

How Brand USA Promotes WEST VIRGINIA



Brand USA partners with West Virginia 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 West Virginia Organizations

West Virginia Department of Commerce
West Virginia Division of Tourism
Charleston Convention and Visitors Bureau
Travel South



International travel to the south is hugely important because it brings in new dollars to the southern destinations that we wouldn't have otherwise ... and it really encourages getting off the beaten path, which sometimes international travelers are inspired to do and we love that.

Liz Bittner, Executive Director, Travel South USA



BRAND USA IS CURRENTLY PROMOTING WEST VIRGINIA 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. West Virginia features prominently across these campaigns, including:

- Brand USA, in partnership with ESPN, features West Virginia as a sports and recreation destination. Brand USA encourages international visitors to discover why the state's slogan is "Wild and Wonderful," by trying a host of activities including, white-water rafting or rock climbing at The New River Gorge or horseback riding, mountain biking and hiking through the Appalachian Mountains.
- Brand USA features West Virginia culinary gems by highlighting "Five Signature Tastes with an Appalachian Twist," including classic pepperoni rolls, ramps, slaw dogs, interesting West Virginia wines, and moonshine.
- Brand USA showcases the quaint, small towns of West Virginia with a tour through Lewisburg, Thomas, Davis, Morgantown, and Elkins.
- Brand USA frequently pushes West Virginia digital social content on platforms in 14 target markets in eight different languages.

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

ECONOMIC IMPACT



\$527

million in
tax revenue



46,000
jobs created

Source: "2016 Annual Report," Wild, Wonderful West Virginia Division of Tourism.

*Data represents CY2015 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, West Virginia 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 Canada, China, 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. West Virginia has been featured in:

2016: United Kingdom, British Airways and American Airlines Megafam: Harper's Ferry



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

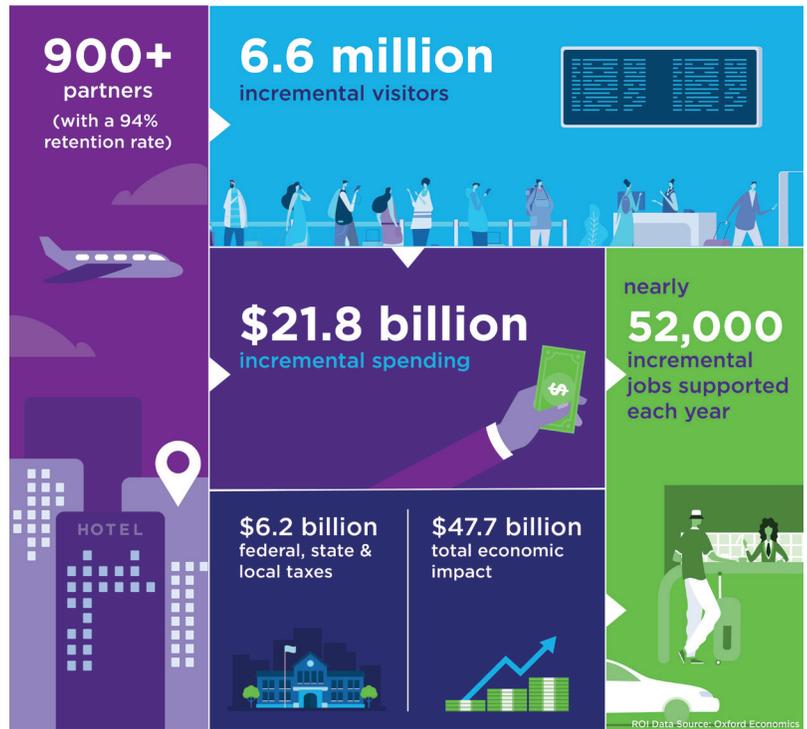
currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually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



GoUSATV

Corporate Channels

