

How Brand USA Promotes UTAH



Brand USA partners with Utah 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 Utah Organizations

Bryce Canyon Country
Cedar City-Brian Head Tourism Board
Garfield County Office of Tourism
Moab Area Travel Council
Saint George Convention and Visitors Bureau
San Juan County Tourism
Ski Utah
Uintah County Travel and Tourism
Utah Consortium
Utah National Parks Council
Utah Office of Tourism
Utah's Canyon Country
Visit Park City
Visit Salt Lake
Zion National Park Area

“Our partnership with Brand USA has been incredible and we are hoping to continue to grow that partnership so that we can share our ‘Utah story’ with the world.

Kaitlin Eskelson, Director of Partner Relations, Utah Office of Tourism

BRAND USA IS CURRENTLY PROMOTING UTAH 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. Utah features prominently across these campaigns, including:

- *National Parks Adventure*, the award-winning IMAX film still playing in theaters worldwide. It was the world's highest-grossing documentary film in 2016.
- Brand USA's *America Through Film* 12-part series on BBC featured giant-screen documentary filmmakers Sean and Greg MacGillivray (*Everest*, *National Parks Adventure*, *America's Musical Journey*, *The Living Sea*) and showcased the natural beauty of Utah.
- Brand USA has placed images of Utah at the U.S. embassies and consulates in Canada, India, and Japan as part of its “Market the Welcome” campaign, extending a warm welcome to international tourists before they reach the United States.
- Brand USA, in partnership with ESPN, features Utah as a sports and recreation destination with amazing snow and spectacular resorts for skiing, white water rapids for rafting, and exceptional hiking in Bryce Canyon and Zion National Park.
- Brand USA showcases the gems of Salt Lake City and encourages international visitors to take in a performance by the Mormon Tabernacle Choir, explore the Natural History Museum of Utah, and enjoy a meal and local craft beer in the city's growing culinary scene.
- Brand USA features Utah 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 frequently pushes Utah digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT



\$8.17
billion dollars spent

\$1.5

billion in
tax revenue



142,500

jobs directly or
indirectly supported

Source: “The State of Utah’s Travel and Tourism Industry 2017,” Kern C. Gardner Policy Institute, The University of Utah.

*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, Utah 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 Germany, China, United Kingdom, Australia, and Canada
- Targeted digital advertising on travel booking and review platforms Expedia and TripAdvisor
- Print and digital advertising with *Turistampa*

» 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. Utah has been featured in:

2013: United Kingdom Megafam: Salt Lake City

2014: Australia and New Zealand Megafam: Park City, Salt Lake City
United Kingdom Megafam: Moab, Salt Lake City

2015: United Kingdom Megafam: Logan

2016: United Kingdom, British Airways, and American Airlines Megafam: St. George, Kana

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 Utah through this program that have generated valuable media coverage in Japan, India, South Korea, Taiwan, Hong Kong and Southeast Asia.

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. Utah destinations have participated in:

- Brand USA Sales Mission to China
- China International Travel Mart (CITM), Shanghai
- International Tourism Exchange (ITB), Berlin
- World Travel Market (WTM), London
- World Travel Market Latin America (WTM), Sao Paulo

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

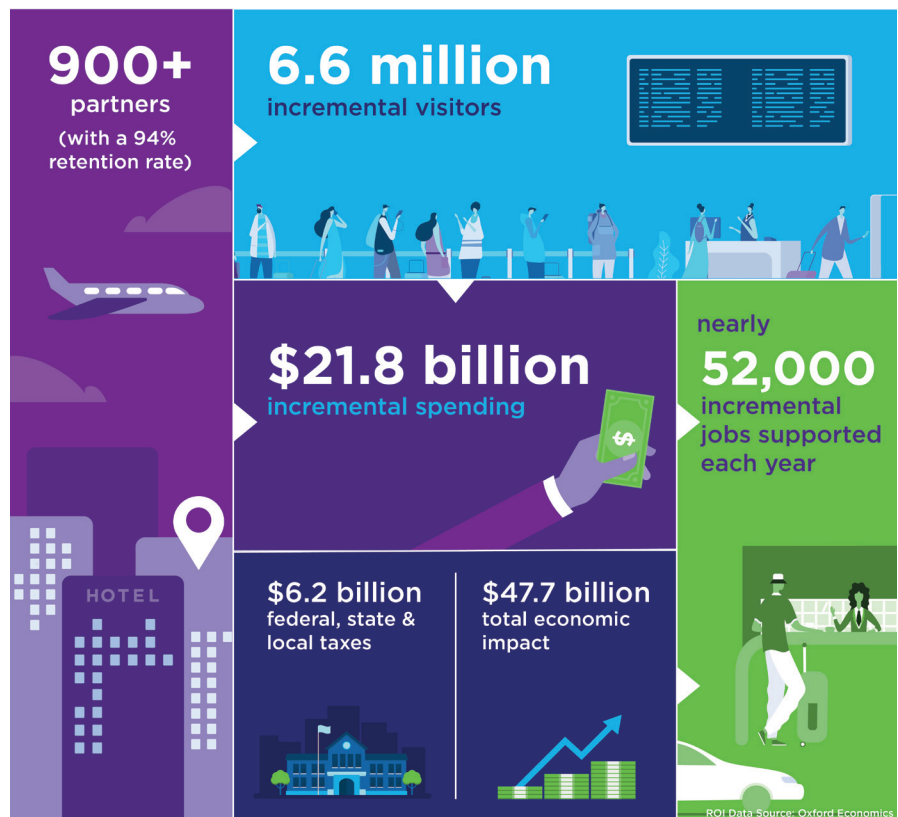
the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, 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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@VisitTheUSA

GoUSATV

Corporate Channels



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