NEWS RELEASE

Brand USA and Kentucky Department of Tourism Launch the Kentucky Bourbon Experience

June 14, 2022

Kentucky (June 14, 2022) – Brand USA and the Kentucky Department of Tourism announced a partnership today focusing on the Kentucky's bourbon tourism experience targeting international travelers.

Officially launched on National Bourbon Day, the two-year collaboration aims to position bourbon as synonymous with Kentucky focusing on the heritage and craftsmanship of "America's Native Spirit." Additionally, the program will showcase how bourbon infuses every aspect of Kentucky life from arts and culture to sports and music.

Brand USA will work closely with the Kentucky Department of Tourism to amplify the state's bourbon tourism story through multiple channels including a United Stories campaign, influencer marketing, content curation on GoUSA TV, global trade activations and earned media via a series of individual and group press trips. The key international markets will be the United Kingdom, Germany, Canada, India, and Australia.

Mike Mangeot, commissioner of the Kentucky Department of Tourism commented, "We are proud to be the home of bourbon, but we know this experience goes beyond our state's borders. As the bourbon industry continues to enjoy exponential growth and shapes our tourism landscape, our partnership with Brand USA allows us to reach a far wider, global audience than we would ever have been able to achieve alone."

"We pride ourselves on being the nation's storyteller and we are excited to be share how Kentucky's bourbon culture plays a significant role in the overall story of the USA," said Tom Garzilli, chief marketing officer at Brand USA. "Through our owned, paid and earned platforms, we are able to create targeted campaigns that encourage international visitors to explore beyond the gateways and find their own story within the bourbon tourism experience."

The strategy will combine established and emerging distilleries highlighting how each is central to shaping Kentucky's tourism experience and ultimately increasing international visitation.

As the destination marketing organization for the United States, Brand USA works with local, state, and regional partners with one main goal to increase incremental international visitation, spend, and market share to fuel the nation's economy and foster understanding between people and cultures.

For more information about the Kentucky Tourism Department, visit www.kentuckytourism.com.

For more information about Brand USA and its partner efforts, visit www.TheBrandUSA.com.

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

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