



BRAND
USA

BRAND USA WEBINAR: INSIDE OUR NEW CORPORATE WEBSITE & REFRESHED PARTNER SUCCESS PORTAL

September 1, 2026



Welcome! While you wait for us to get started, here's a few housekeeping notes:

- To follow along live, go to www.thebrandusa.com and <https://portal.thebrandusa.com>.
 - If you've never logged into the Partner Success Portal before, "Request Access" from the link above.
- This webinar is being recorded and will be posted/available on our website shortly after the webinar concludes.
- You will receive a link to the recording/deck tomorrow in your inbox.
- Please type your questions into the Q&A box; we will do our best to answer as many as we can electronically, but any we cannot answer will be responded to via email post-webinar.
- Not sure who to contact for additional questions? Email partnerinfo@thebrandusa.com to be connected with the right party.

SPEAKERS



ANGIE BRIGGS

SVP, Industry Partnerships and
Engagement & Chief Development Officer



JONAS ONKELINX

Director,
Research & Insights



CAROLYN QUALLS

Director,
Partner Marketing Operations



CAT REITH

Sr. Director,
Partner Marketing Operations



DAN ROSENBAUM

Sr. Director,
Digital Marketing

TODAY'S CONVERSATION

AGENDA

01

**CORPORATE SITE REFRESH &
REORGANIZATION**

02

**PARTNER SUCCESS PORTAL
UPDATES**

03

**RESEARCH HUB
DEEP DIVE**

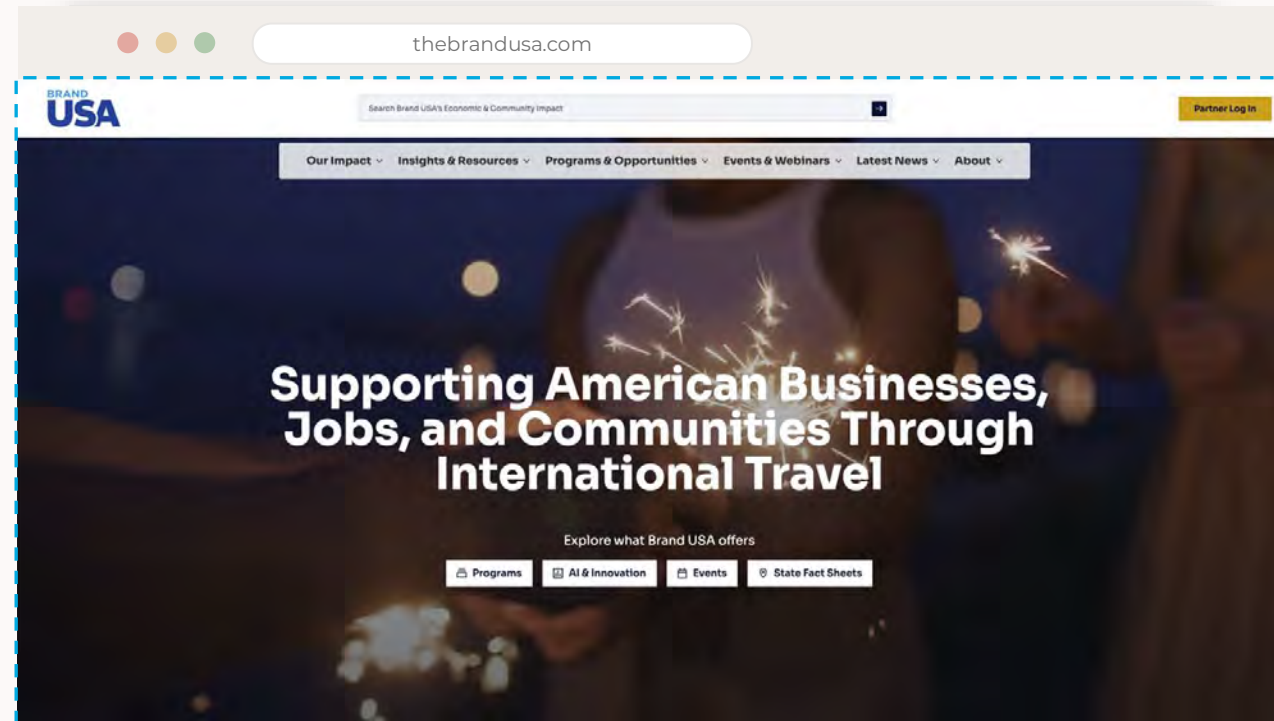
04

Q&A

THE NEW CORPORATE SITE

THE VISION OF THE CORPORATE WEBSITE

Own and tell the story of Brand USA's impact through a living hub of information and connectivity, where new design and information architecture make everything easy to find, understand, and share.



WHY WE REBUILT IT

10 YEARS

Since the last comprehensive look at the corporate site

100

Partners surveyed before a single page was designed

3 IN 4

Were already using the site to support real business decisions

WHAT WE SET OUT TO DO

STRATEGIC STORYTELLING

IMPROVED USER EXPERIENCE

FUTURE-READY PLATFORM

STAKEHOLDER VALUE

INDUSTRY LEADERSHIP

INTEGRATED DIGITAL ECOSYSTEM

WHO WAS INVOLVED

This was not a marketing project. Eight teams shaped the site, and every section has an owner who lives with it after launch.

MARKETING

Platform, architecture, UX, CMS, analytics, Design and content

CORPORATE & GLOBAL COMMUNICATIONS

Editorial, press room, media contacts, publishing, and content

PARTNER ENGAGEMENT & MARKETING

Programs, partner journey, portal handoff

GLOBAL TRADE & EVENTS

Travel Weeks, roadshows, sales missions, the event calendar

RESEARCH & INSIGHTS

Economic impact, market data, research hub

PUBLIC AFFAIRS

Economic impact, state fact sheets, reports, governing documents

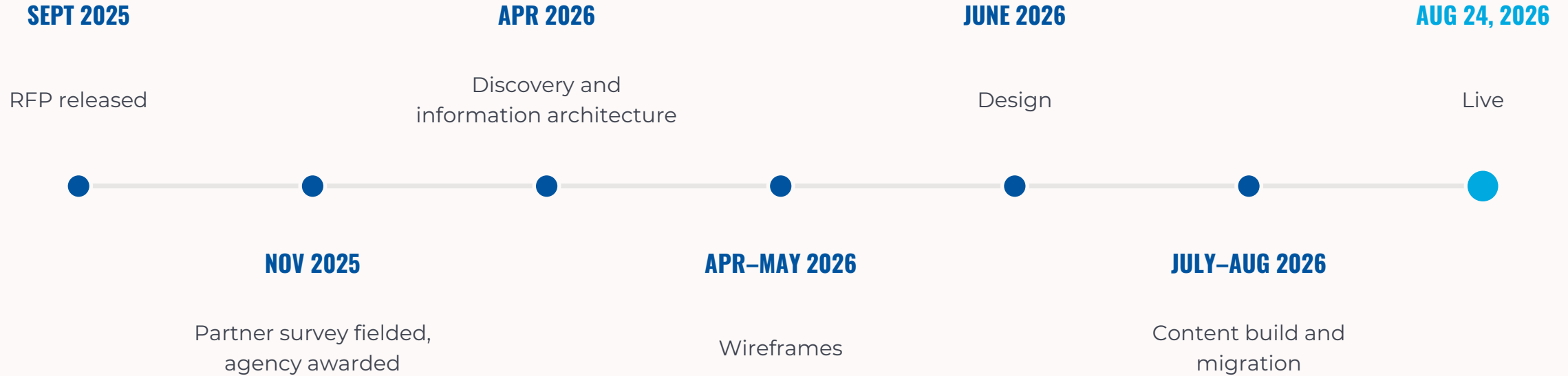
INNOVATION, AI & TECHNOLOGY

AI and innovation hub, hosting, security, integrations

LEGAL

Program terms and compliance review

HOW WE GOT HERE



Eleven months from the RFP to a live site.

WHAT THIS MEANS FOR YOU

- 01** Economic impact figures, the ROI study, and state-by-state fact sheets now sit together, built to be downloaded, cited, and shared.
- 02** A filterable list of every partner program sits alongside a Getting Started path that explains how partnering works and who to contact.
- 03** All webinars, recordings, articles, and training resources are in one place instead of scattered across LinkedIn and event listings.
- 04** Roadshows, sales missions, USA Pavilions, webinars, and board meetings are in a single calendar you can filter by type, market, and date.
- 05** The corporate site, the Partner Success Portal, and brandusatravelweek.com are connected, so what starts on one finishes on another without a second search. The handoff is seamless.

LET'S WALK THROUGH IT

[Our Impact](#) ▾ [Insights & Resources](#) ▾ [Programs & Opportunities](#) ▾ [Events & Webinars](#) ▾ [Latest News](#) ▾ [About](#) ▾

Supporting American Businesses, Corporate Homepage Walkthrough: here

Explore what Brand USA offers



Programs



AI & Innovation



Events



State Fact Sheets



[Our Impact](#) ▾ [Insights & Resources](#) ▾ [Programs & Opportunities](#) ▾ [Events & Webinars](#) ▾ [Latest News](#) ▾ [About](#) ▾

Supporting American Businesses, State Fact Sheets Walkthrough: here

Explore what Brand USA offers



Programs



AI & Innovation



Events



State Fact Sheets



[Our Impact](#) ▾ [Insights & Resources](#) ▾ [Programs & Opportunities](#) ▾ [Events & Webinars](#) ▾ [Latest News](#) ▾ [About](#) ▾

State & Territory Fact Sheets

Annual cooperative marketing performance data for every U.S. state and territory. Search by name to find your state's report.



Programs Walkthrough: here



Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.



HOW BRAND USA PROMOTES

Alaska

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

[View Fact Sheet](#)

HOW BRAND USA PROMOTES

American Samoa

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

[View Fact Sheet](#)

HOW BRAND USA PROMOTES

Arizona

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

[View Fact Sheet](#)

HOW BRAND USA PROMOTES

Arkansas

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

[View Fact Sheet](#)

Our Impact ▾ Insights & Resources ▾ Programs & Opportunities ▾ Events & Webinars ▾ Latest News ▾ About ▾

Supporting American Businesses, Events Walkthrough: here

Explore what Brand USA offers



Programs



AI & Innovation



Events

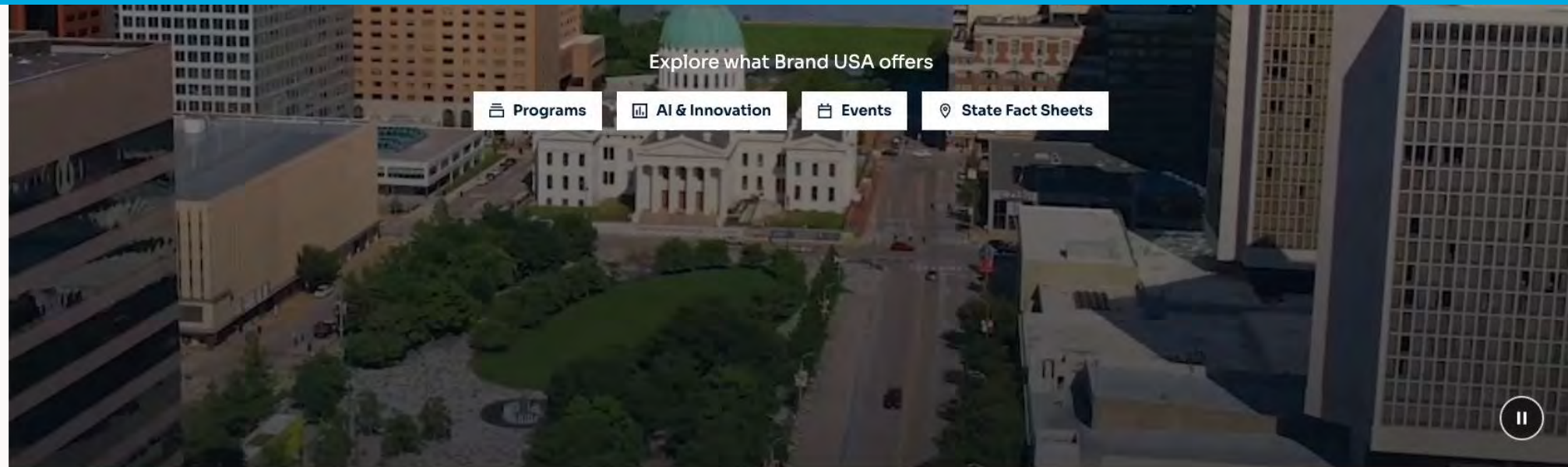


State Fact Sheets



[Our Impact](#) ▾ [Insights & Resources](#) ▾ [Programs & Opportunities](#) ▾ [Events & Webinars](#) ▾ [Latest News](#) ▾ [About](#) ▾

Supporting American Businesses, AI Hub Walkthrough: here



START HERE

thebrandusa.com

YOUR STATE

Impact & Insights, then State Fact Sheets

YOUR NEXT PROGRAM

Programs & Opportunities

YOUR PARTNER SUCCESS PORTAL

Partner Login, top right of every page

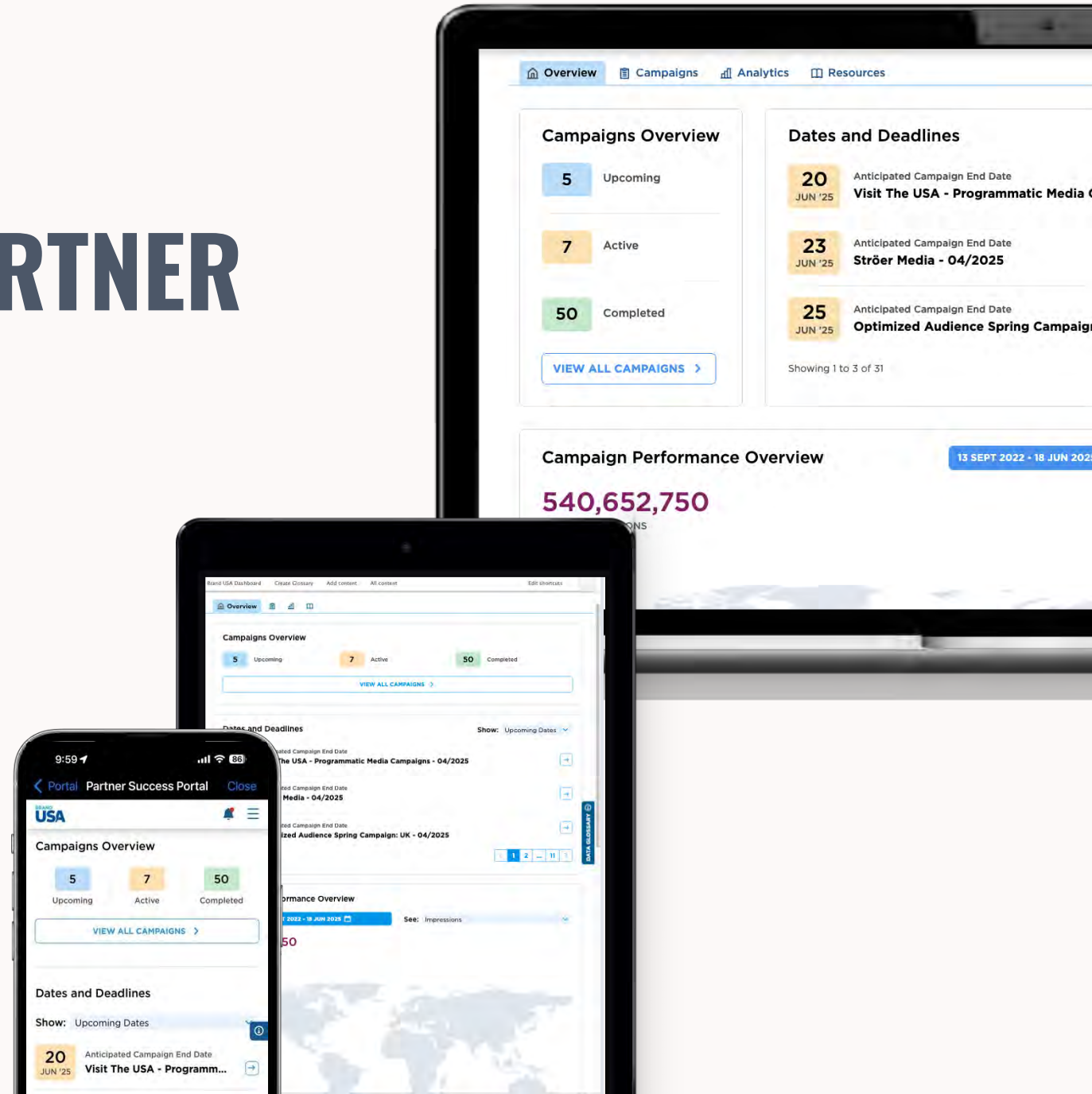
The Partner Success Portal login sits in the top right of every page.



PARTNER SUCCESS PORTAL UPDATES

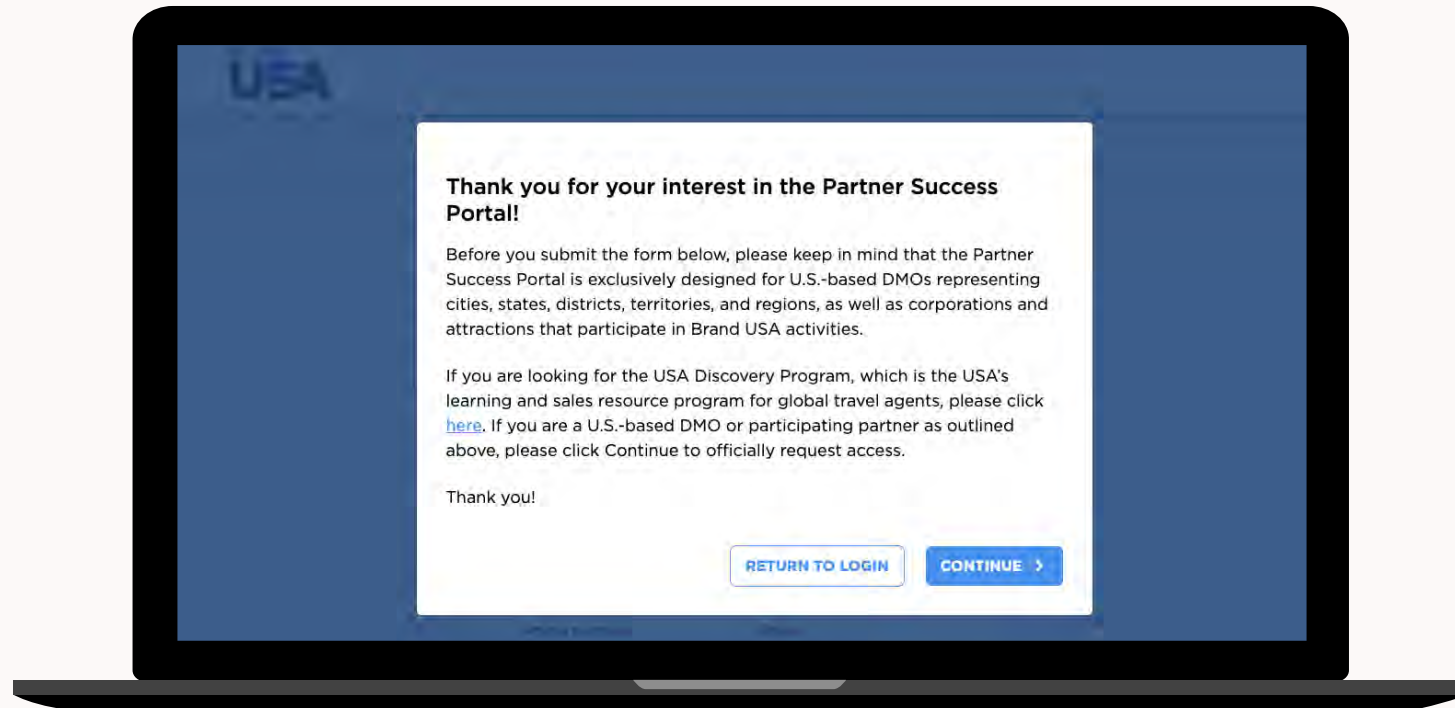
THE VISION OF THE PARTNER SUCCESS PORTAL

Develop a best-in-class resource center for partners, equipped with all the essential tools to foster collaboration and achieve shared success.



WHO CAN ACCESS THE PARTNER SUCCESS PORTAL?

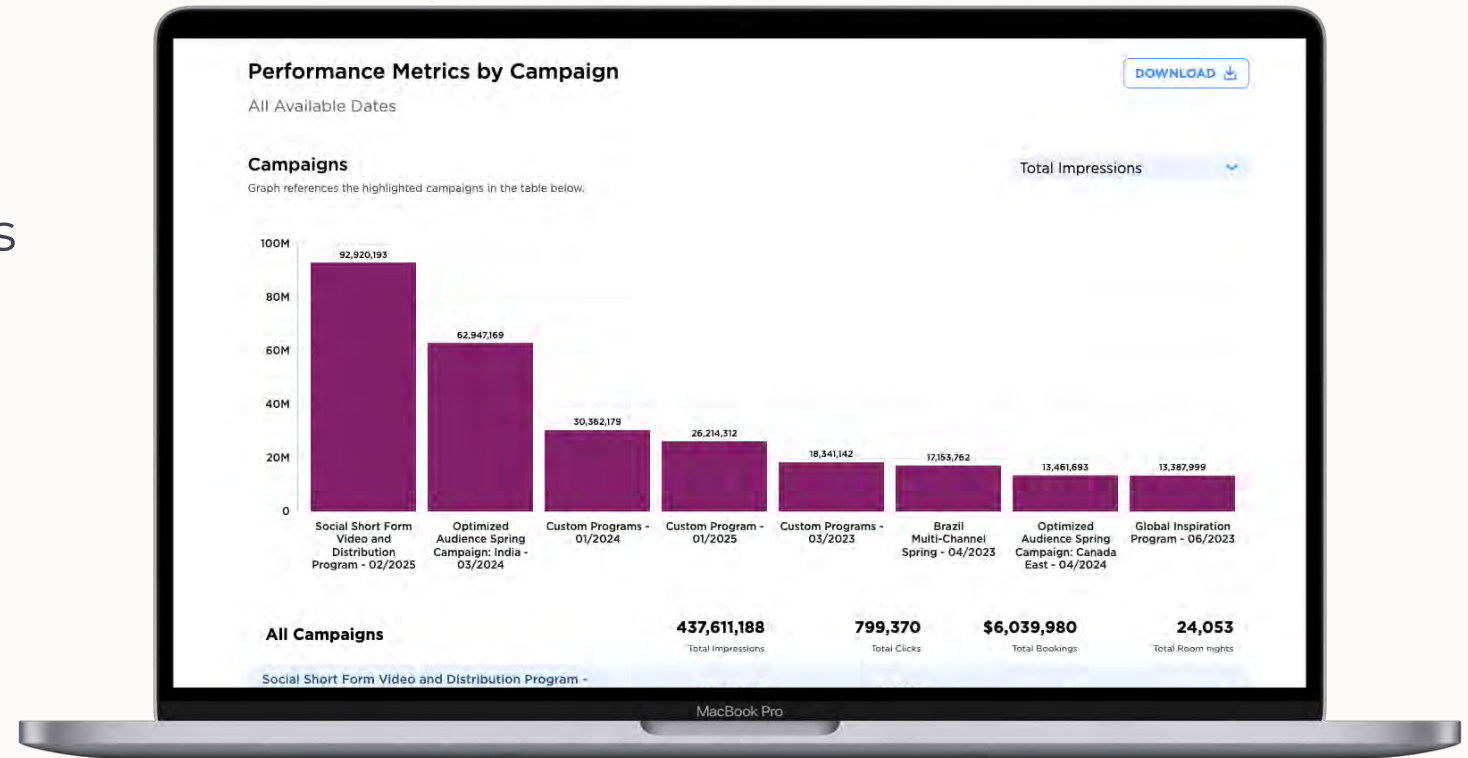
The Partner Success Portal is exclusively designed for U.S.-based DMOs representing cities, states, districts, territories, and regions, as well as corporations and attractions that own and sell their owned travel products that participate in Brand USA activities.



WHERE DID WE START?

Impact Snapshot

Aggregate campaign metric details
available at your fingertips



WHERE DID WE START?

Active Campaign View

What's live and in what market?

What do I need to do next?

Campaigns

Search Campaigns SEARCH FILTER

☐ Show Starred Campaigns Only

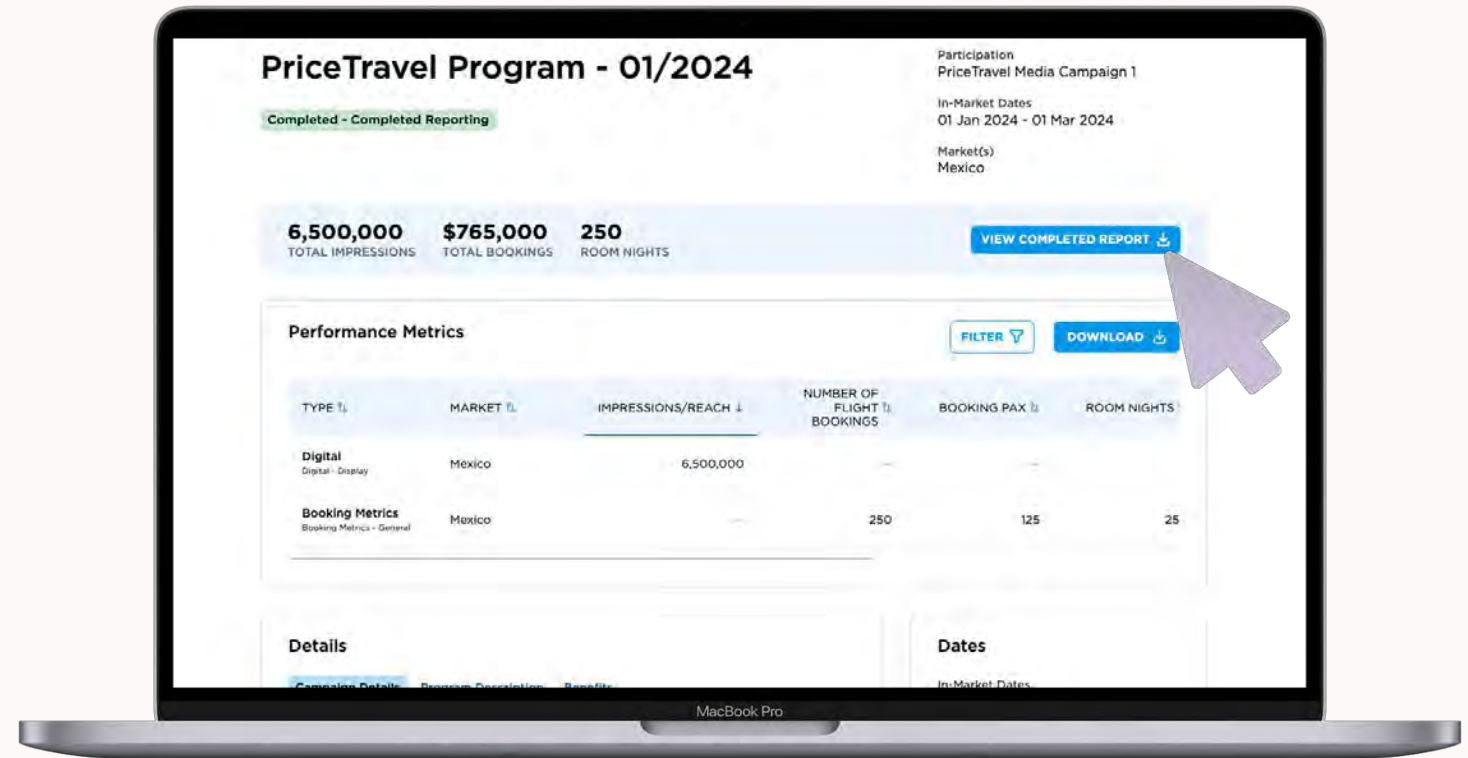
★	STATUS	CAMPAIGN NAME	MARKET(S)	IN-MARKET DATES	MATERIALS DUE	ANTICIPATED REPORTING DATE	
★	Upcoming Pending Materials	Visit The USA - Core Native Programmatic - 10/2024 Content Dist. - Core Display Programmatic - 12.5M IMPs	Global	01 Oct 2024 - 30 Sep 2025	01 Aug 2024	24 Dec 2025	⋮
★	Active Campaign Running	Televisa - 08/2024 Televisa Campaign 1	Mexico	01 Aug 2024 - 31 Aug 2024	Materials Received	14 Oct 2024	⋮
★	Completed Completed	Optimized Audience Winter Campaign: Mexico - 10/2024 Campaign 3 - Mexico Co-op Participant	Mexico	01 Oct 2024 - 30 Nov 2024	Materials Received	Reporting Complete	⋮
★	Completed Completed	Optimized Audience Winter Campaign: Mexico - 10/2024 Campaign 3 - Mexico Co-op Owner/Parent	Mexico	01 Oct 2024 - 30 Nov 2024	Materials Received	Reporting Complete	⋮
★	Completed Completed	Western United States Custom Regional Australia	Australia	01 Sep 2024 - 30 Sep 2024	Materials Received	Reporting Complete	⋮

MacBook Pro

WHERE DID WE START?

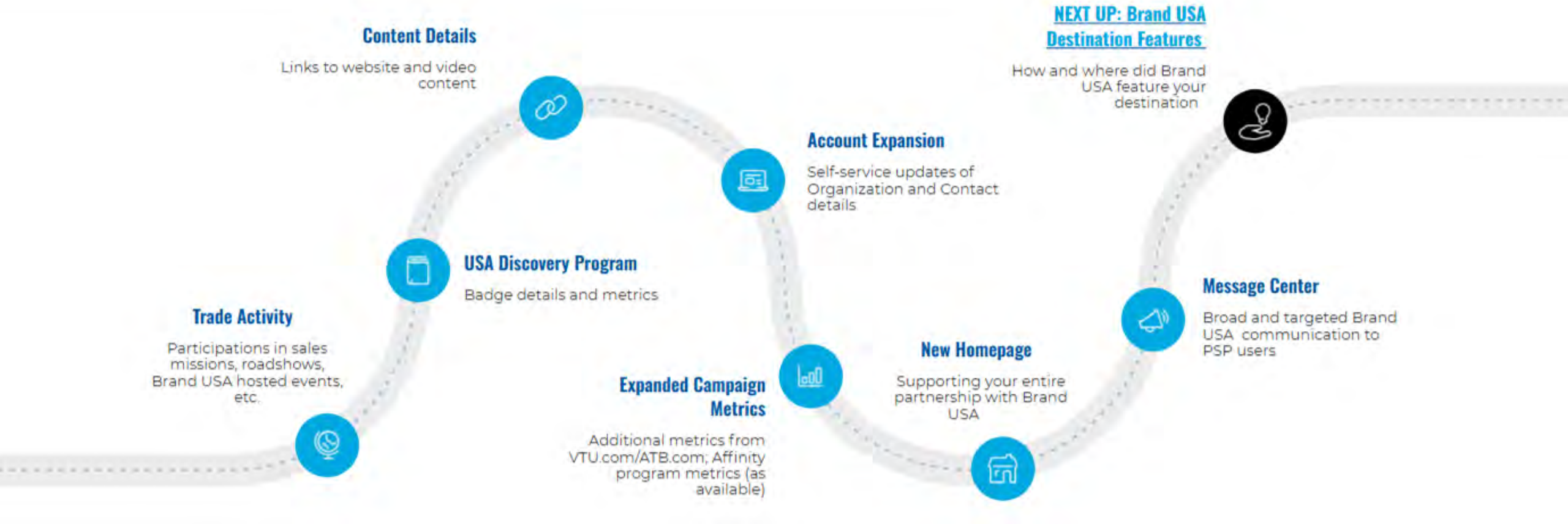
Report Repository

Final campaign reports posted as available



PARTNER SUCCESS PORTAL ROADMAP

In addition to marketing campaign details, website analytics, final reports/metrics, and general Brand USA information, the PSP has made significant strides in FY26.



Start here.

<https://portal.thebrandusa.com/>

BASIC ADDITIONS & ENHANCEMENTS

CAMPAIGNS

★	STATUS	CAMPAIGN NAME	MARKET(S)	IN-MARKET DATES	MATERIALS DUE	ANTICIPATED REPORTING DATE	
★	Upcoming Pending Materials	Consumer Website Promotion & Content - 10/2026 Collective Campaign Co-op Participant	Global	01 Oct 2026 - 30 Sep 2027	15 Sep 2026	24 Dec 2027	⋮
★	Upcoming Pending Materials	Programmatic Media Extension - 10/2026 Collective Campaign Co-op Participant	Global	01 Oct 2026 - 30 Sep 2027	15 Sep 2026	09 Dec 2027	⋮
★	Completed Completed	Hotelbeds Affinity Program - Date Pending Hotelbeds Campaign	Australia, Canada, China, France, Germany, Mexico, United Kingdom	Not Available	Materials Received	Reporting Complete	⋮
★	Completed Pending Reporting	Consumer Website Promotion & Content - 05/2026 State Co-Op Campaign 1 Co-op Participant	Germany, United Kingdom	26 May 2026 - 10 Jul 2026	Materials Received	05 Oct 2026	⋮

TRADE ACTIVITY

★	STATUS	NAME	DETAILS	START DATE	END DATE	MARKET(S)	RECAP
★	Upcoming	2026 Brand USA Travel Week (U.K. & Europe)	Brand USA Travel Week U.K. & Europe is scheduled for September 28 to October 1, 2026, taking place in Amsterdam, the Netherlands.	28 Sep 2026	01 Oct 2026	Netherlands, United Kingdom	🔗
★	Upcoming	Travel Week Canada 2026	Brand USA Travel Week Canada 2026 includes dedicated meetings with the Canadian travel trade industry and productive	26 Oct 2026	28 Oct 2026	Canada	🔗
★	Completed	Japan Korea Sales Mission 2026	The 2026 Japan Korea Sales Mission will give an opportunity for U.S. partners to reach key trade contacts in the Japan and South	20 Jul 2026	24 Jul 2026	Japan, South Korea	🔗
★	Completed	Brand USA Travel Week South America	Brand USA Travel Week South America is a four-day event, taking place in Rio de Janeiro, Brazil, designed to connect U.S. exhibitors	15 Mar 2026	19 Mar 2026	Argentina, Brazil, Chile, Colombia, Peru	🔗
★	Completed	Australia & New Zealand B2B Day 2026	The Brand USA's 2026 Australia and New Zealand B2B Days will give an opportunity for U.S. destinations to reach key trade	18 Feb 2026	26 Feb 2026	Australia, New Zealand	🔗
★	Completed	2025 Brand USA Travel Week (U.K. & Europe)	Bringing together U.S. Exhibitors and U.K. & European for a week of B2B meetings, networking, and enrichment, Brand USA Travel	20 Oct 2025	23 Oct 2025	United Kingdom	🔗

CONTENT

★	STATUS	NAME	MATERIALS DUE	DELIVERY DATE	LINK	
★	Pending Materials	Consumer Website Promotion & Content - 10/2026 Collective Campaign Co-op Participant	15 Sep 2026	01 Oct 2026	View Content 🔗	⋮
★	Content Finalized	Visit The USA City Page - 06/2023 Refresh + Marketing Co-op Owner/Parent	Materials Received	12 Jun 2023	View Content 🔗	⋮
★	Content Finalized	Visit The USA Custom Subsite - 11/2023 Renewal Amplify Content	Materials Received	06 Nov 2023	View Content 🔗	⋮
★	Content Finalized	Visit The USA Custom Subsite - 11/2023 Renewal Amplify Content	Materials Received	13 Nov 2023	View Content 🔗	⋮
★	Content Finalized	Visit The USA Custom Subsite - 02/2024 Renewal Amplify Content	Materials Received	29 Feb 2024	View Content 🔗	⋮
★	Content Finalized	Visit The USA City Page - 06/2024 Refresh + Marketing Co-op Owner/Parent	Materials Received	24 Jun 2024	View Content 🔗	⋮
★	Content Finalized	Visit The USA City Page - 08/2024 Refresh + Marketing Co-op Owner/Parent	Materials Received	12 Aug 2024	View Content 🔗	⋮

USA DISCOVERY

Discover Hogwarts Metrics across all markets since badge went live. 1,236 BADGE STARTS 1,167 BADGE COMPLETIONS 0 B2C SHOWCASE VIEWS 141 CONTENT REVISITS																								
Badge Metrics & Activity Details Badge Metrics by Month Oct 2024 - Jul 2026 Market: All Markets <table><thead><tr><th>MONTH</th><th>BADGE STARTS</th><th>BADGE COMPLETIONS</th><th>B2C SHOWCASE VIEWS</th><th>CONTENT REVISITS</th></tr></thead><tbody><tr><td>Jul 2026</td><td>44</td><td>44</td><td>—</td><td>7</td></tr><tr><td>Jun 2026</td><td>138</td><td>124</td><td>—</td><td>13</td></tr><tr><td>May 2026</td><td>70</td><td>64</td><td>—</td><td>12</td></tr></tbody></table>					MONTH	BADGE STARTS	BADGE COMPLETIONS	B2C SHOWCASE VIEWS	CONTENT REVISITS	Jul 2026	44	44	—	7	Jun 2026	138	124	—	13	May 2026	70	64	—	12
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Brand USA Partner

Discover Hogwarts

[Overview](#) [Campaigns](#) [Trade Activity](#) [Content](#) [USA Discovery](#) [Analytics](#) [Resources](#) [Orga](#)

CUSTOMIZE DASHBOARD VIEW

Show All

Dates and Deadlines

Show: Upcoming Dates

31
AUG '26

Anticipated Campaign End Date

Hotelbeds Affinity Program - 05/2026

15
SEP '26

Materials Deadline

Consumer Website Promotion & Content - 10...

15
SEP '26

Materials Deadline

Programmatic Media Extension - 10/2026



Showing 1 to 3 of 12

[1](#) [2](#) [3](#) [4](#)

Messages & Alerts



Brand USA Press Release: Rebuilt Corporate Website Launch

57 seconds ago



Brand USA Press Release: Japan Out-of-Home Advertising Campaign

5 minutes ago



Brand USA Press Release: More to Love Social Series

10 minutes ago



ALL MESSAGING

Travel Barometer

The Travel Barometer is a monthly snapshot of global inbound travel demand to the U.S., covering market dynamics, exchange rates, consumer sentiment, and travel intent - providing a data-driven view of international traveler behavior.



SEE THE TRAVEL BAROMETER

Research Hub

The Research Hub is your centralized source for tourism data, trends, and insights. It includes visitor flows, economic contributions, and consumer sentiment on travel to the USA. Use it to inform strategy, track performance, and stay current on key industry indicators.



VISIT THE RESEARCH HUB

Brand USA Partner

Visit Diagon Alley

Overview Campaigns Analytics Resources Organization

CUSTOMIZE DASHBOARD VIEW

Show All

Dates and Deadlines

Show: Upcoming Dates

There are no upcoming dates or deadlines in the selected time period.

Messages & Alerts

Program Deadline: Brand USA Travel Week UK & Europe Out of Home

1 month ago

Brand USA Press Release: July 9, 2026

1 month ago

Fall Program Upcoming Deadline: British Airways India January Sale

1 hour ago

ALL MESSAGING

Travel Barometer

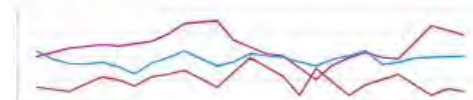
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VISIT THE RESEARCH HUB

Campaigns Overview

Campaign Performance

Show: Top 3 Markets

Apr 2025 - Apr 2026

Brand USA Partner

Visit Diagon Alley

<

Overview

Campaigns

Analytics

Resources

Organization

>

Organization Details

Contacts

Market Interest

Organization

Edit

Account Name

Visit Diagon Alley

Website

Organization Address

CO , USA

Phone Number

Fiscal Year Starting Month

Social Media Hashtags

Facebook Account Handle

Instagram Account Handle

Linkedin Account Handle

TikTok Account Handle

Brand USA Partner

Visit Diagon Alley

[Overview](#) [Campaigns](#) [Analytics](#) [Resources](#) [Organization](#)[Organization Details](#) [Contacts](#) [Market Interest](#)

Contacts

In this area, Primary Users are able to manage their organizational and agency contacts. This includes updating contact information, providing or removing access to the Partner Success Portal, or indicating when someone no longer works at the organization. This ensures that Brand USA has all the current information about my organization.



Team Members

[ADD TEAM MEMBER](#) +

In this section, you will find all the contact information Brand USA has for your organization. Please help us keep our communication with your team up to date by regularly reviewing this list. Thank you!



NAME ↑	EMAIL ↑	CURRENT EMPLOYEE ↑	PSP ACCESS ↑	TITLE ↑	MARKET RESPONSIBILITY ↑	LAST LOGIN ↑
Sirius Black	sblack@thebrandusa.com	Yes	Primary	Marketing Manager	Austria; Belgium; D ^{xxx}	Never

Agency Contacts

[ADD AGENCY CONTACT](#) +

In this section, you will find any agency contacts that are affiliated with your organization. Please help us keep our communication with your extended team up to date by regularly reviewing this list. Thank you!



NAME ↑	COMPANY NAME ↑	EMAIL ↑	PSP ACCESS ↑	TITLE ↑	MARKET RESPONSIBILITY ↑
Dan Crofford	Ad Victoriam Solutions	dan.crofford@advic.com	Access		

Brand USA Partner

Discover Hogwarts

[Overview](#) [Campaigns](#) [Analytics](#) [Resources](#) [Organization](#)[Organization Details](#) [Contacts](#) [Market Interest](#)

Organizational Market Interest

Brand USA would like to understand your organization's approach within different markets so we are able to better service your needs. We would appreciate it if you could please fill out the information below to the best of your ability once per your fiscal year.



Market Selection

Market	Status	Market	Status	Market	Status
Argentina	Neither	France	Neither	New Zealand	Neither
Australia	Neither	Germany	Neither	Norway	Neither
Austria	Neither	Hong Kong	Neither	Philippines	Neither
Belgium	Neither	Iceland	Neither	Singapore	Neither
Brazil	Neither	India	Neither	South Korea	Neither
Canada	Neither	Ireland	Neither	Spain	Neither
Chile	Neither	Italy	Neither	Sweden	Neither
China	Neither	Japan	Neither	Switzerland	Neither
Colombia	Neither	Luxembourg	Neither	Taiwan	Neither
Denmark	Neither	Mexico	Neither	United Kingdom	Neither
Finland	Neither	Netherlands	Neither	Vietnam	Neither

CANCEL

SAVE

Brand USA Partner

Discover Hogwarts

[Overview](#) [Campaigns](#) [Analytics](#) [Resources](#) [Organization](#)[CUSTOMIZE DASHBOARD VIEW](#)[Show All](#)

Dates and Deadlines

Show: Upcoming Dates

There are no upcoming dates or deadlines in the selected time period.

Messages & Alerts

You don't have any messages or notifications to review yet.

[ALL MESSAGING](#)

Travel Barometer

The Travel Barometer is a monthly snapshot of global inbound travel demand to the U.S., covering market dynamics, exchange rates, consumer sentiment, and travel intent - providing a data-driven view of international traveler behavior.

[SEE THE TRAVEL BAROMETER](#)

Research Hub

The Research Hub is your centralized source for tourism data, trends, and insights. It includes visitor flows, economic contributions, and consumer sentiment on travel to the USA. Use it to inform strategy, track performance, and stay current on key industry indicators.

[VISIT THE RESEARCH HUB](#)

THE RESEARCH HUB

Research Hub

< **Overview** U.S. Inbound Travel U.S. Travel Forecast States Inbound Travel U.S. Air Capacity U.S. Visa Travel Barometer >

Overview

Welcome to the Brand USA Research Hub, a centralized platform for collecting and organizing tourism-related data, trends, and insights. It serves as a repository of key industry indicators, offering stakeholders access to detailed research and analysis. The hub provides a clear and comprehensive view of tourism performance, including data on visitor flows, economic contributions, and consumer sentiment about travel desires, interests, and destination perceptions. Designed to support decision-making, it fosters collaboration and innovation by delivering reliable, up-to-date information tailored for use in strategic planning and operational initiatives.

For an optimal view experience, here are a few considerations:

1. Dashboard data is best viewed on a laptop or desktop computer, due to the complexity of the data presented.
2. Sorting for all tables is built with predefined logic, you can adjust the primary sort, but you cannot select the secondary or tertiary sort.
3. Be sure to note the latest upload date at the bottom of the visuals.

[Click here to watch a quick video about how to use the Research Hub.](#)

U.S. Inbound Travel

Insights into international arrivals to the United States, featuring year-

U.S. Travel Forecast

Projections of future travel trends to the United States, providing

Research Hub

U.S. Inbound Travel U.S. Travel Forecast States Inbound Travel U.S. Air Capacity U.S. Visa Travel Barometer Market

Overview U.S. Historical

U.S. Inbound Travel

Travel Patterns - Year to Date

FILTER MARKET

Total International Visitor Arrivals by Region

Jan 2026 - May 2026



View by: Region

Sort by: Arrivals (High-Low)



Overview

U.S. Historical

U.S. Inbound Travel

U.S. Inbound Travel: Historical Trends

FILTER MARKET

SET DATE RANGE

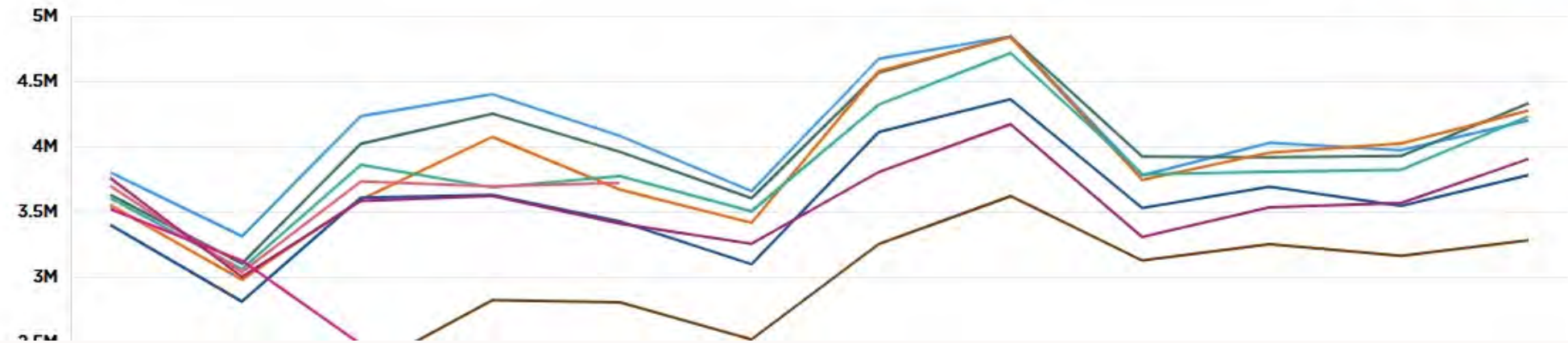
U.S. Inbound Travel by Year

2017 - 2026



View by: Region

Region: Americas



Research Hub

< I Travel **U.S. Travel Forecast** States Inbound Travel U.S. Air Capacity U.S. Visa Travel Barometer Market Intelligence >

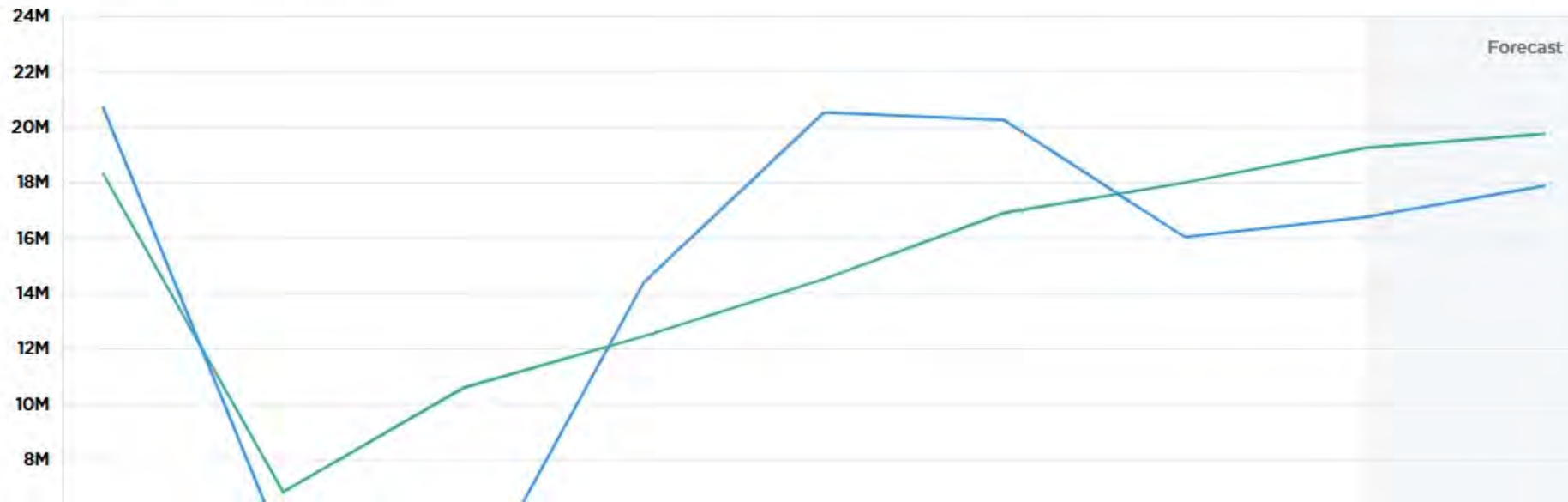
U.S. Inbound Travel Forecast

FILTER MARKET ▼

SET DATE RANGE 📅

U.S. Inbound Travel Forecast

2019 - 2027



Research Hub

< I Travel U.S. Travel Forecast **States Inbound Travel** U.S. Air Capacity U.S. Visa Travel Barometer Market Intelligence >

Top 5 Source Markets State Travel

State Travel Data

Top 5 Source Markets

Top 5 Source Markets (National Ranking)

Rank by: National ▾

2025

RANK ↓	MARKET	MARKET SHARE
#1	Mexico	27%
#2	Canada	21%
#3	United Kingdom	6%
#4	India	3%

U.S. Air Travel Access

[FILTER MARKET](#)

U.S. Inbound Seat Capacity

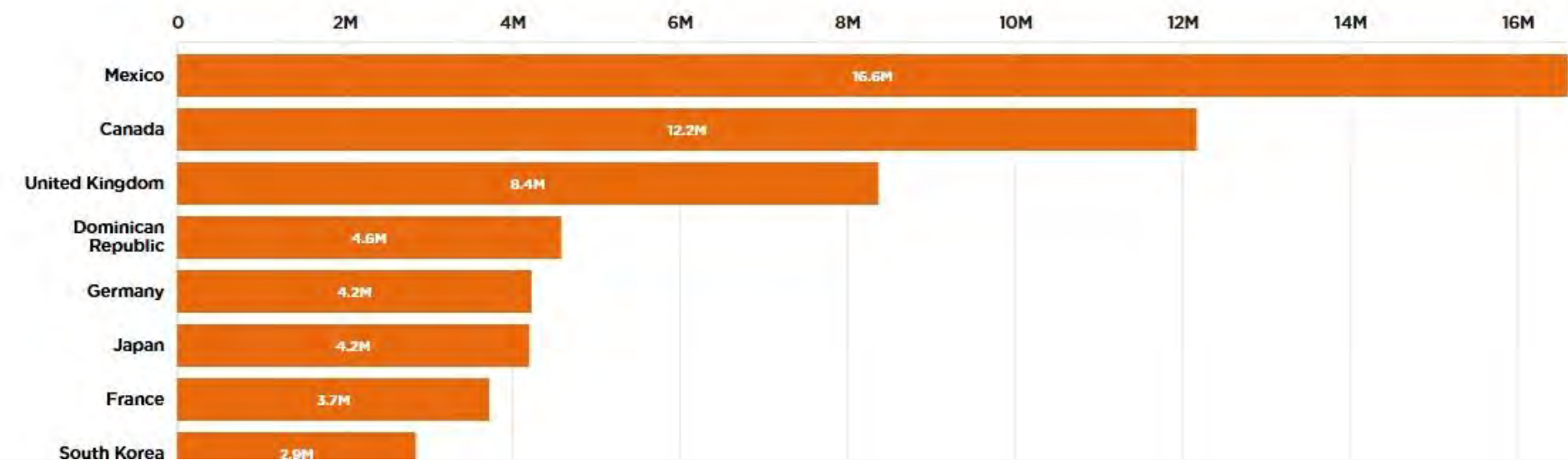
Jan 2026 - Aug 2026

View by: [Seat Capacity](#)

Sort by: [Capacity \(High-Low\)](#)

Countries of Origin

Click/tap a bar to drill down, or click/tap the background to got back up.



Research Hub

< I Travel U.S. Travel Forecast States Inbound Travel **U.S. Air Capacity** U.S. Visa **Travel Barometer** Market Intelligence >

U.S. Air Travel Access

FILTER MARKET 

U.S. Inbound Seat Capacity

Jan 2026 - Aug 2026

View by: Seat Capacity 

Sort by: Capacity (High-Low) 

Seat Capacity from South Korea by State

Click/tap a bar to drill down, or click/tap the background to get back up.



Research Hub

< I Travel U.S. Travel Forecast States Inbound Travel U.S. Air Capacity U.S. Visa Travel Barometer **Market Intelligence** >

2025 2024



Market Profile: All Markets

All Respondents

All Markets

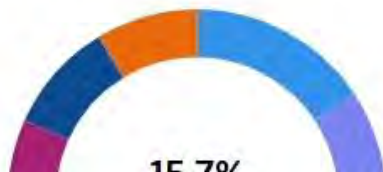


Travel Patterns

Likelihood to Travel to the United States

When, if ever, are you likely to visit the United States on an overnight leisure trip?

In the next 6 months



In the next 6 months: 15.7%

6 months to less than 12 months from now: 21.3%

12 months to less than 2 years from now: 22.0%

Inspiration for Last International Leisure Trip

What was your main inspiration for your most recent international overnight leisure trip?

All Markets

I was traveling to visit friends or family

16.9%

I take this type of trip routinely/every year

16.8%

Q&A



BRAND
USA

THANK YOU.

