Partner Engagement Session

June 2, 2019

VisitTheUSA.com
Tom Garzilli
Chief Marketing Officer

Thank you! Together, we are marketing the USA!

Air Berlin
Air Canada Montreal (Air Canada)
BBC Worldwide
Bloomberg
Capital Region USA
Choose Chicago
Ctrip
Despegar
Discover LA (Los Angeles Tourism and Convention Board)
Discover South Carolina (South Carolina Department of Parks, Recreation & Tourism)
Enjoy Illinois (Illinois Office of Tourism)
Enterprise Holdings, Inc.
ESPN
Expedia
EuronewsNBC
Fliggy
Experience Kissimmee
Hilton Worldwide
iQiyi
JCDecaux
Kentucky Tourism (Kentucky Department of Tourism)
Leisure Pass Group (Leisure Pass Group Limited)
Louisiana (Louisiana Office of Tourism)
MGM Resorts International
Marriott International, Inc.
British Airways
Discover Puerto Rico
Avis Budget Group
News UK
PPTV Corporation
San Diego Tourism Authority
San Francisco Travel (San Francisco Travel Association)
Telegraph
Scripps Networks International Limited
Sina Corporation
Sea World Parks & Entertainment
Televisa
Thomas Cook
STA Travel
Travel Michigan (Michigan Economic Dev Corp)
Travel Oregon (The Oregon Tourism Commission)
Travel Wyoming (Wyoming Office of Tourism)
Universal Orlando Resort
Visit Arizona (Arizona Office of Tourism)
Visit California (California Commission on Travel & Tourism)
Visit Las Vegas (Las Vegas Convention & Visitors Authority)
Visit San Antonio Wanda
Philadelphia CVB (Philadelphia Convention & Visitors Bureau)
Postmedia
Rhode Island Tourism Division (Rhode Island Commerce Corporation)
Star TV
Sunrise
Travel Nevada (Nevada Department of Tourism & Cultural Affairs)
Travel South USA
TTG Media
Universal Studios Hollywood (NBC Universal Hollywood)
Hilton Head Island Visitor & Convention Bureau
Hindustan Times
Mall of America (MOAC Mall Holdings LLC)
Papillon Group
Sweet Home Alabama (Alabama Tourism Department)
Alexandria Pineville Louisiana (Alexandria/Pineville CVB)
Amelia Island (Amelia Island Tourist Development Council)
Aspen Chamber (Aspen Chamber Resort Association)
Beverly Hills CVB
Bloomington CVB (MN)
Blue Man Group (Blue Man Productions, LLC)
Central Coast Tourism Council (Central Coast Tourism Council)
Central New York Vacation Region
Chester County's Brandywine Valley (Chester County CVB)
Chickasaw Country (Chickasaw Country LLC)
Destination Cleveland (CVB of Greater Cleveland)
Discover Flagstaff (Flagstaff Convention and Visitors Bureau)
Discover New England
Explore Fairbanks (Fairbanks Convention & Visitors Bureau)
Explore Ocala (Ocala/Marion County CVB)
Houma (Houma Area CVB)
Holland Visitors Bureau
George Washington's Mount Vernon
Irvine (Irvine Company Retail Properties)
High Sierra Visitors Council
Huntsville (Huntsville/Madison Country CVB)
John F. Kennedy Presidential Library and Museum (John F. Kennedy Library Foundation)
Lake Tahoe Visitors Authority
Santa Monica Convention & Visitors Bureau
Seattle Southside (Seattle Southside Regional Tourism Authority)
Shasta Cascade Wonderland Assoc. South Coast Plaza
Tempe Tourism Office
The Great American West (Rocky Mountain International)
The Shops Buckhead Atlanta (OMB Buckhead Lender LLC)
Tourism Ohio
The Strong (The Strong Museum of Play)
Travel Iowa (Iowa Tourism Office)
Traverse City Tourism (Traverse City Convention & Visitors Bureau)
Tuolumne County VB (Tuolumne County Visitors Bureau)
United Airlines
Ventura County Coast (Ventura County Lodging Association)
Visit Baltimore
Visit Big Sky (Big Sky CVB)
Visit Buffalo Niagara (Buffalo Niagara CVB)
Visit Camarillo (Camarillo Hotel and Tourism Association)
Visit Cheyenne (Cheyenne CVB)
Visit Colorado Springs (Colorado Springs CVB)
Visit KS/OK (Kansas/Oklahoma Travel & Tourism)
Visit Mammoth (Mammoth Lakes Tourism)
Visit Durango (Durango Area Tourism Office)
Visit Fort Worth
Visit Marina del Rey (Marina del Rey Convention & Visitors Bureau)
Visit Oakland (Oakland Convention and Visitors Bureau)
Visit Oxnard (Oxnard Convention & Visitors Bureau)
Visit Panama City Beach (Panama City Beach CVB)
Discover The Palm Beaches Florida (Discover The Palm Beaches)
Greater Fort Lauderdale (Greater Fort Lauderdale CVB)
Mediengruppe
Flight Centre
FVW
NZME
Made in Tennessee (Tennessee Department of Tourist Development)
News Corp Australia
Massachusetts (Massachusetts Office of Travel & Tourism)
Memphis (Memphis Tourism)
New Orleans (New Orleans & Company)
National Geographic
New England Inns (New England Inns and Resorts Association)
North Alabama (Alabama Mountain Lakes Tourist Association)
Visit Vermont (Vermont Department of Tourism and Marketing)
Visit Yosemite Madera County
VisitPittsburgh
Wildwoods NJ (Greater Wildwoods Tourism Improvement and Development Authority)
Wine, Water and Wonders
North of Boston (North of Boston CVB)
Travel Costa Mesa (Costa Mesa CVB)
Visit Hershey & Harrisburg (Hershey Harrisburg Regional Visitors Bureau)
Visit Sarasota (Visit Sarasota County)
Air New Zealand
Bradenton Anna Maria Island Longboat Key (Bradenton Area CVB)
City Pass (CityPass, Inc.)
General Growth Properties (General Growth Properties Inc.)
Georgia (Georgia Dept. of Economic Dev., Tourism Division)
Visit Austin (Austin CVB)
Visit St. Pete/Clearwater
Youku
Visit Utah (Utah Office of Tourism)
Beaches of Fort Myers & Sanibel (Lee County VCB)
Charleston (SC) (Charleston CVB (SC))
Deutsche
Lufthansa
Greater Miami and the Beaches (Greater Miami CVB)
Colorado Tourism (Colorado Tourism Office)
Dreamscapes
Explore Minnesota (Explore Minnesota Tourism)
Greater Newark CVB (Greater Newark Convention and Visitor Bureau)
Greater Palm Springs CVB
I LOVE NY (New York State Department of Economic Development, Division of T)
Lafayette (Lafayette Travel)
Louisiana Northshore (St. Tammany Parish Tourist & Convention Commission)
Macy's (Macy´s Inc)
Visit Seattle (Seattle CVB)
Visit Tri Valley
Visit USVI (US Virgin Islands Department of Tourism)
Visit West Hollywood (West Hollywood Marketing Corporation)
Travel Portland
Travel South Dakota (South Dakota Department of Tourism)
Travel Weekly Group
Utah Consortium
Vegas.com
Visit Detroit (Detroit Metro Convention & Visitors Bureau)
Visit Montana (Montana Office of Tourism)
Visit Tampa Bay
Walt Disney Parks and Resorts
Visit Pasadena (Pasadena CVB)
Visit Pasco (Pasco County Board of County Commissioners)
Visit Phoenix
Visit Rochester (MN) (Rochester Convention & Visitors Bureau)
Visit Santa Barbara
Visit Savannah (Savannah Area CoC)
Visit Santa Cruz County (Santa Cruz County CVC)
Visit Sonoma County (Sonoma County Tourism Bureau)
Visit Anaheim
Visit Baton Rouge
Visit Burbank
West Virginia Tourism Office
Times of India
Travel Nation
Monterey County CVB
North Dakota Tourism (North Dakota Department of Commerce)
Orange County Visitors Association
Park City Chamber CVB (Park City Chamber/ Convention and Visitors Bureau)
PhoCusWright
Rhythms of the South
San Jose CVB
Surf City USA (Visit Huntington Beach)
Travel Impressions
Turistampa
Louisiana's Other Side (Shreveport - Bossier Convention & Tourist Bureau)
Macerich
Mineta San Jose International Airport
Museum of the City of New York
Myrtle Beach Golf Holiday
New Hampshire)
New Mexico True (New Mexico Tourism Department)
New Orleans Plantation Country
NYC & Company (NYC & Company, Inc.)
Pennsylvania Travel (Pennsylvania Association of Travel & Tourism)
Redondo Beach CoC&VB (Redondo Beach Chamber of Commerce and Visitors BureauVisitors)
River Oaks District
Visit Missouri (Missouri Division of Tourism)
Visit Music City (Nashville CVCB
Visit NC (Visit North Carolina)
Visit Ventura (Ventura Visitors & Convention Bureau)
Cannery Row Company
Corning Museum of Glass (The Corning Museum of Glass)
Meet AC (Meet AC, Inc.)
Visit Lake Charles (Lake Charles CVB)
Visit Houston (Greater Houston CVB)
Visit Idaho (Idaho Division of Tourism Development)
Visit Knoxville

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Brand USA Marketing Department

Integrated Marketing

Brand development

Social and digital

Consumer PR

Storytelling approach

Device strategy

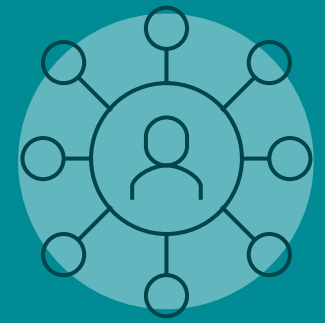
Global trade Development

14 trade offices

Product development

Resource and training

Travel trade engagement



Partner Marketing

Program development

Planning and partner communication

Partner relationships

Destination Marketing

Research and Analytics

Consumer and Trade Messaging

Website Development

International Presence

Product Development

Travel Trade Engagement

VisitTheUSA.com

VisitTheUSA.com

Many Voices/ Multi Screen Approach

Our Many Voices Platform

Take the scenic route.

Stop for storytellers.

Search for the best piece of pie.

Sing your heart out.

Relax. Enjoy.

We are the USA.

A collection of places and experiences whose spirit is found in its diverse range of people. We're here to guide you, to help you discover that behind every mountain, every skyscraper, whether on the fast lane or a country road, there are many voices who are happy to show you around.

VisitTheUSA.com

Who are the Many Voices?

Locals

A place is defined by those who live there, who have explored its culture, roads and trails like no other and can welcome and inspire.

Visitors

To travel is to know and the past visitor now becomes the storyteller and the evangelist for travel to the USA.

Category experts

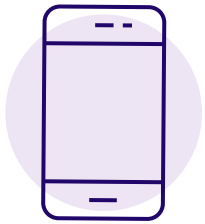
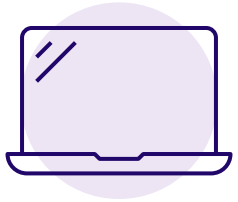
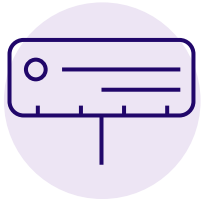
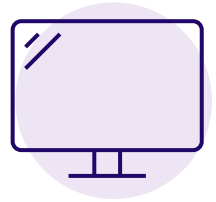
Travelers look to category experts like journalists, hoteliers, cabbies and others to inspire their travel decisions. We will use them to guide our community.

Creative class

We will amplify creative voices to show America as it hasn't been seen before via musicians, writers, photographers, artists and poets.

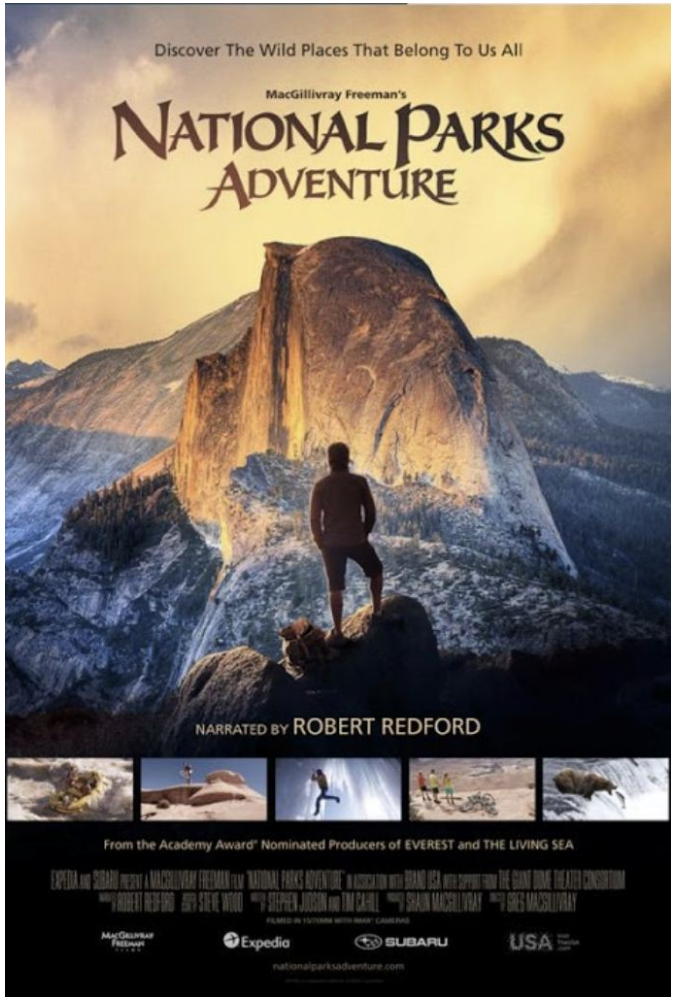
VisitTheUSA.com

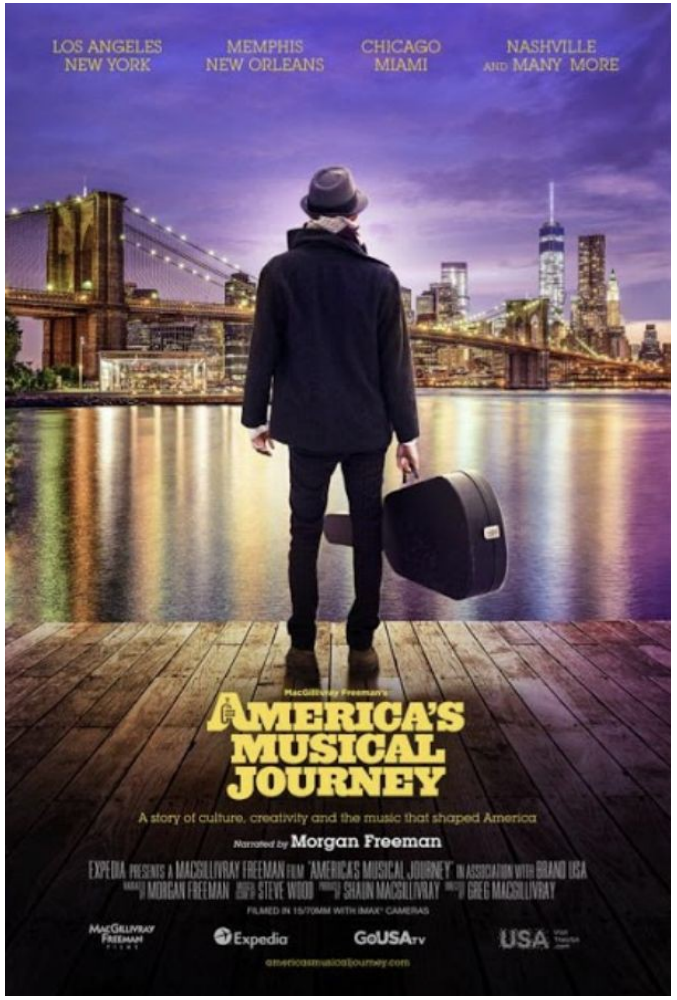
Screen Strategy and Storytelling Platforms

Mobile	Laptop/ desktop	Smart TV	Digital OOH	Giant screen
				

“From mobile to giant screen and everything in between”

VisitTheUSA.com





WE'VE GONE OFF THE BEATEN PATH AND HAVE HAD AN EXTRAORDINARY JOURNEY

Pioneering new, uncharted territory with two ambitious IMAX® films

VisitTheUSA.com

And, we've made amazing things happen.

Connected viewers to the best America has to offer and inspired off-the-beaten-path discovery

81% are much more likely/somewhat more likely to visit the U.S. as a result of the film

62% are more likely to choose the U.S. instead of another destination after watching National Parks Adventure

"What a very special event. The reception was lovely, and I so enjoyed the movie.
I am inspired to go experience some of those beautiful parks."

Teresa Hartle,
Atlanta

Source: Isurus Market Research and Consulting

VisitTheUSA.com

From the producers of *National Parks Adventure* and *America's Musical Journey*

Coming Soon...Our Next Adventure

Stop by the Brand USA booth #2442 to cast your vote and help us choose the title.

A Film for Giant Screen Theaters

AVAILABLE FEBRUARY 2020

www.intoamericaswild.com

Expedia

MacGillivray Freeman Films

USA Visit TheUSA.com

GoUSATV

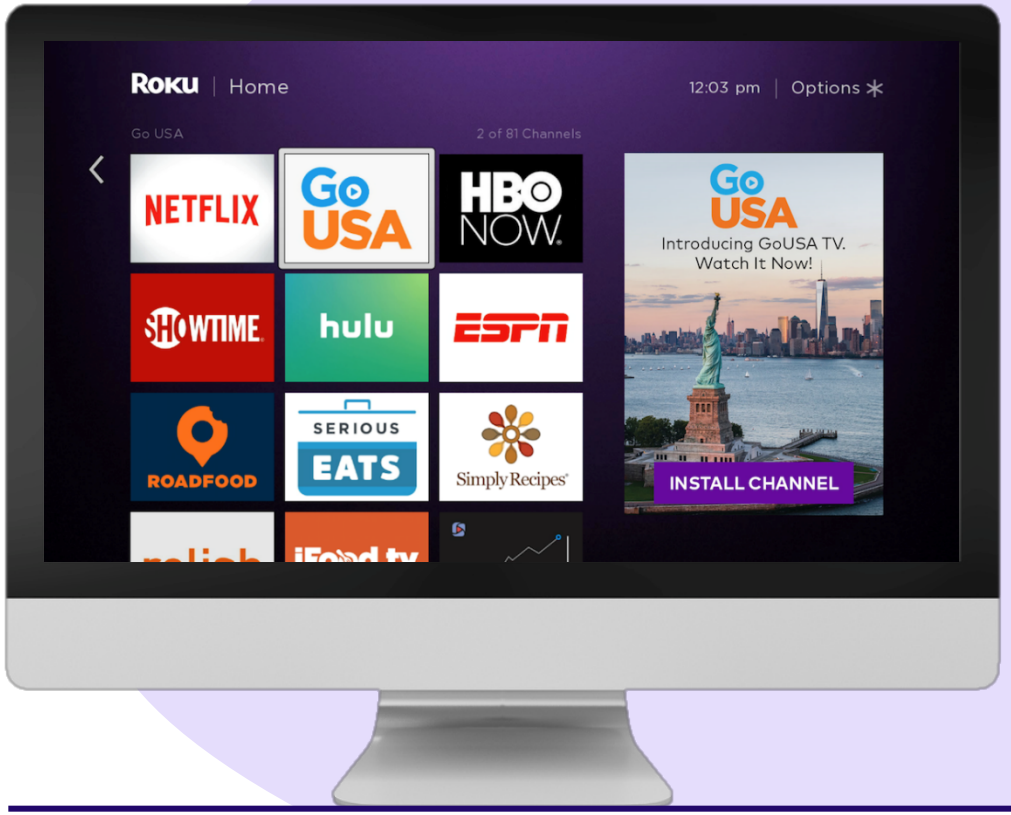
Because every place has a story.

GoUSA TV

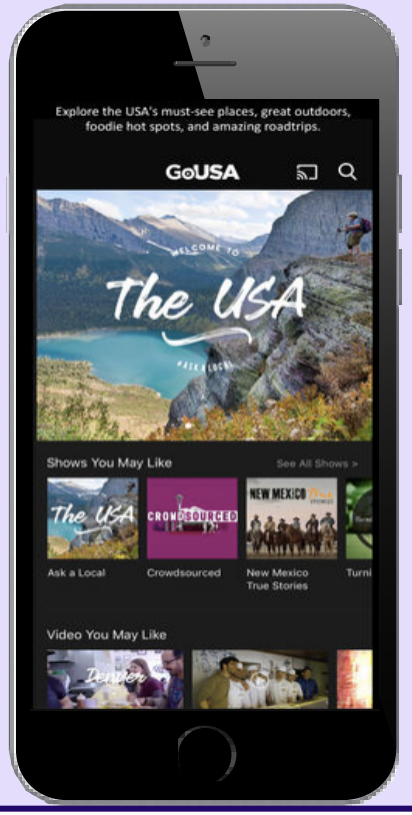
And coming soon...

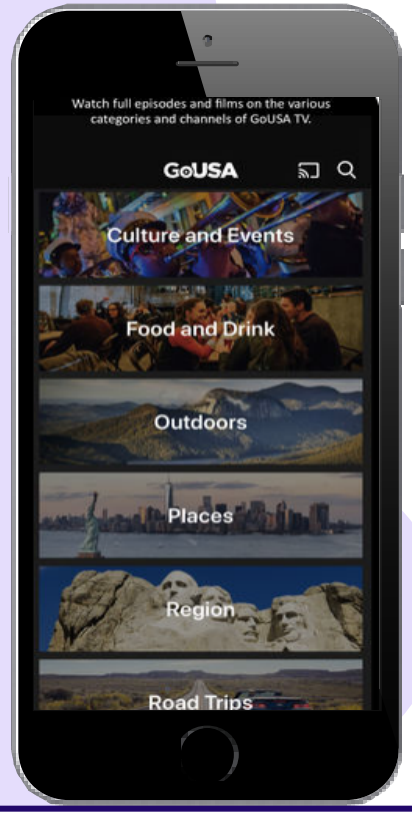
YouTube

Connected TV



Mobile App





On Now and Coming Soon!

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SORTEDfood.

VisitTheUSA.com

3 Songs; 15 Cities; 15 Artists

“Do You Wanna Dance”
Bobby Freeman

“What I Like about You”
The Romantics

“Boogie Shoes”
KC & The Sunshine Band

VisitTheUSA.com

UNITED STORIES

United Stories

Mobile Content Lab

BRAND USA TRAVEL WEEK

VisitTheUSA.com
Brand USA

2019
London: September 9-13

2020
London: September 7-11
India: October

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Karyn Gruenberg

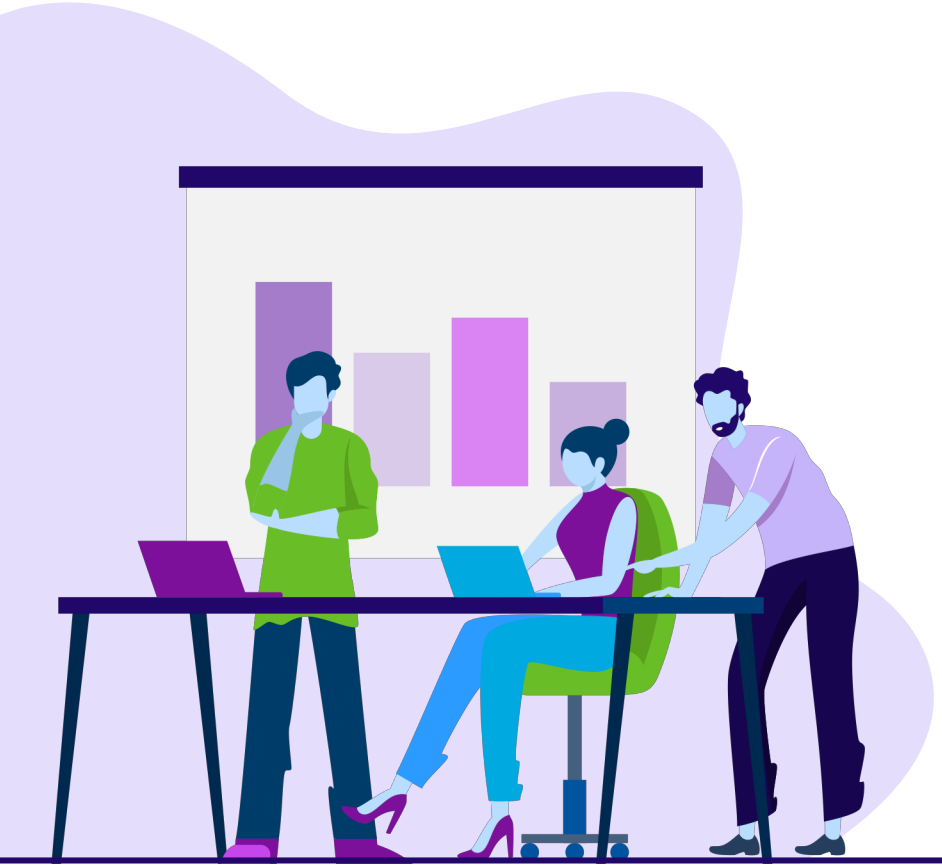
Senior Vice President
Partner Marketing &
Strategic Alliances

VisitTheUSA.com

Partner Study

In-depth Partner Study

Purpose: Gain greater understanding of partners' businesses, including marketing, financial plans and future priorities. Understand partners' relationships with Brand USA and marketing programs.



General overview

Overall, partners think Brand USA is doing a great job promoting the USA in international markets.

Destinations with limited budgets and those new to international marketing are more likely to describe their current partnership as "Growing" and "Opportunistic."

The greatest value provided by Brand USA is making international outreach possible and affordable.

Many partners have been with Brand USA since inception and have seen positive change over time: improved leadership, focus on relationships, upgraded processes/communication practices, enhanced programming options, and a greater focus on delivering results.

Qualitative caveat: Qualitative research provides in-depth information about consumers' feelings and behaviors, but it is not necessarily representative of the population as a whole. Findings from this research should only be used directionally.

In-depth Partner Study

Constructive feedback

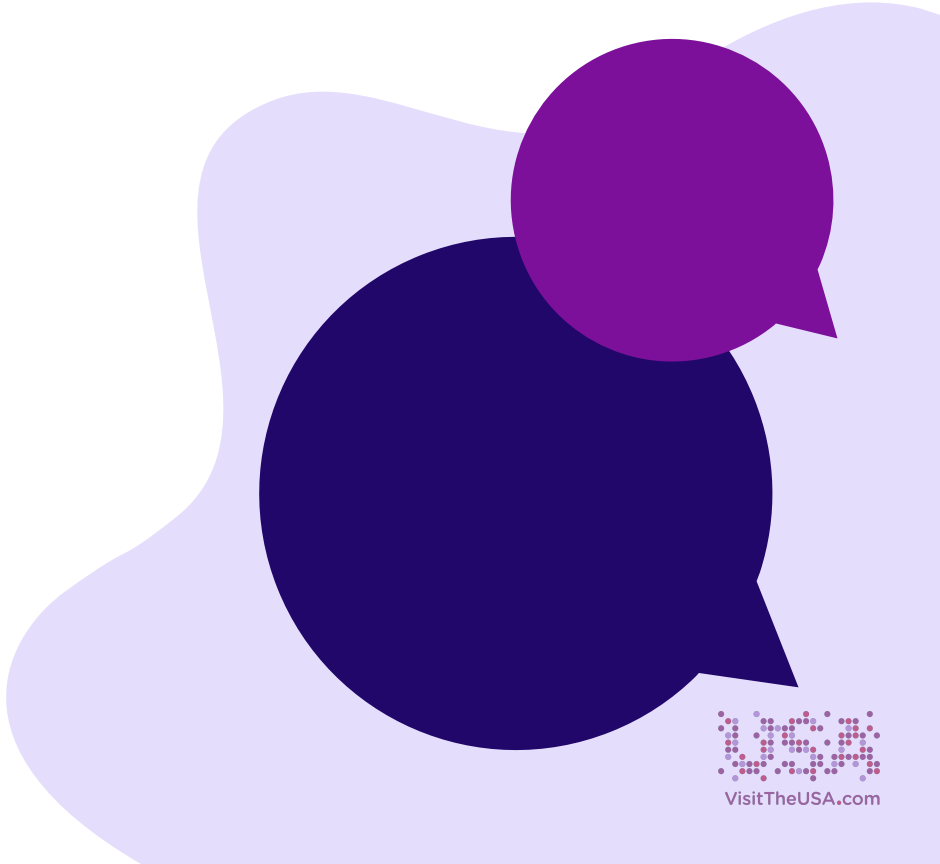
Small cities and states tend to feel neglected and overshadowed by bigger destinations and are looking for programs that cater to their specific needs.

A common Brand USA issue among many partners is a lack of lead time when being asked to participate in a program.

Reporting of results can take a long time for partners to receive and need to be simplified.

Brand USA's huge slate of program offerings can be overwhelming to sift through, especially for less established partners.

Qualitative caveat: Qualitative research provides in-depth information about consumers' feelings and behaviors, but it is not necessarily representative of the population as a whole. Findings from this research should only be used directionally.



FY2020 Partner Strategy

Continue to work on communications and execution

Provide relevant insights

Refresh fine tune programs/create solutions

Create strong integration with all consumer campaigns

Negotiate strong in market media deals

Expand reporting on results

Build knowledge in emerging markets – India and China

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2020 Partner Opportunities

- Brand-driven Storytelling
- Co-ops
- Market Specific
- Trade Activities

Brand-led Integrated Campaigns – Available

Ask a Local

United Stories

Sorted Food game changers

VisitTheUSA.com

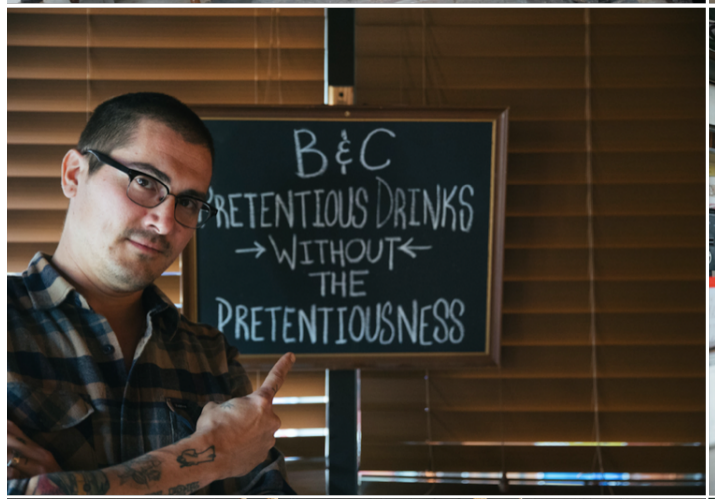
Ask a Local

Ask a Local gives voice to individual, real travel experiences in the U.S. by highlighting first-person perspectives of locals

Uses a documentary-style approach to share amazing travel experiences and points of interest through the voices and faces of U.S. residents

Appeals to international travellers with a desire to receive authentic travel recommendations from warm, welcoming, and knowledgeable locals

These travel stories will live on TheBrandUSA.com, VisittheUSA.com, GoUSA TV, YouTube, and shared across corporate and consumer social media channels as part of our always-on content strategy



Partner Program

Deliverables

- Short form videos
- Images
- Translation of longer-form videos in seven languages

- **Brand USA Distribution:** As added value, Brand USA will distribute the content on our always-on global social media channels (7 million person audience) as long as it falls within one of three pillars (Local Perspectives, Music or Exploration). As part of the overall Brand USA strategy, the content will receive amplification in certain markets.

- **Markets:** Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Mexico, South Korea, United Kingdom

SORTED

Game Changers

Sorted Food is a group of award-winning UK influencers, who are life-long friends obsessed with travel and food. They create video content of the most incredible food experiences the planet in a series of episodes.

In partnership with Brand USA, SORTED will be in search of game changing food and experiences in partner destinations. Video content will reach Sorted's YouTube audience of over **2.2 million subscribers** and **combined Twitter, Facebook, and Instagram audience of over 645,000 followers** and will be supported by paid media amplification.

Audience Details:

400 million video views and 12 million monthly video view on YouTube channel.

8 minutes average video watch time with 70% retention

"SORTED's channel has **3x the engagement of the industry average** and **6-7x the engagement of many of the largest YouTube food and cooking channels**."

SORTED

Partner Program

Market: United Kingdom

- **Two episodes** on Sorted Food's YouTube Channel; averaging 8-12 minutes in length
- Video cut-downs for advertising: One :**15 vid**eo, One :**30 video**
- Video content will be hosted on partner's Visit the USA web page.
- Social amplification on Sorted Food
  - 2 Instagram posts
  - 2 Facebook posts
  - 6 Tweets
- 5 still images
- Two-month amplification campaign with 600,0000 impressions of pre-roll video views

VisitTheUSA.com

2019 Global Inspiration Program Highlights

Reach high-value audiences around the world through the award-winning Visit The USA Global Inspiration Program.

39+ million mobile takeover impressions

Distributed in **40+** countries in **9** languages

Featuring **197** state & regional Partners

57 Tour operator eGuide participants

40,000 eGuide pageviews (Jan-April 2019)

VisitTheUSA.com

2020 Global Inspiration Program

Interstitial advertising/mobile takeover units

- **20% increase in partner dedicated impressions per tier**
- Targeted audiences are chosen by their expressed plans to travel to the USA.
- In-ad performance metrics help partners track impressions and engagement
- Markets for 2020: English for Canada, the UK and Australia; German; Portuguese for Brazil.

Glossy printed travel guides

- High-quality and influential
- Targeted distribution

Engaging e-guides

- Interactive and user-friendly
- Expanded tour operator promotions

VisitTheUSA.com

Content Development and Distribution

Three packages driven by our custom storytelling approach and distributed in your target market(s)

Destination at a Glance
A series of short, energetic and candid videos

Road Trips
A series of vignettes that reflect the way international travelers explore

Themed Content packages
Authentic, experience-focused, longer-form video

Multi-Channel Programs

Australia

Fall: Oct-Nov
Spring: April-June

Germany

Fall: Nov-Dec
Spring: April-May

Brazil

Spring: April-May

India

Winter: Feb-Mar

Canada

Winter: Jan-Feb
Spring: May-June

Japan

Spring: April-May

China

Fall: Sep-Nov
Spring: May-July

Mexico

Spring: Feb-May

UK

Fall: Oct-Nov
Winter: Jan-Feb

New FY20 markets

France

Winter: Jan-Mar

South Korea

Winter: Jan-Feb

Mobile takeover ads

In FY20, Australia, Brazil, France, Germany, Japan, and South Korea will all feature mobile interstitial campaigns

FY18 result snapshot

Google
2.24M
Total clicks

Expedia
$86M
Total bookings, post-view and post-click**

facebook
1.26M
Total clicks, likes and shares

*Overview results include aggregate results for all Fiscal Year 2018 Multi-Channel programs with the exception of Mexico and China.
**Total gross revenue booked across Expedia Group brands after viewing or clicking on a Multi-Channel banner ad; 30-day look back window.

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Market-Specific Programs

Australia

Nine Media

Canada

Flight Network

Rogers Media

China

Ctrip

China Social Influencer

Mexico

Televisa

New Zealand

New Zealand Media and Entertainment (NZME)

UK

British Airways

JCDecaux

News UK

The Telegraph

India

MakeMyTrip

VisitTheUSA.com

China

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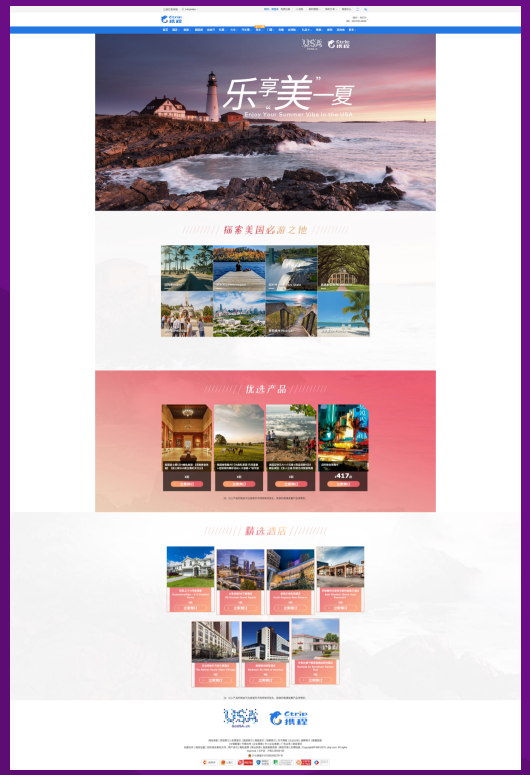
China Multi-Channel



Key media channels, exclusive to China, optimize partner brand exposure through all phases of travel planning and booking cycles

Social: Partner posts on GoUSA Weibo account and WeChat Banner ads driving traffic to GoUSA website content.

In-flight tablet: USA travel guide on regional airlines China Southern and Ruili Airlines; reaching 1 million first-class passengers per month.

Ctrip: Co-op campaign page promoting partner product, amplified with targeted ads on iPinYou network.

VisitTheUSA.com

Ctrip

Ctrip is the largest online travel company in Asia and second largest in the world; providing travel services to over 300 million members.

Partner package:

Custom campaign page

Product development and promotion

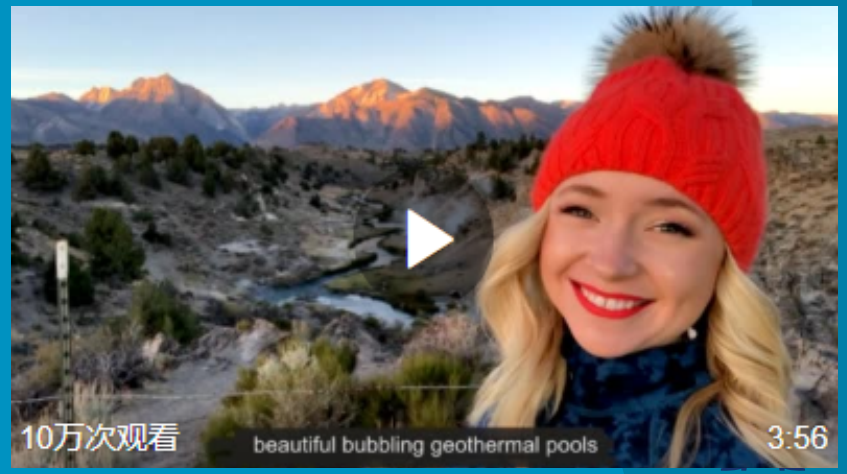
Advertising across Ctrip platform driving traffic to campaign page

Reach millions of Chinese planning travel

Media packages include more than 3-1 added value in advertising

VisitTheUSA.com

China: Social Influencer



Meet Jessica Beinecke: American-born Chinese influencer and fluent Mandarin-speaker; producer of digital travel series, "I Know this Spot."

Program Highlights

Partners receive **5 City Guide videos** that highlight top sites, culinary experiences, and useful English phrases to help Chinese tourists get around.

Videos are posted on Jessica's Weibo and MiaoPai channels. Estimated **500,00 total views** per video.

In 2019, **40 videos** were **viewed 25 million times** in 3 months.

Audience and reach:

650K+ followers on Sina Weibo

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VisitTheUSA.com

Global Trade Programs

FY2020 Key Market Initiative: Sales Missions

2019

- **Japan & South Korea sales mission:** July 7-12, 2019 – Third mission 2 cities: Tokyo, Seoul
- **India sales mission**: September 22-27, 2019 – Eighth mission 3 cities: Mumbai, Delhi, Chennai

2020

- **Mexico sales mission:** January 2020
- **China sales mission:** March 2020
- **Japan & South Korea sales mission:** TBD (due to Olympics July 24-Aug 9)

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Trade Show Schedule FY2020

October 1-4, 2019	IFTM Top Resa (Paris)
October 16-18, 2019	ITB Asia (Singapore)
October 24-27, 2019	TEJ/JATA (Osaka)
November 4-6, 2019	WTM (London)
November 8-11, 201	Festuris Gramado (Gramado, Brazil)
March 4-8, 2020	ITB (Berlin)
April 2020	WTM (São Paulo)
April 28-30, 2020	ATM (Dubai)
May 13-15, 2020	ITB China
September 2020	UK/Europe Travel Week
October 2020	India Travel Week

And here are the trade shows supporting Visit USA Committees (i.e., no Brand USA Pavilion)

January 14-19, 2020	Vakantiebeurs (Utrecht)
January 15-19, 2020	Matka (Helsinki)
February 9-11, 2020	BIT Mlilan
March 2, 2020	Discover America Denmark

VisitTheUSA.com

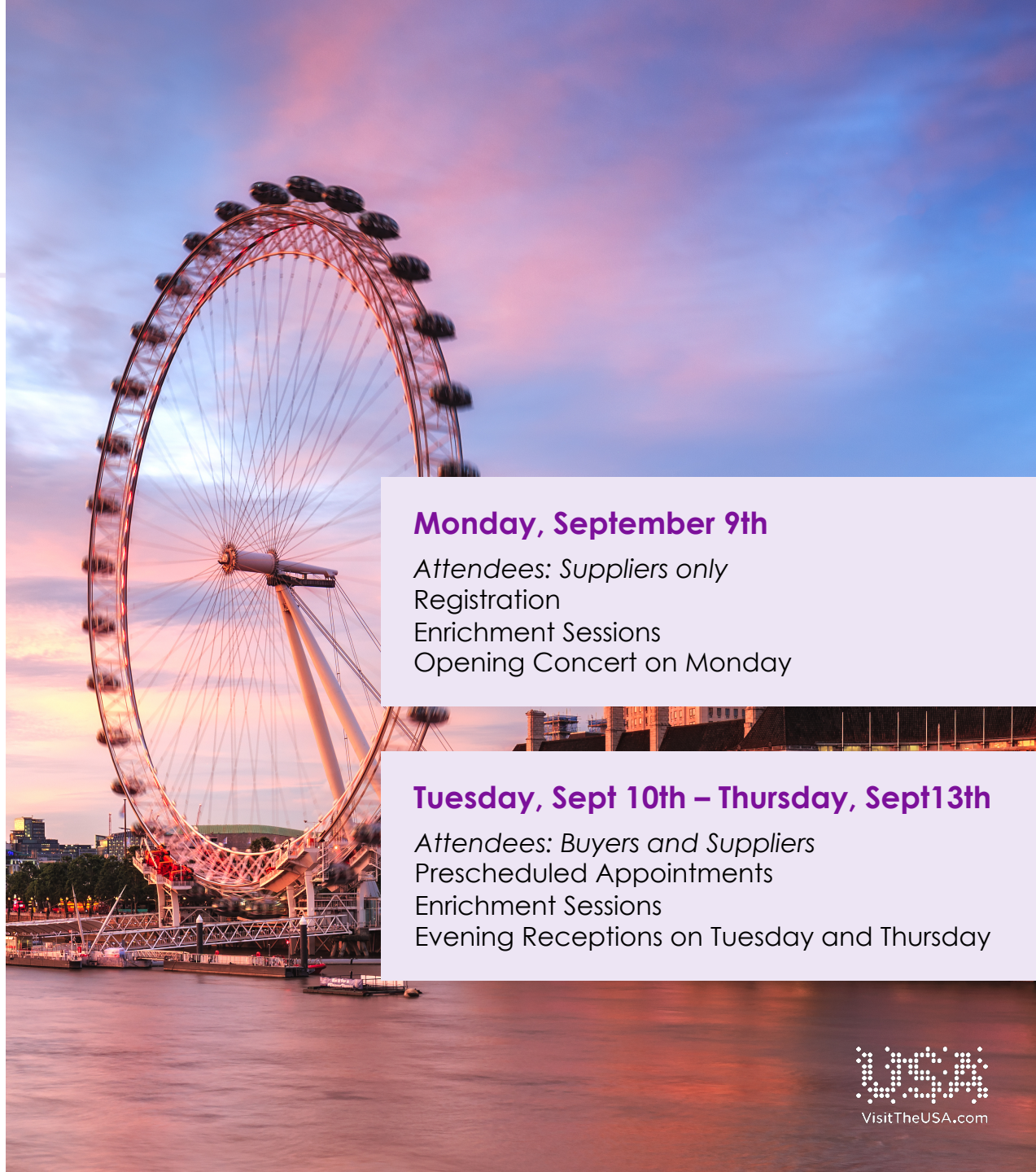
BRAND USA TRAVEL WEEK

About Brand USA Travel Week

Join us as we launch Brand USA Travel Week, an immersive celebration of the United States, which will – for the first time - bring together the biggest players in the travel industry to discuss trends, challenges, innovations and the opportunity to grow visitation to the USA from the United Kingdom & Europe.

An invitation only event, tour operators from across Europe and the UK will have the opportunity to connect directly with U.S. exhibitors from destination marketing organizations, hospitality organizations, hotels, attractions and more.

Curated one-on-one appointment schedules will offer genuine connectivity, while the Enrichment Series – an innovative program of leading speakers and timely topics – ensures delegates leave feeling inspired, educated and motivated to sell more of the USA to, through and beyond the gateways. Evening events, including a live music opening concert, promise exciting entertainment and more networking opportunities. Plus inserts in the USA Telegraph campaign



Monday, September 9th

Attendees: Suppliers only
Registration
Enrichment Sessions
Opening Concert on Monday

Tuesday, Sept 10th – Thursday, Sept13th

Attendees: Buyers and Suppliers
Prescheduled Appointments
Enrichment Sessions
Evening Receptions on Tuesday and Thursday

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