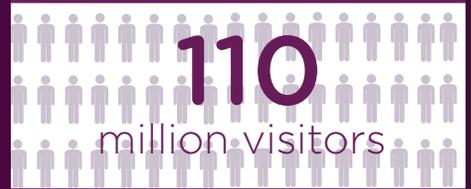
BRAND USA IS CURRENTLY PROMOTING TENNESSEE TO INTERNATIONAL TRAVELERS THROUGH THESE PROGRAMS:

» **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. Tennessee features prominently across these campaigns, including:

- *America's Musical Journey*, a giant-screen film premiering in February 2018 that explores key American cities and the music and culture that shape them, including Nashville and Memphis.
- "Sights and Sounds of Tennessee" interactive exhibit at London's Waterloo Station, which featured Nashville, Memphis, and Knoxville. This multi-sensory experience brought live music, Jack Daniel's Tennessee Whiskey, and more to the United Kingdom in June 2018.
- Brand USA features Memphis and Nashville 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 *USA Through Music* miniseries on BBC and digital platforms featured singer/songwriter Valerie June in Memphis.
- Brand USA's *America Through Film* 12-part series on BBC and digital platforms featured director Craig Brewer (*Hustle & Flow*, *Black Snake Moan*, *Footloose*) and showcased Memphis.
- Brand USA's unique road trip itinerary, *America's Spirits: Tour the Homes of Bourbon and Whiskey* highlight many Tennessee distilleries, including: Nelson's Green Brier, Corsair, Prichard's, George Dickel, and Jack Daniels.
- Brand USA features Manchester Tennessee's Bonnaroo Music & Arts Festival one of the top 3 summer music festivals in the USA.
- Brand USA has placed images of Tennessee at the U.S. embassy and consulates in India as part of its "Market the Welcome" campaign, extending a warm welcome to Indian tourists before they reach our shores.
- Brand USA frequently pushes Tennessee digital social content on platforms in 14 target markets in eight different languages.

ECONOMIC IMPACT



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

Source: "FY2017 Annual Report," Tennessee Department of Tourism
*Data represents combined 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, Tennessee 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 in Australia, Canada, China, Germany, and the United Kingdom
- Targeted digital advertising on the Thomas Cook travel booking and review platform

» 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. Tennessee has been featured in:

2013: United Kingdom & Ireland Megafam: Nashville and Memphis

2014: Australia & New Zealand Megafam: Nashville and Memphis

2015: United Kingdom & Ireland Megafam: Nashville and Pigeon Forge

2016: Australia & New Zealand Megafam: Nashville, Memphis, and Opryland;
Germany, Austria & Switzerland Megafam: Nashville and Memphis

2018: United Kingdom Megafam: Nashville
British Airways Megafam: Memphis, Nashville

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 Tennessee through this program that have generated valuable media coverage in Canada, Germany and Japan.

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. Tennessee destinations have participated in:

- International Tourism Exchange (ITB), Berlin
- World Travel Market (WTM), London

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



GoUSATV

Corporate Channels

