



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

- This webinar is being recorded and will be available on our website after the session.
- You will receive a link to the recording/deck via email after the session.
- 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](mailto:partnerinfo@thebrandusa.com) to be connected to the right party!
- Thank you for being here, the webinar will begin shortly!

# **Welcome!**



# The German Market

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Brand USA Partner Webinar

# AGENDA

- Housekeeping
- A Germany Research Update, with Chelsea Benitez
- A Brand USA Germany Consumer Update, with Clemen Hernandez
- A Brand USA Germany Trade Update, with Amanda Davis
- Brand USA Program Opportunities in Germany, with Julie Paulson



USA

VisitTheUSA.com

Brand USA

A Research Update

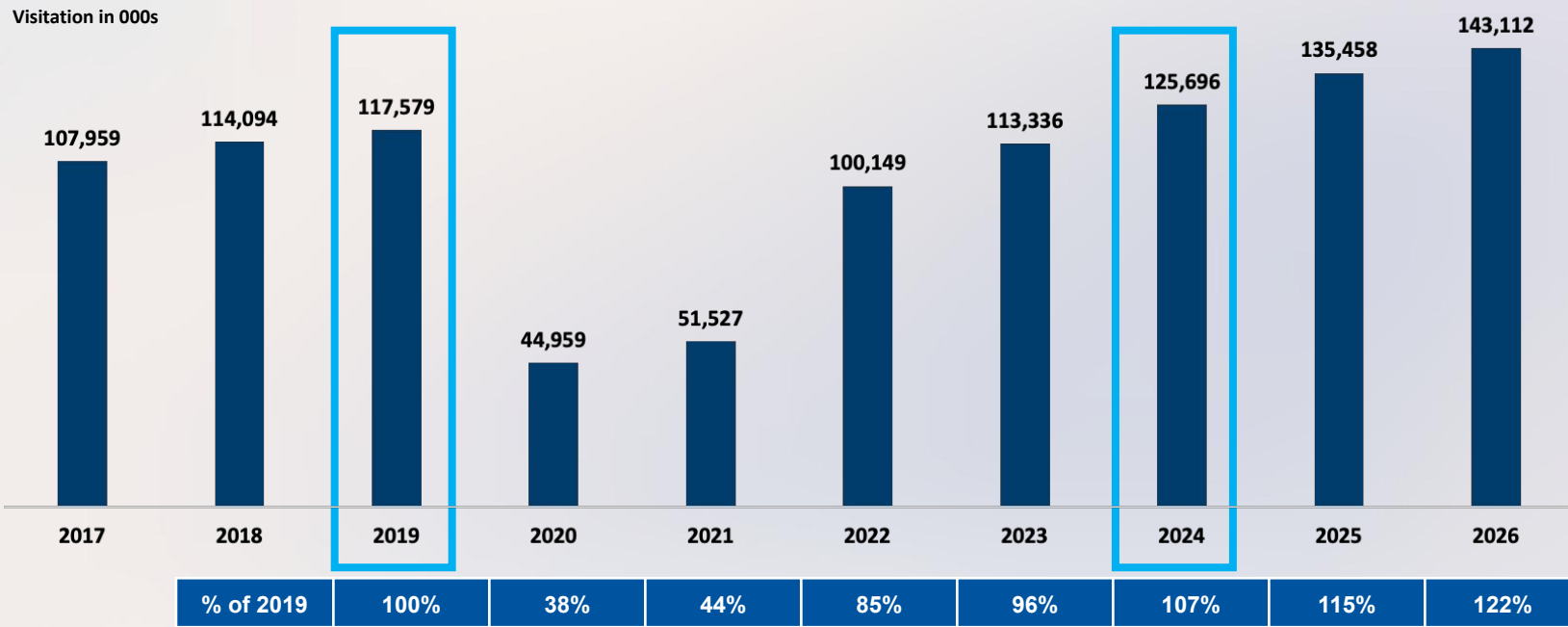


# AGENDA

- Global Outbound & USA Inbound Travel and Spend
- Air Capacity
- Consumer Sentiment

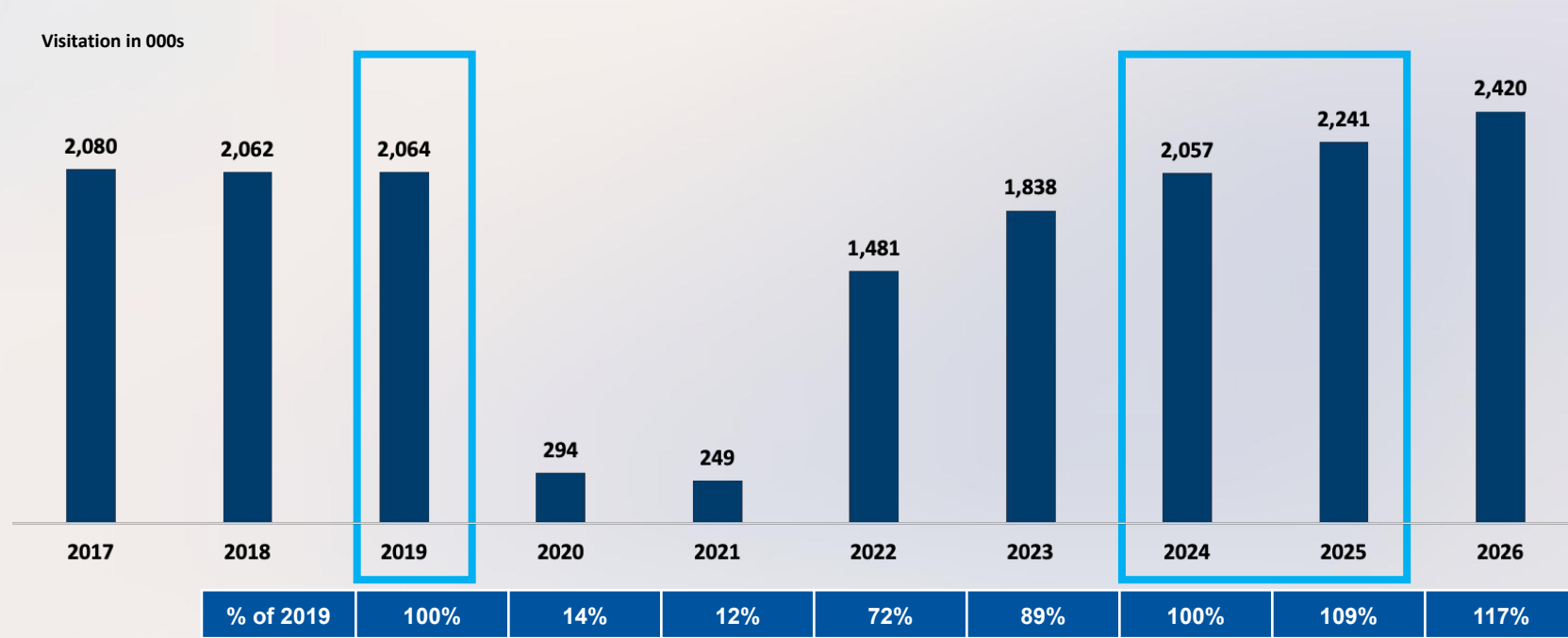
# Germany: Global Outbound Travel

Total outbound travel from Germany is expected to surpass pre-pandemic levels in **2024**



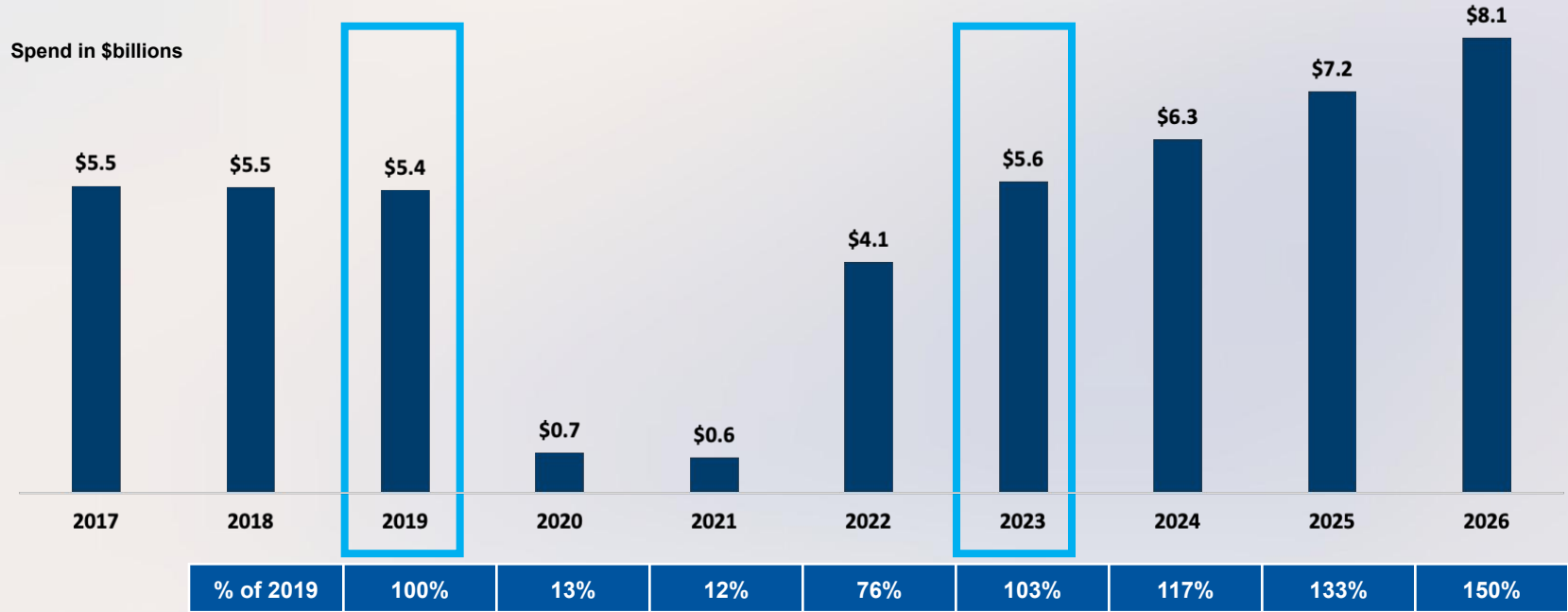
# Germany: USA Inbound Travel

Total travel from Germany to the USA is expected to reach pre-pandemic levels in **2024**



# Germany: USA Inbound Travel Spend

2023 Average Spend per Visitor = **\$3,025**

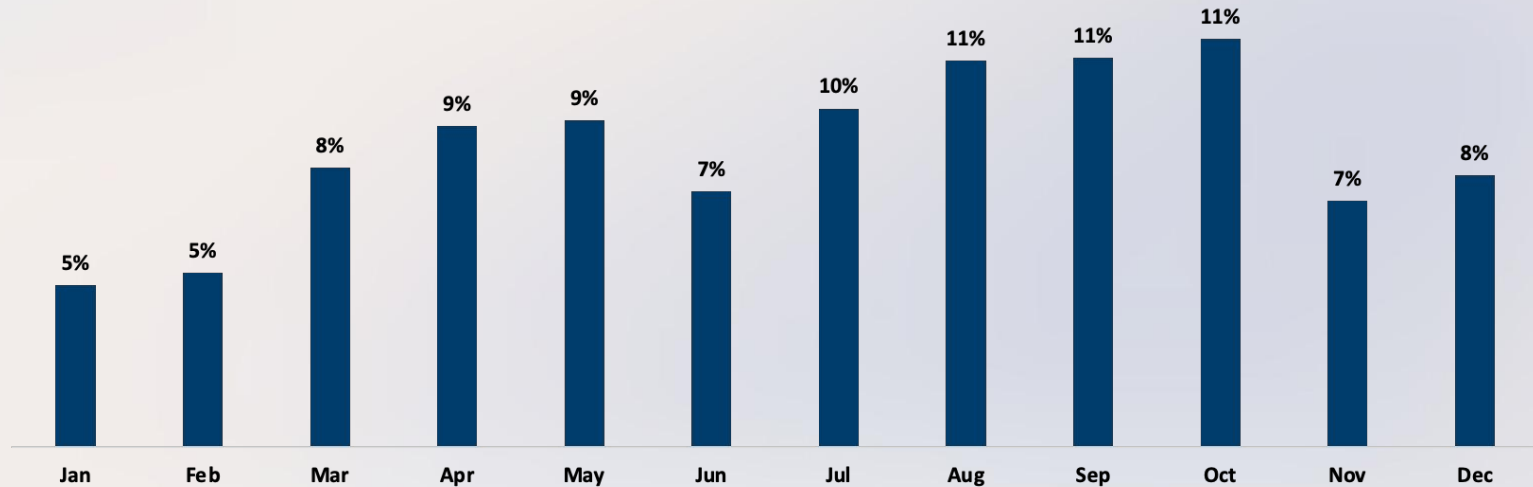




# Germany: USA Inbound Travel - Seasonality

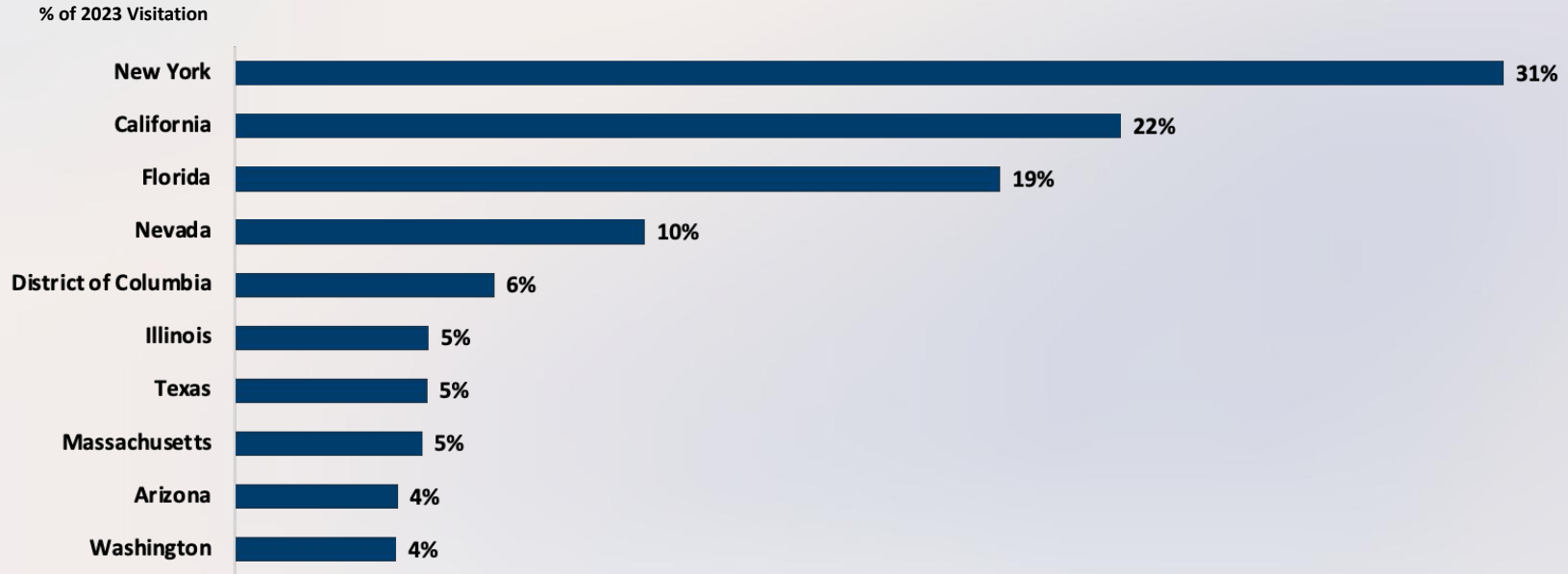
2023 Top Arrival Months = **August, September, October**

% of 2023 Visitation



# Germany: USA Inbound Travel – Top 10 States

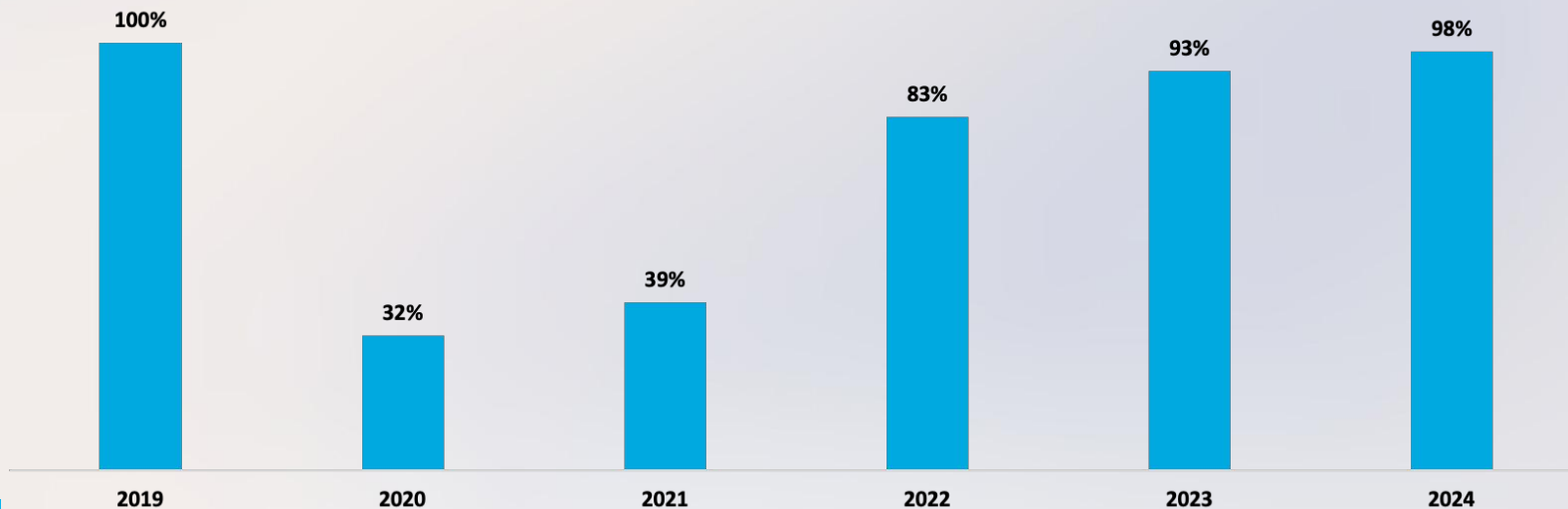
Travelers from Germany visited **1.5** different states on average



# Germany: Operating Air Capacity

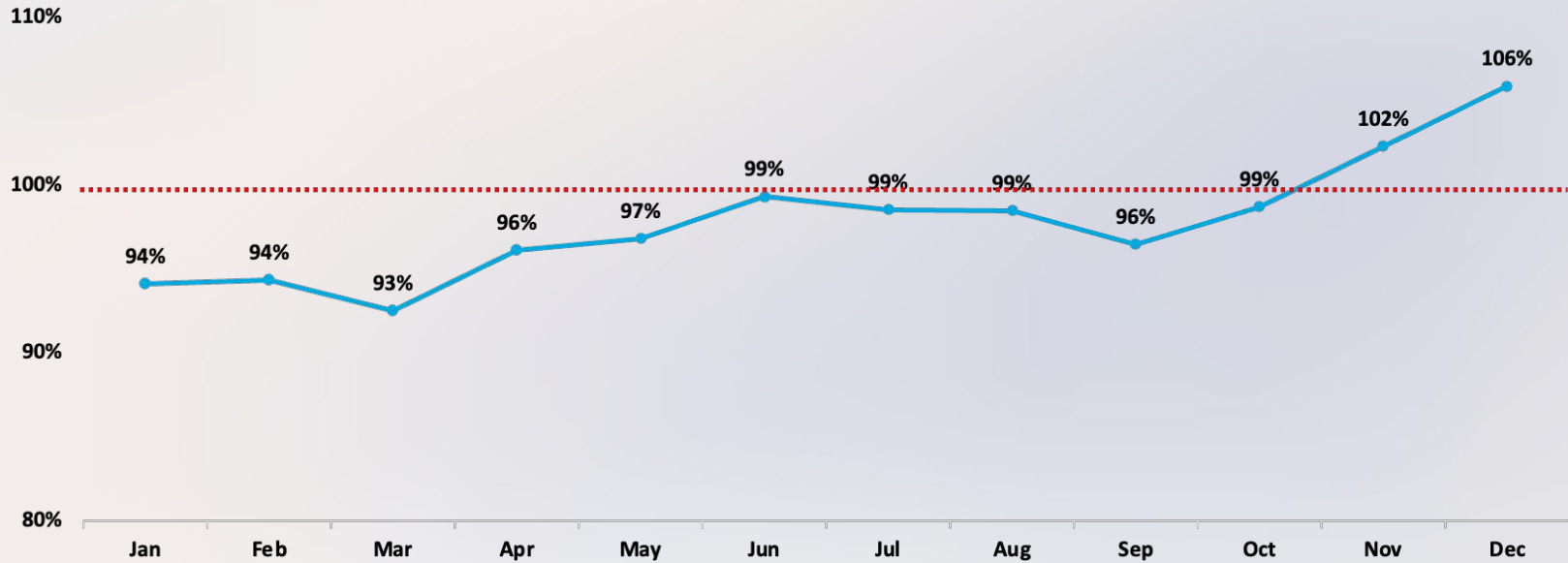
Air capacity from Germany to the USA in 2024 is expected to reach **98%** of 2019 levels

USA Inbound Operating Air Capacity from Germany  
% of 2019



# Germany: 2024 Operating Air Capacity

USA Inbound Operating Air Capacity from Germany  
% of 2019

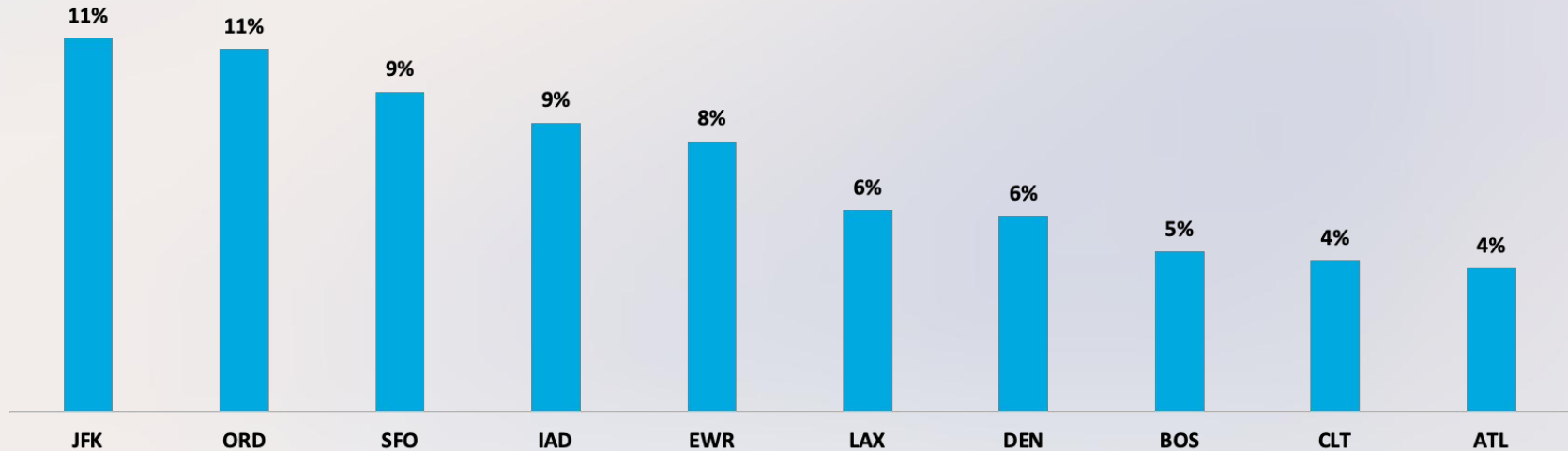




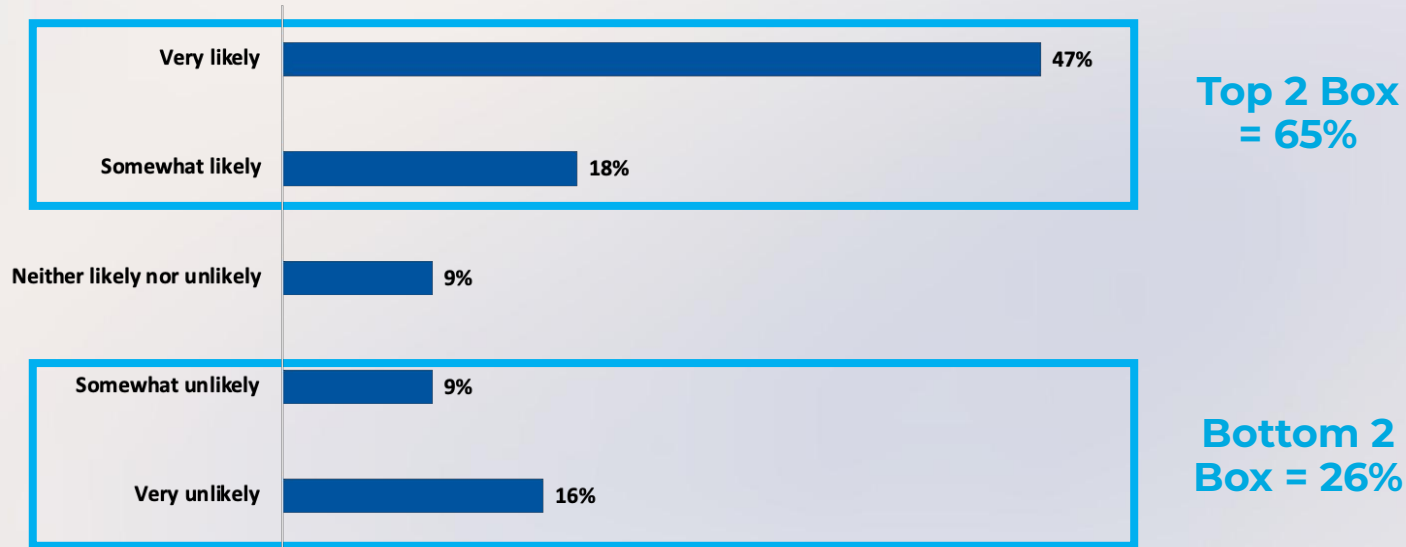
# Germany: 2024 Operating Air Capacity – Top 10 Arrival Airports

2024 Top Arrival Airports = **JFK, ORD, SFO**

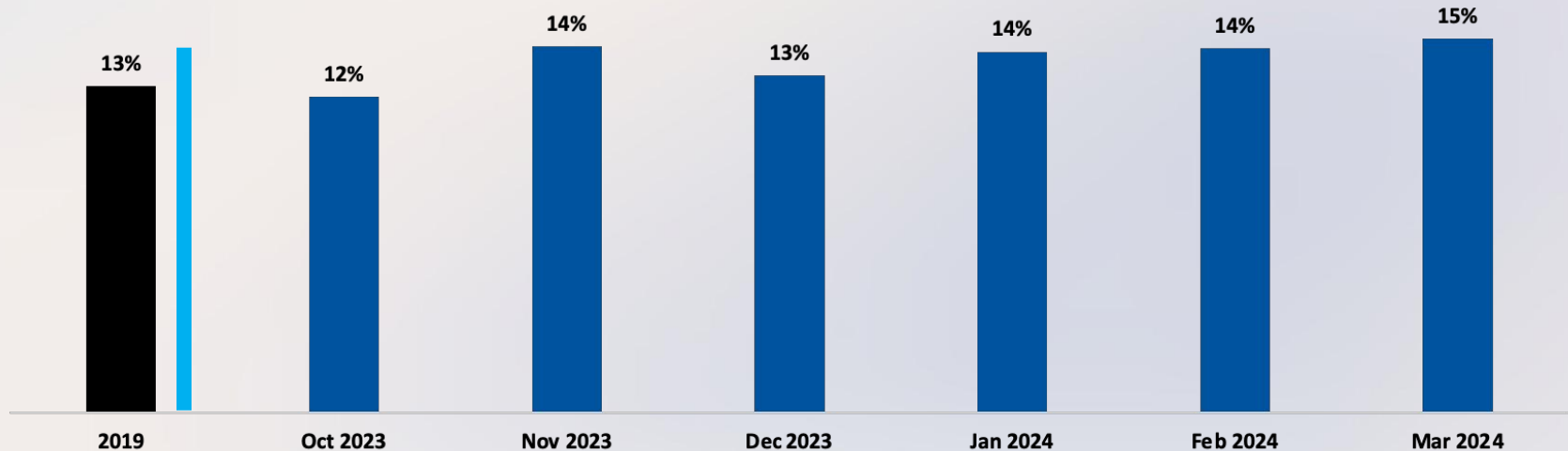
% of 2024 Seat Capacity



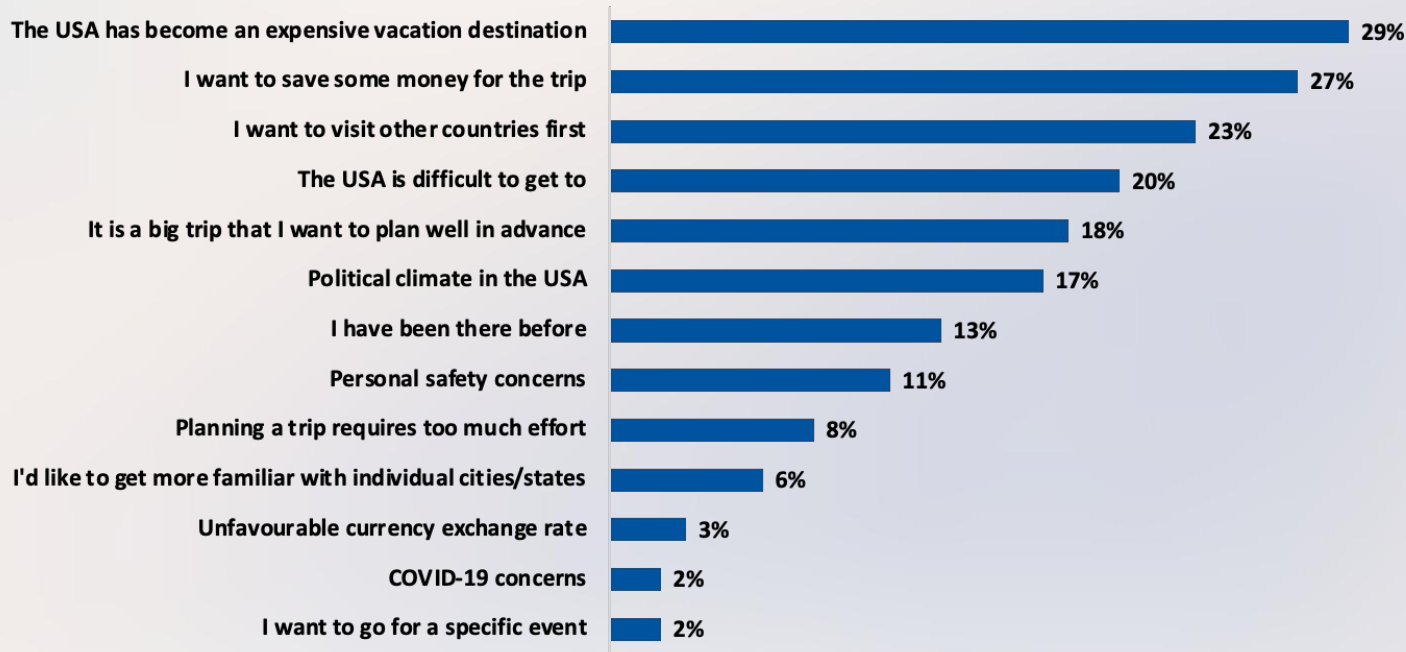
# Germany: Likelihood to Take an International Trip in the Next 12 Months



# Germany: Likelihood to Travel to the USA in the Next 12 Months – Rolling 6M



# Germany: Reasons for Not Traveling to the USA in the Next 12 Months



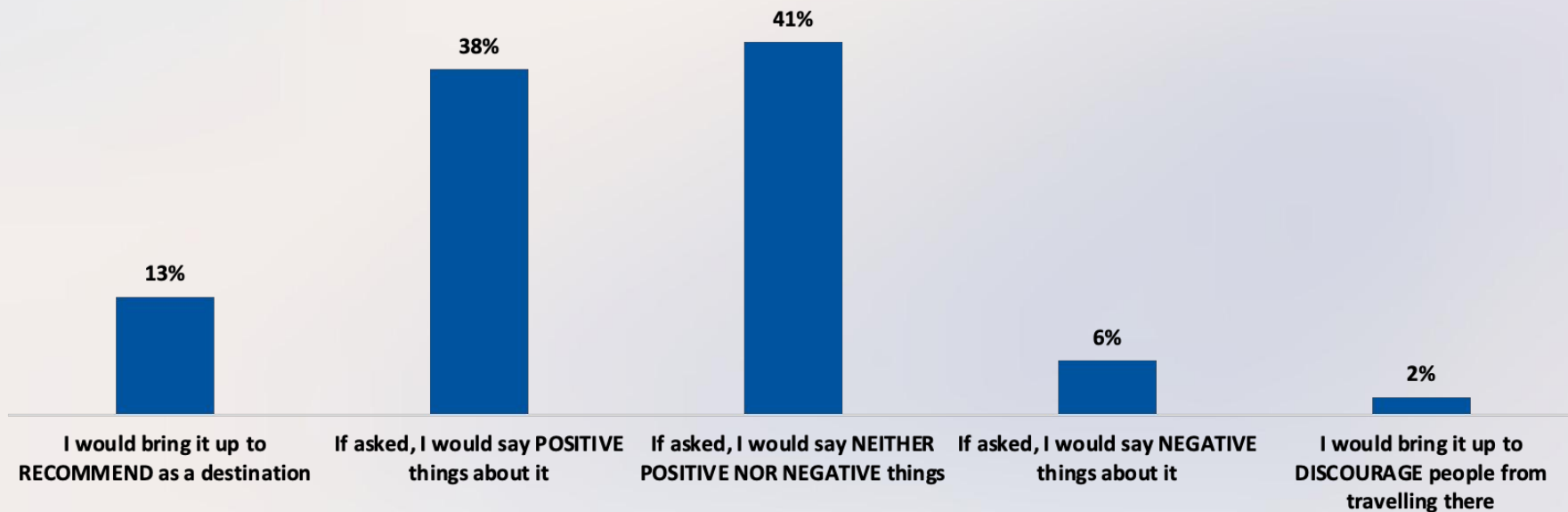
Question: Why is the United States not a likely leisure trip destination for you in the next 12 months?

Base: German respondents very/somewhat likely to take an international holiday in the next 12 months but it won't be to the U.S., N=559

Source: Brand USA/Big Village, Quarterly Custom Study, March 2024



# Germany: Attitude Towards the USA



Question: If a friend or relative were discussing a future holiday destination with you, which statement would BEST DESCRIBE YOUR ATTITUDE TOWARDS THE UNITED STATES?

Base: Total respondents from Germany, N=1,004

Source: Brand USA/Big Village, Quarterly Custom Study, March 2024

# Germany: The USA as a Holiday Destination



A logo consisting of the letters 'USA' formed by a grid of small white dots on a blue background.

VisitTheUSA.com

**Brand USA**

A presentation slide with a background image of a desert landscape featuring a large, jagged rock formation (Shiprock) under a sunset sky. A blue semi-transparent banner at the bottom contains the text 'Brand Update'.

# Brand Update

# Market Objective

- Disperse travelers to multiple destinations across the US
- Improve perception of U.S.



# Traveler Journey

## Inspire with a Variety of Distinctive Possibilities

Showcase the freedom and transformative, distinctive experiences only the USA can offer travelers.

## Educate with Targeted & Individualized Experiences

Create confidence by connecting travelers with destinations and experiences so they can personalize their USA trip based on what they love.



## Simplify Planning

Help travelers make the most of their visit by sharing valuable resources to aid in their active decision-making process.

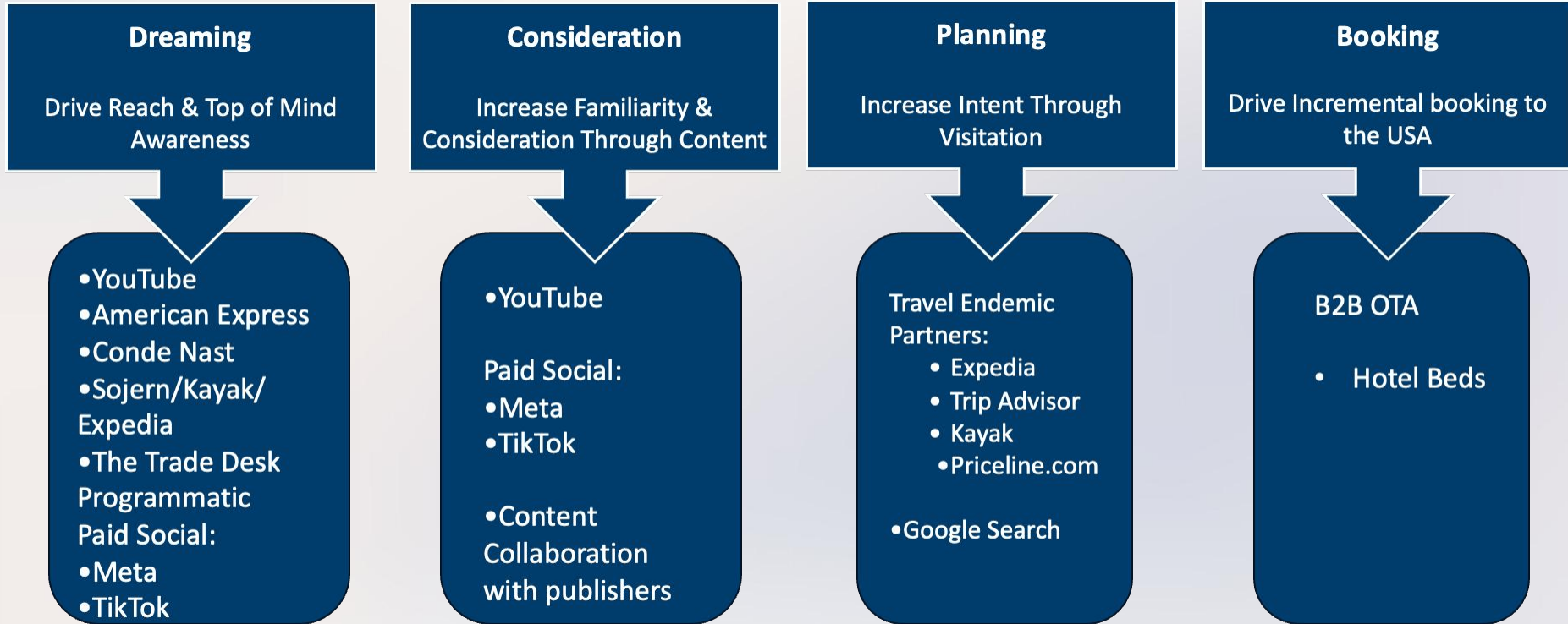
## Convert Travelers with Urgency & Seamless Integrations

Drive urgency to book now through our partners.

# Timing In Market

		FY24 Flighting by Campaign											
		O	N	D	J	F	M	A	M	J	J	A	S
Germany	Dreaming												
	Consideration												
	Planning												
	Booking												

# Traveler Journey by Phase



# Content Collaboration with Publishers

We are partnering with trusted brand-voices to tell the Brand USA story to their readers/followers. They will work with us to create scalable, unique ideas through authentic and engaging content.

## **T-online.de**

One of the largest German news outlet reaching 49 million unique users\* per month

Assets include:

- Co-branded Native Article
- Social media posts
- Display banners on site
- High impact banners on site

Live: April, May

**Bunte.de** combines entertainment news, inspiration and current people reaching 13.7 million unique users\* per month

**Focus.de** reaches finance progressive, solution-oriented, cosmopolitan readers 28.59 million unique users\* per month

Assets include:

- Interactive brand microsite
- Co-branded articles
- Display co-branded banners
- Social media post



A man and a woman are seated at a table in a wine cellar, clinking their glasses. The background is filled with rows of wooden wine barrels. The scene is warmly lit, creating a cozy atmosphere. The man is wearing a light-colored button-down shirt, and the woman is wearing a white sleeveless top. Several wine glasses are on the table in front of them.

USA

VisitTheUSA.com

Brand USA

Trade Update

?

**Quick Poll**



In the GSA market (Germany, Switzerland, Austria),  
what types of trade programs are you most  
interested in participating in this coming year?  
(select all that apply)

- A. Agent training opportunities
- B. Hosting a Fam
- C. Tour operator marketing campaigns
- D. USA Discovery Program
- E. I'd like more information

# The Importance of Germany

- A. Second largest source of overseas international visitors to the USA in 2023 with 1.8M visitors.
- B. German, Swiss, Austrian (GSA) markets are very resilient. In spite of economic challenges, travel remains a top priority for consumers and the recovery has been strong.
- C. Germany is the fastest recovering European market, with arrivals to reach the same level as 2019 by end of 2024.
- D. The USA is and has always been one of the top 3 long-haul dream destinations.
- E. Average length of stay is 13.1 days.
- F. Germans have 25-30 days of leave per year.



# Air Connectivity

## Direct Routes from Germany, Switzerland, Austria

### Germany:

- Frankfurt: 29 routes
- Munich: 15 routes
- Berlin: 3 routes
- Düsseldorf: 1 route

### Switzerland:

- Zurich: 13 routes
- Geneva: 3 routes

### Austria:

- Vienna: 6 routes



# Trade Activities YTD, FY24 Oct. 1 - April



## Fam Trips:

- Hawaii Fam with trade publication “LuxusInsider” November 14-23, 2023
- *RV/Camper Agent Fam, May 31-June 8, 2024*
- *United Airlines VIP Fam from Germany, July 15-17, 2024*
- *United Airlines VIP Fam from Switzerland, September 10-12, 2024*



## Events in Market:

- Thanksgiving, November 2023
- *IMEX Frankfurt Brand USA Pavilion, May 2024*
- *July 4th event, July 2024*
- *Buyer recruitment/coordination for Travel Week U.K. & Europe*



# Co-Op Marketing Campaigns with German Trade Partners FY24



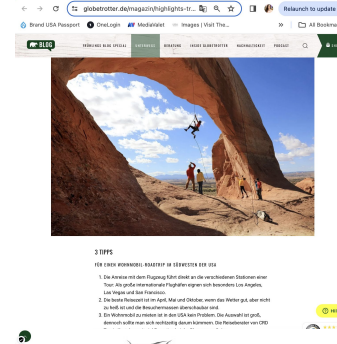
**condor** 

February -  
May 2024



**FTI** 

January -  
June 2024



**CRD**  Ihr Spezialist für  
Nordamerikareisen

May -  
November 2023



**fairflight.de**   
USA & Kanada individuell



October 2023 -  
May 2024





# Komoot Campaign with Explorer Tour Operator Partner Call to Action (CTA)





 Entdecken Routenplaner Fe [Shop](#)  Deutsch [Jetzt anmelden](#)





Crater Lake, Oregon © Brand USA

## Von Vulkangipfeln zu glitzernden Ufern – Entdecke Oregon & Washington




 

Wander-Collection von [VisitTheUSA](#)



[Jetzt mit Explorer buchen!](#)

 Entdecken Routenplaner [Shop](#)  Deutsch [Jetzt anmelden](#)

## Touren





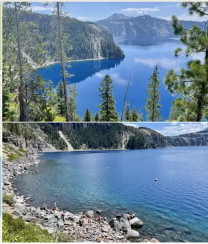

LEWIS AND CLARK NATIONAL HISTORICAL PARK  
Map data © OpenStreetMap-Mitwirkende

 **Fort Clatsop & Clatsop Overlook – Lewis and Clark National Historical Park** 



Von Vulkangipfeln zu glitzernden Ufern – Entdecke Oregon & Washington  
Wander-Collection von [VisitTheUSA](#)

[Jetzt mit Explorer buchen!](#)

 Entdecken Routenplaner [Shop](#)  Deutsch [Jetzt anmelden](#)



Map data © OpenStreetMap-Mitwirkende

 **Cleetwood Cove Trail – Crater Lake National Park** 

🕒 01:08 ↔ 3,43 km ⚙ 3,0 km/h ↗ 170 m ↘ 170 m

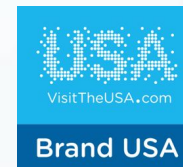
[Leicht](#)

Leichte Wanderung. Für alle Fitnesslevel. Leicht begehbare Wege. Kein

Von Vulkangipfeln zu glitzernden Ufern – Entdecke Oregon & Washington  
Wander-Collection von [VisitTheUSA](#)

[Jetzt mit Explorer buchen!](#)

# Trade Activities in FY24 - Visit USA (co-sponsored by Brand USA)



## Visit USA Germany activities:

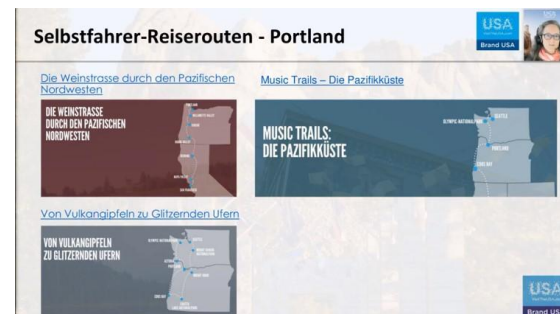
- Multiple webinars (5)
- Members Assembly (Oct 2024)
- Halloween Event (Oct 2024)
- *Summer event in July, 2024*
- *Bowling event in June, 2024*
- *Cinema Roadshow in September, 2024*

## Visit USA Switzerland:

- Island Hopping Event (Jan 30 - Feb 1, 2024)
- *Agent Roadshow Sept 17-19, 2024*

## Visit USA Austria:

- Agent training event Vienna (Nov 2023)



# Trade Activities in FY24 - Trade Partner-led



## Germany activities:

- CRD Nordamerika Days, Nov. 10 & 11, 2023
- Lufthansa Roadshow, Oct. 4&5, Oct. 17 and 19 2023
- Dertour Talk & Dine Evenings Germany, March 18-20, 2024

## Switzerland activities:

- Knecht Reisen Switzerland Reisewelten event, Nov 2-4, 2023
- *Trade event with Edelweiss Airways Switzerland (tbd, fall 2024)*

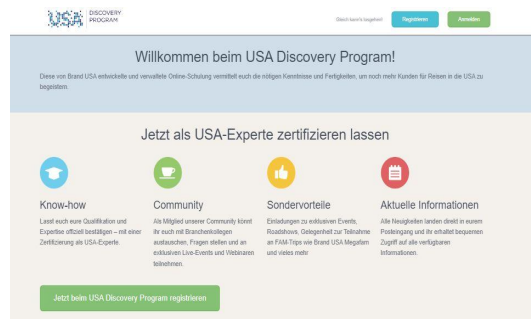


# USA Discovery Program



A total of 2,245 travel agents registered

7,497 badges earned in total



Alles über die USA



Textanzeige

**USA-Schulung: mitmachen & mit etwas Glück gewinnen**



Du willst mehr über die USA als Reiseland lernen und an tollen Gewinnspielen teilnehmen? Es geht ganz einfach, melde dich für das kostenlose USA Discovery Programm an, absolviere als erstes den Regional Expert Badge und nach und nach weitere Badges. Stay tuned, das ganze Jahr über wird ein Feuerwerk an Gewinnen verlost! **Hier** geht es zur Anmeldung.



?

**Quick Poll**



Which GSA market(s) is your team currently active in (trade or consumer)?

(select all that apply)

- A. Austria
- B. Germany
- C. Switzerland



VisitTheUSA.com

Brand USA



# Partner Programs Update





USA

VisitTheUSA.com

Brand USA

Ströer Program

# FY24 Ströer: Program Overview

Ströer is one of the leading media companies in Germany; offering a strong portfolio of brands for digital content and advertising as well as an extensive out-of-home signage network.

Brand USA has partnered with Ströer to create a program that drives awareness for the US in Germany through engaging digital content and eye-catching digital OOH.

## CAMPAIGN KPIs



REACH  
IMPRESSIONS

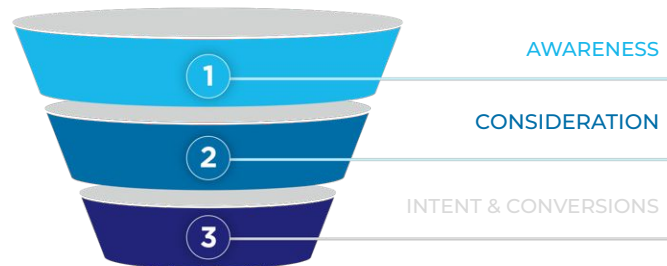


ENGAGEMENT  
CLICKS/CTR



## STAGE OF TRIP PLANNING

Upper funnel planning tool inspiring travelers to consider future bookings



IN-MARKET DATES: ONGOING

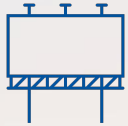
COMMITMENT DATE: 10 WEEKS PRIOR TO LAUNCH DATE

ASSET COLLECTION DATE: 8 WEEKS PRIOR TO LAUNCH DATE

CAMPAIGN LENGTH: 1 TO 3 MONTHS

REPORTING: 45 – 60 DAYS AFTER CAMPAIGN COMPLETION

# FY24 Ströer: Key Benefits



*Ströer is number one in Germany for out-of-home and digital out-of-home signage. They have over 7,000 digital media signs.*



*Ströer's digital marketing portfolio reaches 80% of Germans online.*



*Ströer inspires travel with engaging advertorial or native story content and promotion.*



*Ströer's Digital Travel segment is among the strongest in Germany with 10.9 million unique users per month.*

# FY24 Ströer: Campaign Options

## MEDIA CAMPAIGN 1

PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS
Online	One (1) Native Story - Premium Publisher (Marco Polo, DuMont Reise or Lonely Planet) Integration of a landing page with introductory text and up to 5 topic blocks	3 Months	17,500
	Content teaser promotion for 1 month, placement on publisher's homepage		3,000,000
	Paid social media promotion (Facebook & Instagram) supporting the native story.		
	Native ads supporting native story		
	Display ads - banner campaign within the Ströer Travel Network		1,000,000
Digital Out-of-Home	Public Video Infoscreen Digital billboards on underground and suburban train platforms. :10 second video or still in rotation.	2 Weeks Monday - Friday, Rush Hour 4pm-7pm (Select Frankfurt or Munich, additional cities are available.)	3,700,00
	Public Video Station Screens in high traffic areas of railway stations. :10 second video or still in rotation.		
	Public Video Mall Screens in high traffic areas of malls. :10 second video or still in rotation.		
		<b>TOTAL ESTIMATED IMPRESSIONS</b>	<b>7,700,000</b>



# FY24 Ströer: Campaign Options

## MEDIA CAMPAIGN 2

PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS
Online	One (1) Native Story - Premium Publisher (Marco Polo, DuMont Reise or Lonely Planet) Integration of a landing page with introductory text and up to 5 topic blocks	2 - 3 Months	17,500
	Content teaser promotion for 1 month, placement on publisher's homepage		3,000,000
	Paid social media promotion (Facebook & Instagram) supporting the native story.		
	Native ads supporting native story		
	Display ads - banner campaign within the Ströer Travel Network		782,400
		<b>TOTAL ESTIMATED IMPRESSIONS</b>	<b>3,800,000</b>

Targeting is available by Demographic, Age, Income, and Region for paid social media promotion, native ads and display ads.



# FY24 Ströer: Campaign Options

## MEDIA CAMPAIGN 3

PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS
Online	One (1) Advertorial - Premium Publisher (Marco Polo, DuMont Reise or Lonely Planet) Integration of article on a MAIRDUMONT brand portal	1 - 3 Months	7,500
	Content teaser placed on the homepage at runtime		1,200,000
	Paid social media promotion (Facebook & Instagram) supporting the advertorial		
	Native Ads supporting Advertorial		500,000
	Display Ads - campaign within the Ströer Travel Network		
		<b>TOTAL ESTIMATED IMPRESSIONS</b>	<b>1,707,500</b>

Targeting is available by Demographic, Age, Income, and Region for paid social media promotion, native ads and display ads.

# FY24 Ströer: Online Promotion Examples

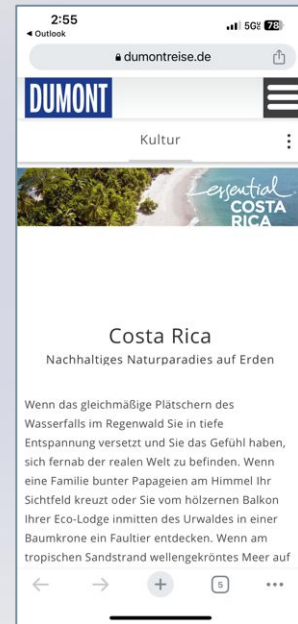
## Marco Polo



## Native Story Lonely Planet



## DumontReise



# FY24 Ströer: Out-of-Home Examples







USA

VisitTheUSA.com

Brand USA

CANUSA Program

# FY24 CANUSA: Program Overview

CANUSA is the largest specialized tour operator in Germany for the U.S. and offers the ability to reach its strong German travel audience to inspire and encourage travel to U.S. destinations through a variety of marketing tactics. CANUSA provides its clients with customizable travel packages and utilizes a travel agent team that works individually with each customer on their unique itinerary.

CANUSA clients look for individual trips featuring cultural highlights, contact with locals, authentic experiences and, above all, actively experiencing nature.

## CAMPAIGN KPIs



REACH  
IMPRESSIONS



ENGAGEMENT  
CLICKS/CTR

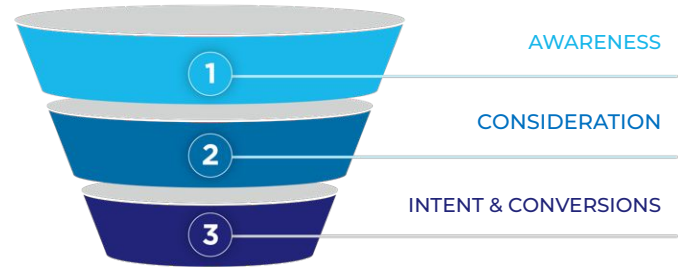


INTENT & CONVERSIONS  
ROOM NIGHTS &  
SALES INQUIRIES



## STAGE OF TRIP PLANNING

Lower funnel travel planning resource in Germany



IN-MARKET DATES: ONGOING

COMMITMENT DATE: 10 WEEKS PRIOR TO LAUNCH DATE

ASSET COLLECTION DATE: 8 WEEKS PRIOR TO LAUNCH DATE

CAMPAIGN LENGTH: 2 – 3 MONTHS

REPORTING: 60 DAYS AFTER CAMPAIGN COMPLETION

# FY24 CANUSA: Key Benefits



*Largest specialized  
tour operator in  
Germany for the US.*



*CANUSA  
customer average  
length of stay in  
the US is 20+ days*



*Product creation*



*95% of CANUSA  
customers book a  
complete travel  
package with  
flight, rental  
car/camper or  
accommodations*



# FY24 CANUSA: Campaign Options

## MEDIA CAMPAIGN 1

PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS
Social Media Promotion Premium	3 posts on Facebook	1 month	73,000 fans
	3 posts on Instagram		11,500 followers
	Facebook (100K) and Pinterest (200k) Ad Promotion		300,000 impressions
Online Promotion	Scratch Ad and display ads on premium websites	2 months	6,000,000 impressions
YouTube Ads	30 second advertising video placed as a short clip on relevant YouTube content to target users that searched for CANUSA or visited our website	2 months	6,000,000 impressions
SEA Promotion	SEA Campaign text ads on Google and Bing	2 months	150,000 impressions
Email Marketing Premium	Exclusive presentation of the destination as only topic of the newsletter	1 newsletter	40,000 readers
		<b>TOTAL ESTIMATED IMPRESSIONS</b>	<b>12,500,000</b>

CUSTOM CAMPAIGNS ARE ALSO AVAILABLE AND CAN BE DISCUSSED WITH THE PARTNER MARKETING PROGRAMS TEAM

# FY24 CANUSA: Campaign Options

## MEDIA CAMPAIGN 2

PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS
Social Media Promotion	3 posts on Facebook	1 month	73,000 fans
	3 posts on Instagram		11,500 followers
	Facebook (100K) and Pinterest (200k) Ad Promotion		300,000 impressions
Online Promotion	Individual recommendation ads, retargeting ads	2 months	6,000,000 impressions
Instagram Basic	2 posts promoting a travel package and content on canusa.de	1 month	11,500 followers
	1 individually created reel or story		
SEA Promotion	SEA Campaign text ads on Google and Bing	3 months	225,000 impressions
Email Marketing	One thematic article in weekly CANUSA newsletter	1 newsletter	400,000 readers
		<b>TOTAL ESTIMATED IMPRESSIONS</b>	<b>7,000,000</b>



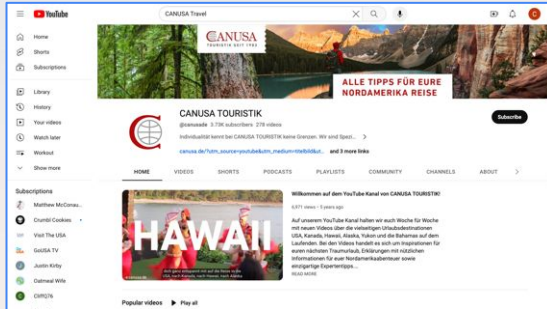
# FY24 CANUSA: Campaign Options

## MEDIA CAMPAIGN 3

PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS
Social Media Promotion	2 posts on Facebook	1 month	73,000 fans
	2 posts on Instagram		11,500 followers
	Facebook (100K) and Pinterest (200k) Ad Promotion		300,000 impressions
	1 individually created reel or story		-
Online Promotion	Individual recommendation ads, retargeting ads	2 months	6,000,000 impressions
Email Marketing Premium	Exclusive presentation of the destination as only topic of the newsletter	1 newsletter	40,000 readers
		TOTAL ESTIMATED IMPRESSIONS	6,400,000

# FY24 CANUSA: Creative Examples

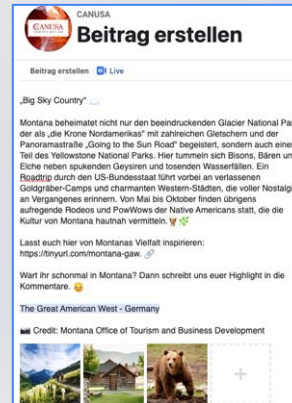
YouTube Ad



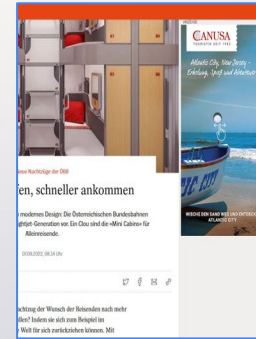
Instagram Post



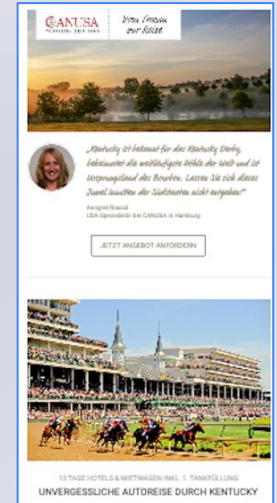
Facebook Post



Scratch Ad



Exclusive Newsletter



Pinterest Ad





USA

VisitTheUSA.com

Brand USA

TUI Program



# FY24 TUI: Program Overview

TUI is the largest travel brand in Germany with more than 50 years of experience. TUI has more than 6,000 travel agencies across Germany and owns the most visited holiday site with more than 44 million page views each month.

Brand USA has partnered with TUI to create a program that drives bookings to the US in Germany through engaging digital content and travel agent engagement.

## CAMPAIGN KPIs



REACH  
IMPRESSIONS



ENGAGEMENT  
CLICKS/CTR

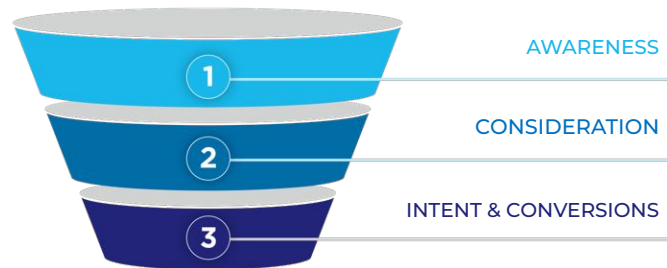


INTENT & CONVERSIONS  
ROOM NIGHTS &  
PAX



## STAGE OF TRIP PLANNING

Lower funnel travel planning resource in Germany



IN-MARKET DATES: ONGOING

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REPORTING: 45 - 60 DAYS AFTER CAMPAIGN COMPLETION

# FY24 TUI: Key Benefits



*TUI has been voted the Reader's Digest "Most Trusted Brand" in the tour operator category for many years.*



*TUI's main website, tui.com, is the most visited holiday site in Germany with approx. 44 million page views per month, offering more than 40,000 hotels.*



*TUI controls the biggest retail network in Germany with over 6,000 travel agencies.*



*TUI offers unique products for every target group and constantly adapts to new customer needs and lifestyles.*

# FY24 TUI: Campaign Options

## MEDIA CAMPAIGN 1

PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS/REACH
B2C Online	Two TUI.com Newsletter Teasers	2 newsletters	2,000,000 subscribers
	Exclusive Landing Page	Evergreen	12,000 page views per year
	One Hero Teaser on TUI.com USA Landing Page	1 week	1,250 page views
	One Content Teaser on TUI.com USA Landing Page	1 week	1,250 page views
B2B Print & Online	One Full Page Advertisement in TUI News (6,000 print copies, 25,000 readers & digital copies available for 60,000 users)	1 inclusion	25,000 readers + 60,000 users
B2B Online	One TUI B2B Facebook Post including a Quiz (Includes one prize of 500 Euro TUI Travel Voucher)	1 post	8,000 followers
TOTAL ESTIMATED IMPRESSIONS/REACH			2,107,500



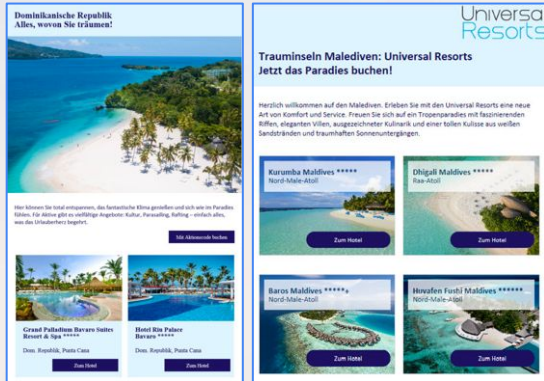
# FY24 TUI: Campaign Options

## MEDIA CAMPAIGN 2

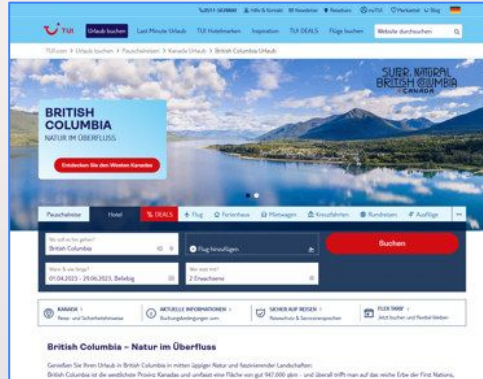
PROMOTIONAL ELEMENTS	AD UNIT	DURATION	ESTIMATED IMPRESSIONS/REACH
B2C Online	One TUI.com Newsletter Teaser	1 newsletter	1,000,000 subscribers
	One Hero Teaser on TUI.com USA Landing Page	1 week	1,250 page views
	One Content Teaser on TUI.com USA Landing Page	1 week	1,250 page views
B2B Online	One TUI B2B Facebook Post including a Quiz (includes one prize of 500 Euro TUI Travel Voucher)	1 post	8,000 followers
	One TUI B2B Banner on Search Page	1 week	60,000 users
TOTAL ESTIMATED IMPRESSIONS/REACH			1,070,500

# FY24 TUI: Creative Examples

## Newsletter Teaser



## Landing Page



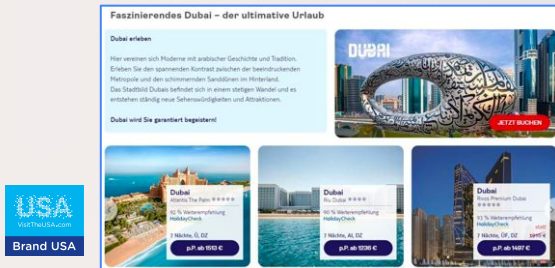
## TUI News Ad



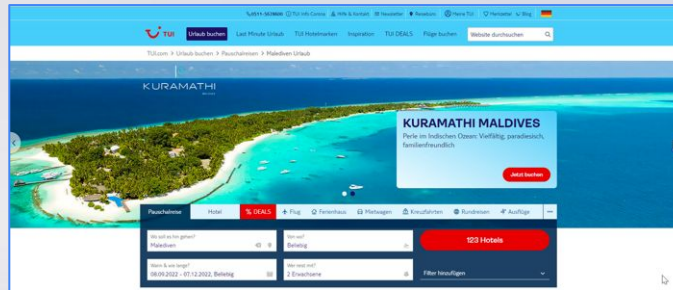
## Facebook Post & Quiz



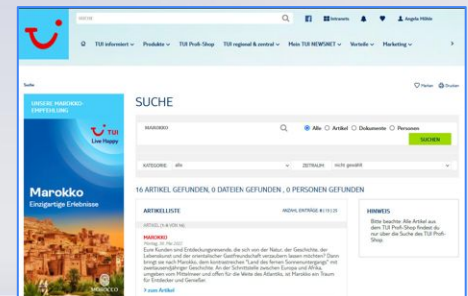
## Content Teaser



## Hero Teaser



## Search Page Banner



USA

VisitTheUSA.com

Brand USA



Condor Program

# FY24 Condor: Program Overview

Brand USA has partnered with Condor, Germany's most popular leisure airline, to drive visitation to U.S. destinations during the summer.

Brand USA's digital marketing campaign includes placement on Condor's website, social promotion, e-newsletter ads, and a programmatic campaign driving traffic to Condor's website.

## CAMPAIGN KPIs



REACH  
IMPRESSIONS



ENGAGEMENT  
CLICKS/CTR



INTENT & CONVERSIONS  
BOOKINGS/PAX

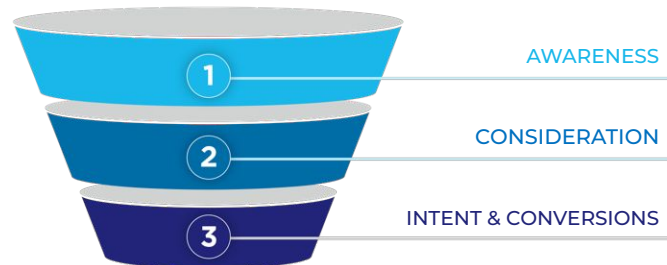


## US Flight Routes:

BWI MIA SEA ANC SAT SFA LAX  
PDX BOS PHX MSP JFK LAS

## STAGE OF TRIP PLANNING

A lower funnel program that drives direct bookings to the US



IN-MARKET DATES: JANUARY - MARCH 2024

COMMITMENT DATE: OCTOBER 20, 2023

ASSET COLLECTION DATE: NOVEMBER 1, 2023

CAMPAIGN LENGTH: 2 – 3 MONTHS

REPORTING: 45 DAYS AFTER CAMPAIGN COMPLETION





# Optimized Audience Campaign: Germany

# Optimized Audience Campaign: Germany

## Program Overview

Reaches travelers where they are and when they are planning travel via multiple touchpoints.

Leverages Brand USA's proprietary audience of pre-qualified visitors across markets that is not available elsewhere.

Provides measurable hotel booking data and insights across multiple sources.

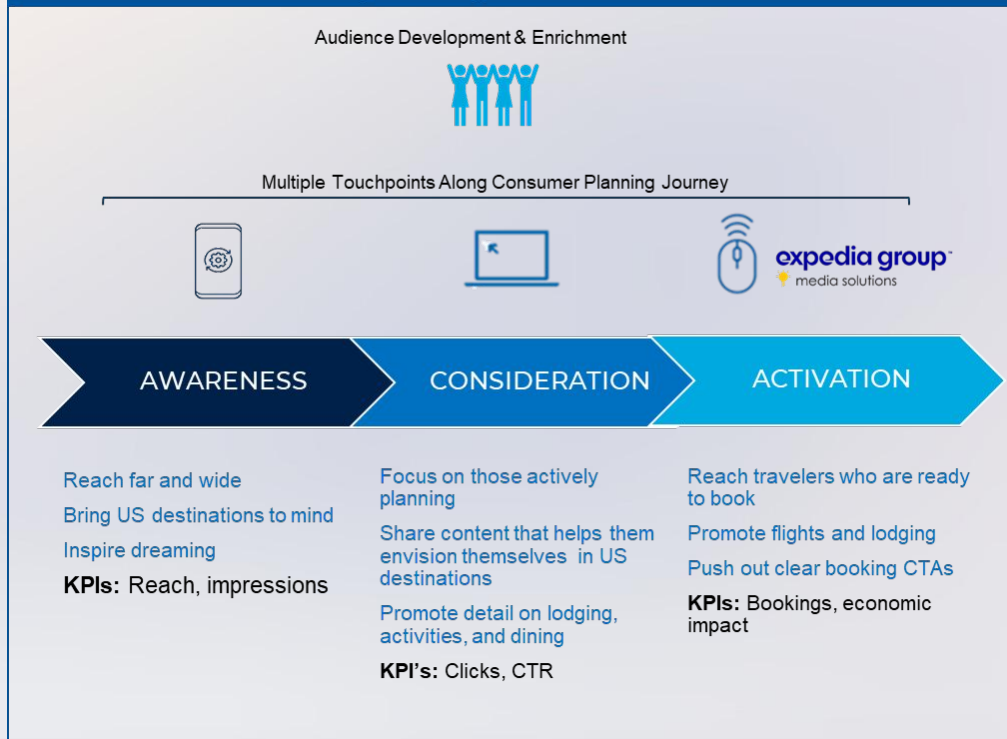
## GERMAN CAMPAIGN TIMINGS

Winter 2025: December - March

Spring 2025: March – June



## Brand USA's Proprietary Audience of Hand Raisers





# Additional Opportunities Available in Germany

Affinity Partnerships

Global Inspiration Program

Interactive Travel Guide

Programmatic Media



?

**Quick Poll**



What type of GSA in-market support are you most interested in from Brand USA?  
(select all that apply)

- A. Trade support
- B. PR support
- C. Social Media campaigns
- D. Awareness/Inspiration level programs
- E. Activation/booking level programs

# We hope to see you!

## Upcoming Brand USA Activities\*

April 2024	May 2024	June 2024	July 2024	August 2024	September** 2024	October 2024
4/12-19: Canada MegaFam	5/3-7: IPW  5/21-23: U.S. - China Leadership Summit	6/3-7: Canada Connect	7/8-12: Japan Sales Mission  7/15-18: South Korea Sales Mission  7/16-18: Destinations International Annual Convention  7/24: Brand USA Board of Directors Meeting	8/11-13: ESTO	9/25-10/2: UK/Ireland MegaFam	10/21-24: Brand USA Travel Week U.K. & Europe  10/29-11/4: South Korea MegaFam



\*Tentative dates (subject to change)

\*\*Stay tuned for more!

A logo consisting of the letters 'USA' formed by a grid of small white dots on a blue background.

VisitTheUSA.com

Brand USA

A scenic view of Pacific Park on the Pismo Beach pier. In the foreground, a colorful roller coaster with yellow and red tracks winds through the scene. Behind it, a large white Ferris wheel with red and yellow passenger cars stands prominently. The pier's wooden structure is visible at the bottom, extending into the ocean. In the background, a row of modern white buildings sits on a hill under a clear blue sky with a few clouds.

Thank You!