A close-up photograph of a hand playing a piano. The hand is positioned over a dark, polished piano key. The background is softly blurred, featuring a large, glowing orange and yellow light source, possibly a lamp or a window with warm light. The overall mood is artistic and intimate.

1 SONG

Partner Engagement Meeting

May 22, 2018

USA
VisitTheUSA.com

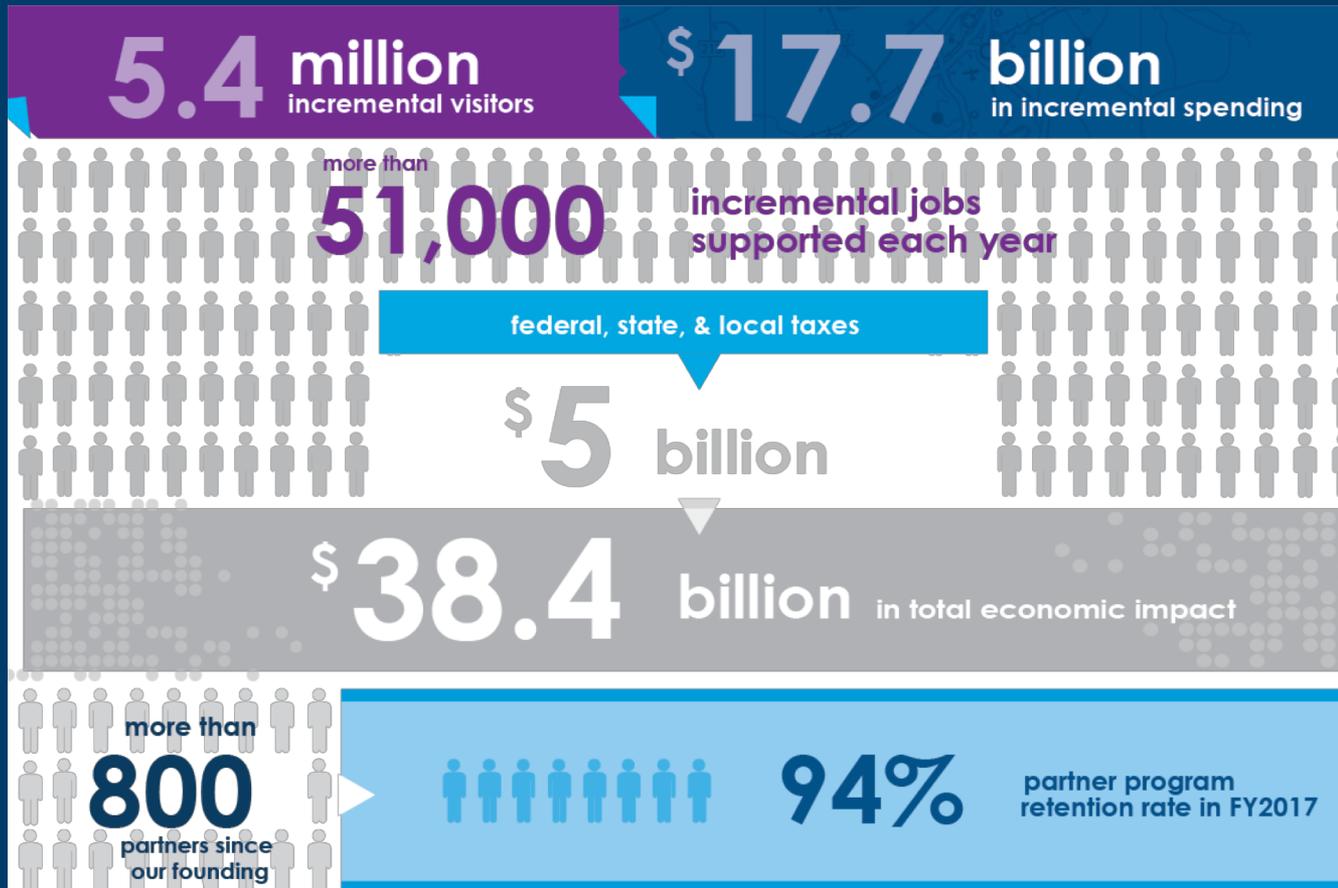
Brand USA

Tom Garzilli

Chief Marketing Officer

Brand USA

Over the past five years, Brand USA's marketing efforts have generated...





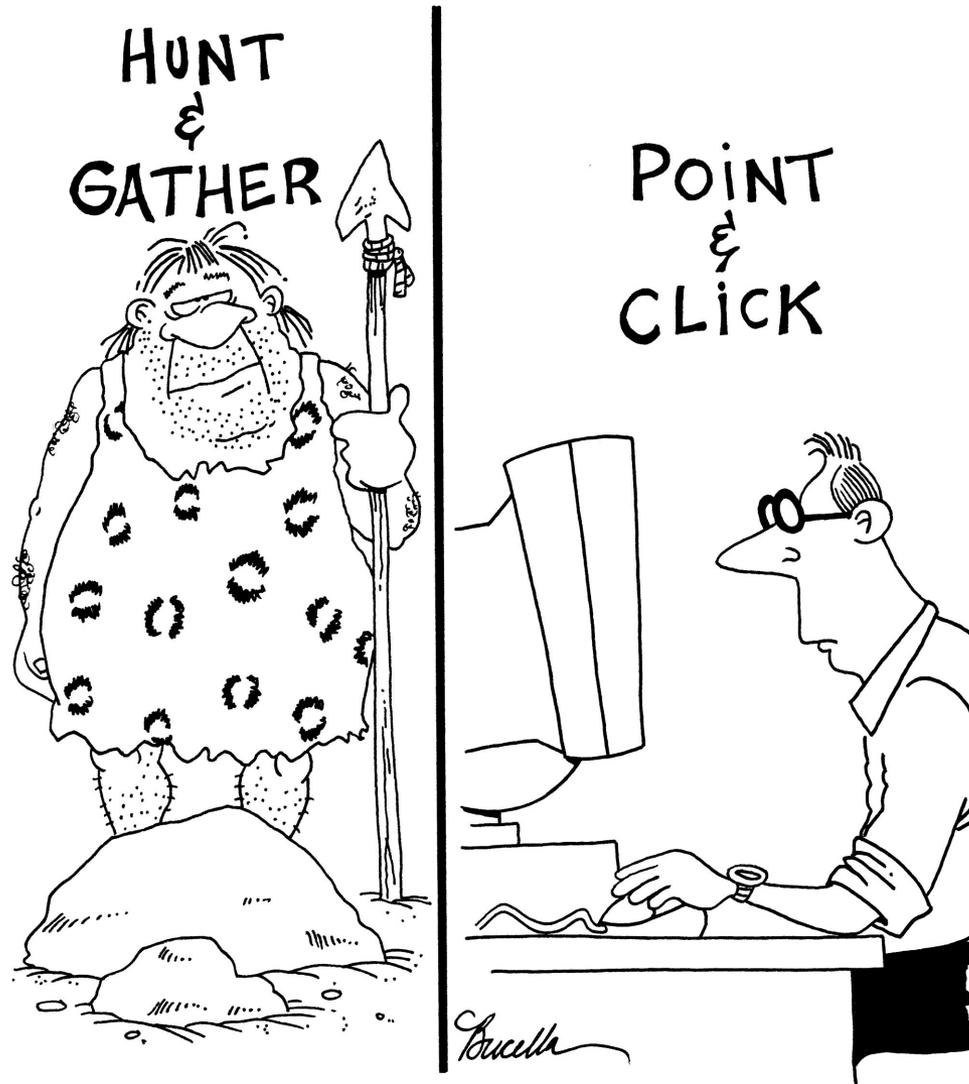
Thank you!

ABAV (Trade Show) • Adventure Cycling Association • Agaxtur (Tradeshow) • Air Berlin • Air Canada • Air New Zealand • Alabama Tourism Department • Alachua County Visitors & Convention Bureau • Alexandria/Pineville Area Convention & Visitors Bureau (Louisiana) • Amelia Island Convention and Visitors Bureau • America Journal (J. Latka Verlag GmbH) • American Samoa Visitors Bureau • American Sky • Arizona Office of Tourism • Arregon Marketplace • Ashford Hospitality Trust LP • Athens Convention and Travel Bureau • Atlanta CVB • Atlantic City Convention and Visitors Authority • ATM (Trade Show) • Austin Convention & Visitors Bureau • Avis Budget Car Rental, LLC • Baxter Travel Media • Best Western International, Inc. • BITE (Trade Show) • Bloomington CVB • Bradenton Area Convention and Visitors Bureau • Breckenridge Resort Chamber • Broadmoor (The) • Buffalo Niagara Convention & Visitors Bureau • Burlington International Airport • California Travel & Tourism Commission • Cane River National Heritage Area • Cape Cod Chamber of Commerce • Capital Region USA • Catskill Association for Tourism Services • CenterState Corporation for Economic Opportunity • Central New York Vacation Region • Charleston Area Convention & Visitors Bureau (SC) • Charleston CVB (WV) • Chickasaw Nation • Choose Chicago • Chicago Office of Tourism & Culture • Cirque du Soleil • CITM (Trade Show) • CityPass, Inc. • Clackamas County Tourism & Cultural Affairs • Cleverdis • Colorado Springs Colorado Tourism Office • Colorado Tourism Office (FY2016 via Kai Group) • Corning Museum of Glass • Costa Mesa Convention and Visitors Bureau • Connect Worldwide International Inc. • Dallas Convention & Visitors Bureau • Denver Convention & Visitors Bureau • Despegar.com • Destiny USA • Destination DC Destination Marketing Association International • Detroit Metro Convention & Visitors Bureau • Deutsche Lufthansa AG • Discover Illinois • Discover New England • Disney • Durango Area Tourism Office • Eden Roc Miami Beach • EIBTM (Trade Show) • Elizabeth Destination Marketing Organization • Embassy Suites Waikiki Beach Walk • Enterprise Holdings, LLC • ESPN • Ethihad Airlines • Evergreen Escapes • Expedia - Brand • Experience Kissimmee • Explore Minnesota Tourism • Federal Realty • Finger Lakes Regional Tourism Alliance • FITUR (trade show) • Flagstaff Convention and Visitors Bureau • Flight Centre UK Limited • Food and Travel • Fort Worth Convention and Visitors Bureau • FWV Mediengruppe • General Growth Services • Georgia Department of Economic Development - Tourism • Gettysburg Travel (Destination Gettysburg) • Globelite Travel Marketing/Dreamscapes • Go West Summit • Grand Junction Visitor & Convention Bureau • Great Rail Journeys (UK) • Greater Boston Convention and Visitors Bureau • Greater Fort Lauderdale Convention & Visitors Bureau • Greater Houston Convention & Visitors Bureau • Greater Merrimack Valley Convention & Visitors Bureau • Greater Miami Convention & Visitors Bureau • Greater Newark Convention & Visitors Bureau • Greater Palm Springs Convention & Visitors Bureau • Greater Philadelphia Tourism Marketing Corporation • Greater Phoenix Convention & Visitors Bureau • Hawaii Tourism Authority • Hawaiian Airlines • Hershey Harrisburg Regional Visitors Bureau • High Sierra Visitors Council • Hilton Head CVB • Hilton Worldwide • Hindustan Times Ltd. • Hoot Holidays • Houma Area Convention & Visitors Bureau • Howard County Tourism and Promotion • Hudson County Office of Cultural Affairs and Tourism • Hudson Valley Tourism • IBTM World • Idaho Division of Tourism Development • IFM Top Resa (Trade Show) • IGTM • iGTM (Trade Show) 2014 • Illinois Department of Commerce & Economic Opportunity • IMEX (trade show) • International Media Organizations (IMO) • Interpark Tour • Irvine Company Retail Properties • ITB (Trade Shows) • ITB Asia 2015 • JATA (Trade Show) • JoangAng Ilibo Newspaper • Kahala Hotel & Resort (The) • Kansas/Oklahoma Travel & Tourism • Kentucky Department of Travel and Tourism • Lafayette Convention & Visitors Commission • Lake Charles Convention & Visitors Bureau • Lake Tahoe Visitors Authority • Lakes Region of New Hampshire • Lakes Region Tourism Association • Laramie County Convention & Visitors Bureau • Las Vegas Convention & Visitors Authority • Lee County Convention & Visitors Bureau • LimeTree Media • Los Angeles Tourism & Convention Board • Louisiana Office of Tourism • Macerich • Macon-Bibb County Convention and Visitors Bureau • Macy's • Maid of the Mist Corporation • Mammoth Lakes Tourism • Mammoth Mountain Ski Area, LLC • Marriott International, Inc. • Massachusetts Office of Travel and Tourism • Memphis Convention & Visitors Bureau • MGM Resorts International • Michigan Economic Development Corporation • Missouri Division of Tourism, Department of Economic Dev. • MOAC Mall Holdings LLC • Mono County • Montana Office of Tourism • Monterey County Convention & Visitors Bureau • Myrtle Beach Area Chamber of Commerce & Convention • Nashville Convention & Visitors Corp. • Natchitoches Parish Tourist Commission & Cane River Natl • National Football League • National Geographic • National September 11 Memorial & Museum • NBC Universal Orlando • NBC Universal Studios Hollywood • Nevada Department of Tourism & Cultural Affairs • New England Inns & Resorts Association • New Orleans Convention & Visitors Bureau • New York State Department of Economic Development • NewsCorp • Niagara Jet Adventures • Niagara Tourism & Convention Corporation • North Carolina Division of Tourism • North Dakota Department of Commerce • North of Boston Convention & Visitors Bureau • NYC & Company • Ocean USA • Operate Up • Orange County Visitors Association • Orbitz Worldwide • Oregon Tourism Commission • OSN (Premier Solutions Media) • Out & About with Kids • Outlets at Assembly Row (The) • Outrigger Hotels and Resorts • Oxnard Convention & Visitors Bureau • PA Route 6 Alliance • Panama City Beach Convention & Visitors Bureau • Papillon Grand Canyon Helicopters / Papillon / Papillon Gr • Park City Convention & Visitors Bureau • Pasadena Convention & Visitors Bureau • Pasco County Board of County Commissioners • Pennsylvania Association of Travel and Tourism • Pennsylvania Tourism Office • Philadelphia Convention & Visitors Bureau • PM Publishing Solutions • Porter Airlines • PPLP Corporation • Qunar • Red and White Fleet • Redondo Beach Chamber of Commerce & Visitors Bureau • REI • Rhythms of the South • River Oaks District • Rocky Mountain International • Salem Witch Museum • San Antonio Convention and Visitors Bureau • San Diego Tourism Authority • San Francisco Travel • San Jose Convention and Visitors Bureau • San Marcos Convention & Visitors Bureau • Santa Barbara Conference and Visitor's Bureau and Film C • Santa Cruz County Conference and Visitors Council • Santa Monica Convention and Visitors Bureau • Saratoga County Chamber of Commerce • SATTE (Trade Show) • Scenic Tours • Scripps Networks International Limited • Seattle Convention & Visitors Bureau • SeaWorld Parks & Entertainment, Inc. • Shasta Cascade Wonderland Association • Shop America Alliance LLC • Shreveport - Bossier Convention & Tourist Bureau • Sina Corporation • Smart Destinations, Inc. • Smartidea • Sohu • Somerset County Business Partnership • Sonoma County Tourism Bureau • South Carolina Dept Parks, Recreation & Tourism • South Coast Plaza • South Dakota Department of Tourism • South Hall Travel Limited • Southern State Tourism Offices • Springfield Convention and Visitors Bureau • St. Augustine, Ponte Vedre & The Beaches Visitors and Con • St. Tammany Tourist & Convention Commission • STA Travel • State of Texas, Office of the Governor, Economic Develop • Strong, The (Rochester, NY) • Sullivan County Catskills • Sunwing Vacations Inc. • Tanger Factory Outlet Center • Telegraph • Temecula Valley Convention & Visitors Bureau • Tennessee Department of Tourist Development • The Official Tourism Marketing Corporation for The Palm B • The Shops Buckhead Atlanta • The Venetian/The Palazzo • The Walt Disney Company • Thomas Cook • Times of India • TKS Exhibition Services (Hong Kong) • Top Travel • TOURISM Santa Fe • Trading Up Magazine • Travel + Leisure • Travel Portland • Travel Rich • Travel Weekly Group (China) • TravMedia • TripAdvisor • Tripinfo.com (Brazil) • TTG Asia Media • TTG Incontri (Trade Show) • TTG Media Ltd. • TUI Specialists • Tuolumne County Visitors Bureau • Turistampa • TUR (Trade Show) • Twin Mountain-Bretton Woods Chamber of Commerce • U.S. Virgin Islands Department of Tourism • UBM (UK) Limited • Universal Orlando Resort • UK OOH • US Chamber of Commerce • USAirtours Ltd. • U.S. Travel Association • Utah Consortium of Destinations (Adgenuity Marketing Solutions) • Utah Office of Tourism • Vacations Exotic Destinations Pvt. Ltd. (India) • Vegas.com • Ventura Visitors and Convention Bureau • Vermont Department of Tourism and Marketing • Visit Baton Rouge • Virginia Burbank • Visit Clearfield County • Visit California • Visit Florida • Visit Huntington Beach • Visit Kansas City • Visit Oakland • Visit Orlando • Visit Napa Valley • Visit San Luis Obispo County • Visit Sarasota • Visit Savannah • Visit St. Petersburg/Clearwater CVB • Visit Spokane • Visit Tampa Bay • Visit Tri Valley • Visit Tuscon • Visit Turistica ANATO • Wanda • Washington Convention & Visitors Bureau • Washington Tourism Alliance • Weekend Weekly • West Virginia Tourism (West Virginia Department of Commerce) • Westfield Corporation • WTM Latin America (Trade Show) • WTM London (Trade Show) • Wyoming Office of Tourism • Yosemite National Park • Yosemite/Mariposa County Tourism Bureau





Our Team



The Evolution Of Man



Consumer Content Consumption

On The Go



Lean-In



Lean Back



DADDY, INSTEAD OF A STORY,
CAN YOU READ ME SOME
BRANDED CONTENT?

TOM
FISH
BURNE

© marketoonist.com



Storytelling



Mobile

Thumb-stopping and snackable content is everything



Laptop/Desktop

Serves as a portal to trip planning with multimedia videos



Smart TV

Caters to "lean back and watch" behavior with personalized playlists



Digital OOH

Connected media delivers engaging, experiential content in situ



Giant Screen

Immerses audiences in longer-form "mini-movies" (thematic)



Connected TV

GoUSA

GoU**S**A



“America’s Musical Journey” Overview

- The United States is the world's melting pot. Music is amongst the greatest cultural consequences to come out of this melting pot. Authentic beats and rhythm, thrown together, mixed up and crafted into legendary genres.
- Grounded in the spirit of American music, we'll capture the imagination of global travelers by taking them on a journey of discovery into the beats that have helped power this great nation's heart.
- **Our Goal:** Use music as a cultural lens through which international visitors can discover uniquely American travel experiences in our neighborhood, towns and cities.







Scheduled Film Launches

America's Musical Journey

- Mexico City, Mexico- March 15
- Paris, France- May 30
- Toronto, Canada- June 18
- Lucerne, Switzerland- Fall 2018
- Valencia, Spain- July
- Tokyo, Japan- July/August
- Seoul, South Korea- July/August
- London, UK- TBD
- Melbourne, Australia- November
- Sao Paulo, Brazil- December
- New Delhi/Mumbai, India- TBD
- Stockholm, Sweden- TBD
- Copenhagen, Denmark- TBD
- Berlin, Germany- TBD
- China (multiple cities)- TBD

National Parks Adventure

- Carnival Cruise Ship Horizon- April 1
- Hong Kong Space Museum- June



Karyn Gruenberg

Senior Vice President,
Partner Marketing & Strategic Alliances
Brand USA



Global Film Premieres and Consumer Experiential Activations

America's Musical Journey is the flagship platform of a new global strategy around music, culture, and cities.

Experiential Premiere Events

- Fall 2018: London, UK
- November 2018: Sydney, Australia
- TBD: Beijing, China

Branding and Activation Rights

- Brand Inclusion in Brand USA experiential OOH campaign.
- Street performers representing your destination's music will be used as part of the experiential aspect of the promotion.

Expedia and Shazam Media Integration

Custom events can be developed for other markets



¿QUÉ SONIDO TIENE NUEVA ORLEANS?

¡Escanea este código en la aplicación Shazam para descubrir cómo suena Nueva Orleans!

ABRE LA APLICACIÓN SHAZAM | HAZ CLIC EN LA CÁMARA | ESCANEA EL CÓDIGO

Patrocinado por: USA | Expedia

Exclusivamente Presentado por **TRAVESÍA MUSICAL 3D** | Ahora en el Popalote Museo del Niño

Music Platform

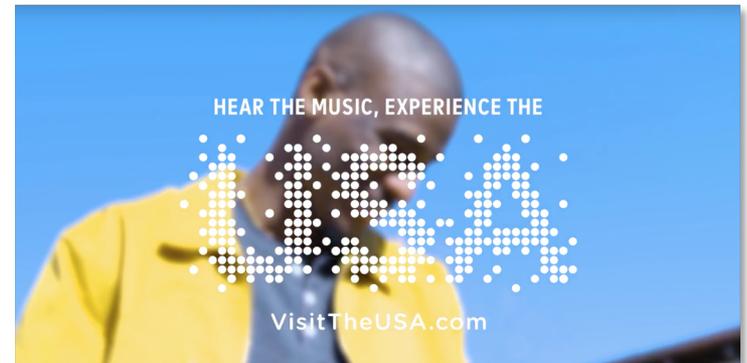




Hear The Music, Experience The USA.

1 song, 5 artists, 5 genres, 5 cities

- On April 9th, we launched "Hear The Music," a multi-platform campaign that builds on the themes we've introduced with *America's Musical Journey*.
- Using the classic American song "Do You Wanna Dance" by Bobby Freeman, we asked 5 different artists to interpret the song in ways that reflect the unique culture of their city.
- Cornerstones of the campaign are the incredible, emerging artists selected to bring the destination sounds to life, each with a deeply personal story to tell about how their city inspires their music.







American Sound Series

American Sound is a celebration of all the songs, genres, and cities that make American music so unique.

Building on the “Hear The Music” concept, we’ll continue to explore classic American songs and interpretations across genres.

Participating partners will receive

- *Their own “Hear the Music” vignette, plus social media cut downs*
 - *Vignettes will be included in “American Sound” series on GoUSA TV*
- *Promotional spots on GoUSA TV*
- *Additional distribution opportunities available*

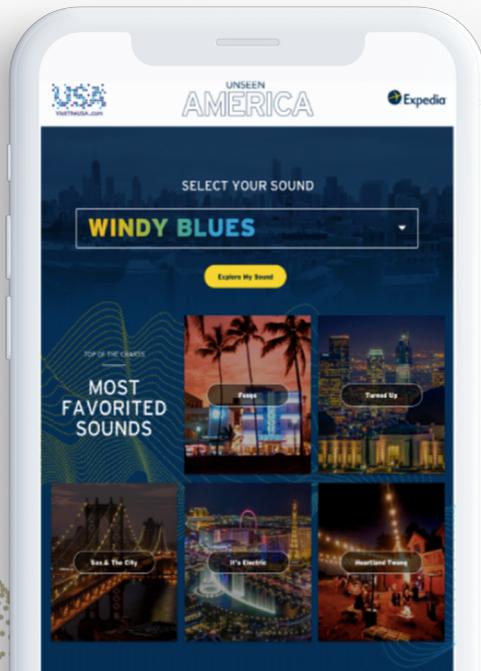




Expedia Co-Branded Initiative

Launched on March 1, 2018, the co-branded, interactive Sound Travels content hub uses immersive binaural experiences to treat travelers to the sights and sounds of the USA.

FY18 Markets include: AU, CA, MX & UK



A Simple, Digital, Browser-Based, Sharable Experience.







Sound Travels Partner Involvement*

- **Campaign Timeline**
 - January – April 2019
- **Markets**
 - Canada, Mexico, UK
- **Media plan where partner destinations would be showcased**
 - Offsite Display co-branded with Expedia
 - Onsite Display (Expedia.com/.ca/.mx/.co.uk)
 - Interactive Experience
 - Offsite Social Media co-branded with Expedia
 - Onsite Social Media (Expedia)
 - Sponsored Content on Sound Travels Content Platform
 - Partner image gallery
 - Partner video gallery
 - Partner articles, events
 - Partner flight, hotel and package deals sourced by Expedia
 - Partner takeover files



* Work in Progress and subject to change



Music: Brand USA Originals

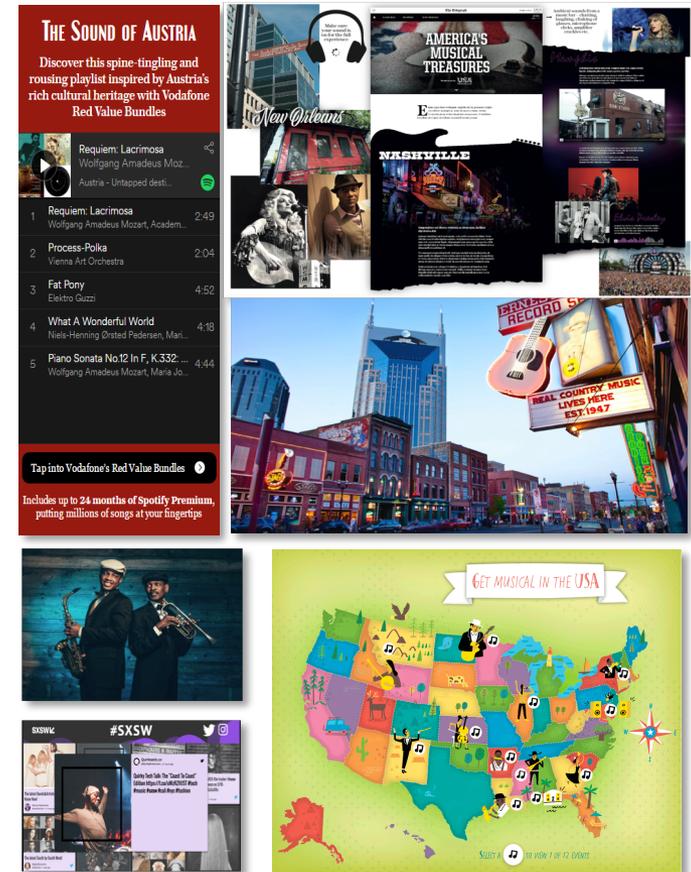
- **Music & Entertainment Content Package with Video and Marketing Campaign**
 - Themed Experience Page on VisitTheUSA.com - 14 market specific sites – including China
 - Three full-length videos (1.5 – 2 minutes) and teasers featuring music, entertainment and culture themed travel experiences
 - Up to 375,000 guaranteed video views (to teaser content) in choice of one market
 - Aligns with Brand USA content strategy using first-person perspective and welcoming message (content created by Miles)
- **Partner content will be amplified via paid, owned, and earned media**
 - Traffic generation using travel affinity/music interest targets and channels
 - **Spotify** – up to 800,000 pre-roll views in one market of choice (AU, CA, DE, UK)
 - **VisitTheUSA.com Traffic Generation** - Promotion on site and 4,000 clicks driving to content
 - **\$2.7MM** in Brand USA consumer marketing support (digital & social) for audience generation





Brand USA Originals: Other Music-Focused Programs

- **Multi-Channel program extension**
 - Inclusion in music content feature in multi-channel print/digital inserts with targeted distribution
 - Markets include: AU, CA, DE, UK
(Fall 2018/Winter 2019)



The Telegraph

News UK



Wander to The Rhythm

乐行其中 玩转美国

VINIDA x 底特律 / YAKSA夜叉 x 奥斯汀



Wander to the Rhythm

Celebrity Influencers. Destination Promotion.

- Target Chinese consumers via app experience and social media
- Partner-driven with Brand USA messaging





Brand USA Originals



VisitTheUSA.com



Go USA TV: The next Culinary Series

- **Roadfood**™ guides eaters to the best local restaurants and hidden gems in America, celebrating regional dishes from coast to coast.
- **Roadfood**™ builds on the success of our “Road Trip” series, which is some of the most highly-visited content across all of our platforms and in all of our target markets.
- 8-12 minute episode to live on GoUSA.TV and VisitTheUSA.com
- Includes global social distribution of episode cutdowns
- Guaranteed distribution and video views through GoUSA TV





Multi-Channel: 2018 Highlights

Introduced Facebook Carousel Ads

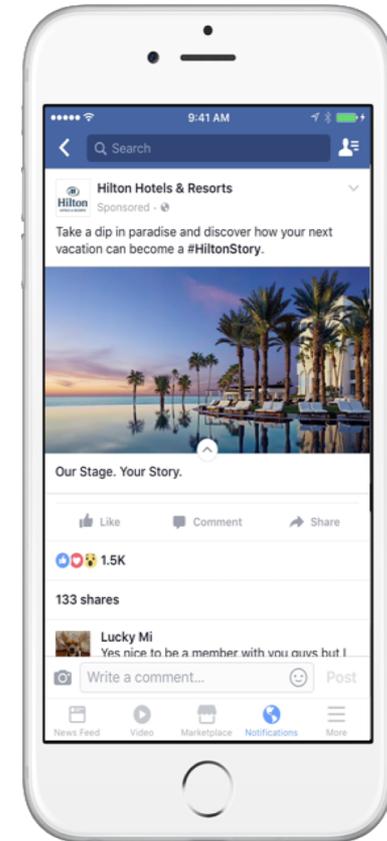
- Over **1.71 million engagements** with partner content
- **Average Carousel CTR — 1.7%** — exceeding benchmark performance of 0.27%

Full transition to Expedia for activation and media promotion

- More than **92.3 million impressions** served
- **\$35.1 Million** in measured hotel revenue bookings post-view/click

2019 Activation and Reporting

- Establish KPI's and provide measurement against industry benchmarks
- Re-purpose existing content assets wherever possible



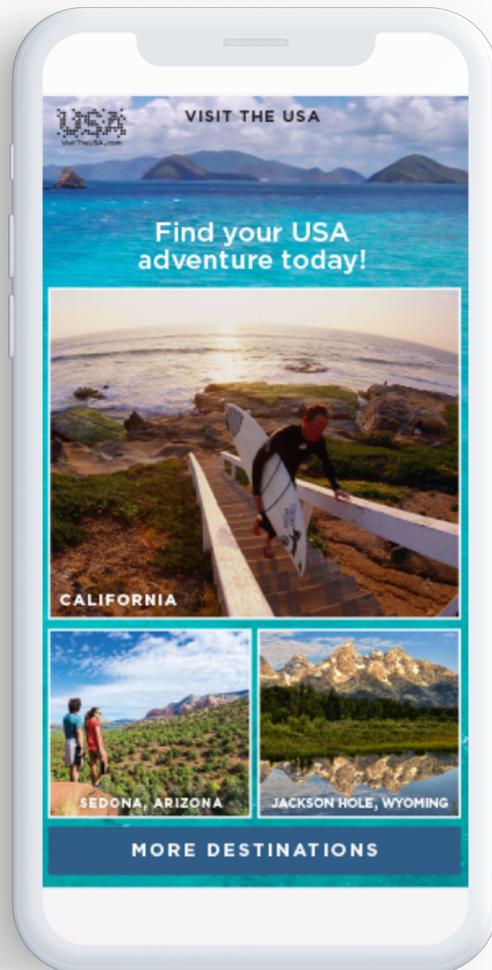


Multi-Channel Markets

- **Australia**
 - Fall: Oct-Nov 2018
 - Spring: April-June 2018
- **Brazil**
 - Spring: April-May 2018
- **Canada**
 - Winter: Jan-Feb 2019
 - Spring: May-June 2019
- **China**
 - Fall: Sep-Nov 2018
 - Spring: May-July 2019
- **Germany**
 - Fall: Nov-Dec 2018
 - Spring: April-May 2019
- **India**
 - Winter: Feb-March 2019
- **Japan**
 - Spring: April-May 2019
- **Mexico**
 - Spring: Feb-May 2019
- **UK**
 - Fall: Oct-Nov 2018
 - Winter: Jan-Feb 2019



2019 Inspiration Guide

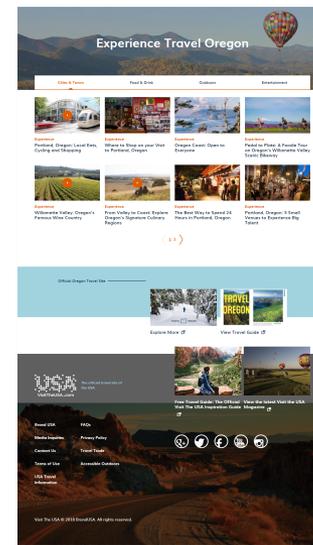
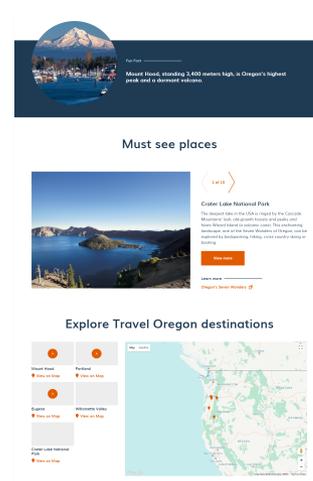


- Integrated, turn-key top of funnel global program with enhanced, measurable results
- Increase value with smarter print distribution and expansive digital reach
- Detailed metrics to show performance and ROI
- Immersive digital content experiences through new mobile-first creative units
- Better reach/engagement of content in partner-specific markets



VisitTheUSA.com Dedicated Subsites

- Extends your destination's international content reach beyond your own channels (in 8 languages and 15 market-specific sites)
- Includes 100% turnkey content creation, translations, hosting, and technical maintenance
- 100% share of voice for subsite content
- Includes guaranteed traffic generation, and offers additional add-on media opportunities





China



VisitTheUSA.com

Programs To Be Continued



CTRIP

Fall & Spring Campaign

Ctrip fall & spring campaigns promote peak Chinese holiday travel seasons such as **Golden Week**, and **Chinese New Year**.



Brand USA's fall campaign received **162 million** impressions and generated **1.2 million** total PAX



USA Pavilion:
50 million impressions in 3 months

Single's Day:
\$42.4MM total sales generated

55X ROI



FLIGGY

Single's Day & USA Pavilion

In addition to Singles Day, having a presence on **USA Pavilion** can help destinations receive high exposure and convert more bookings



MAFENGWO

Editorials

Mafengwo editorial is the ultimate place to enhance Chinese travelers' understanding of the destination



Brand USA's 6-month campaign promoting US destination guide garnered **4.3 million** impressions and **70k+** clicks



Brand USA's CNY campaign achieved **12 million** impressions and **118K+** clicks in one month.



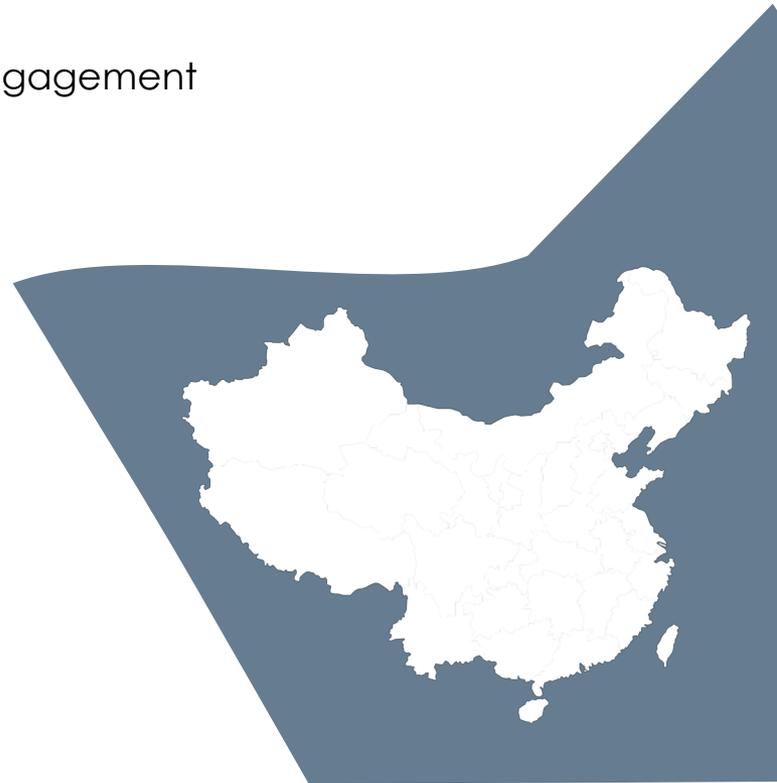
Baidu Search

As one of China's leading search engines, Baidu's technology encompasses a mature algorithm that will increase your brand's audience, site traffic and desired goals



China Partner Plans

- Wander to the Rhythm
- GoUSA + Owned Social
 - All FY19 packages will include media driving engagement with posts/content
- Multi-channels
- Influencer Campaign
- Baidu Search
- OTAs and OTPs
 - Ctrip, Fliggy
 - FY19 programs available Summer 2018
 - Package tiers similar to FY18 programs
 - Fliggy Singles' Day (11/11/18)



FY19 China Packages Overview

The must-haves are social and web, from there you can add one of the following packages, combine some or have them all

1
The Must Haves
 
 WeChat Weibo

 Go USA .cn
(For the newcomers in the China market)



2
Performance
(For the daring newcomers)
 
Ctrip **Fliggy**
 1 campaign Singles' Day

3
Performance Plus
(For the China mature)
    
Fliggy **Baidu** **Multi-Channel Program**
 Non-Singles' Day Campaign Search

4
Branded Content

Wander to the Rhythm
(For the mature + innovators)



Chinese Influencer Campaign: Meet Jessica

- KOL: Jessica Beinecke, American-born, fluent in Mandarin
- **Audience and Reach**
 - 1.5B Social media impressions on Weibo
 - 420K+ followers on Weibo
 - 105K Yizhibo followers (China's No. 1 Live Streaming platform)
 - On average, 2 million views per video – not pre-roll
- **Audience Profile**
 - Chinese millennials, outbound travelers
 - Opinion leaders among peers
 - Interested in American culture

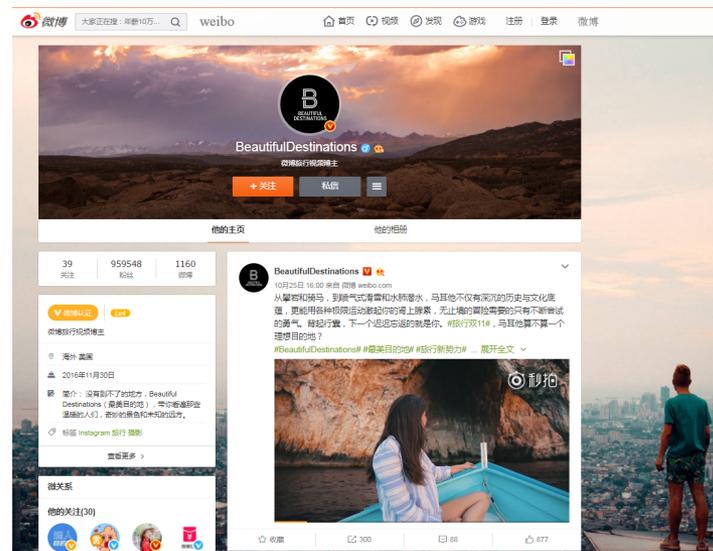




我知道这个
spot

China Multi-Channels

- Key media channels, exclusive to China, optimize partner brand exposure through all phases of travel planning and booking cycles
- Long-form digital inspiration guide developed in partnership with Mafengwo
- Brand USA channel on iQiyi platform to utilize partner video content created with Beautiful Destinations (re-purpose Spring 2018 content or create new for Fall 2018)
- Distribution of video content on relevant social channels
- Support existing partner promotions with Ctrip





Market Specific



Partner Programs

- **Affinity**

Expedia, Sojern, ADARA,
TripAdvisor, *Essentially America*

- **Global**

- *USA Discovery Program*
- *SEM and Social support*
- BBC
- STA
- Thomas Cook

- **Market Specific**

- Flight Network
- Rogers Media
- British Airways
- JCDecaux
- NZME
- Newscorp
- Televisa





Global Trade Programs





Tour Operator Digital Coop Program

- **Objectives:**

- Inspire travel to the USA and specific destinations within the country
- Drive sales through key tour operator & airline partners

- **Pilot program January – May 2018**

- Results to date
 - Bookings: YoY bookings increase of 13% and room nights increase of 19%
 - Average bookings per partner (six partners): 370
 - Engagement: Average interaction rates for the lightboxes was just under 2%, (double the target goal). IAB standard is .07%.

- Tour operators & airline partners as the calls-to-action with click-through to relevant itineraries/ flights and provide matching media

- **Phase 2 Program Launches**

- Fall 2018: UK; 2019: Brazil, France, Germany





Upcoming 2018-2019 Trade Shows

Trade Show	Dates	Trade Show	Dates	Trade Show	Dates
JATA (Tokyo)	Sep 20-23, 2018	Vakantiebeurs (Utrecht)*	Jan 9-13, 2019	ATM (Dubai)	Apr 28-May 1, 2019
IFTM Top Resa (Paris)	Sep 25-29, 2018	Reiselivsmessen (Oslo)*	Jan 11-13, 2019	IMEX (Frankfurt)	May 20-23, 2019
TTG Incontri (Rimini)	October 10-12, 2018	Matka (Helsinki)*	Jan 18-20, 2019	JATA (Tokyo)	Sep, 2019
ITB Asia (Singapore)	Oct 17-19, 2018	BIT Milan*	Feb 10-12, 2019	IFTM Top Resa (Paris)	Sep, 2019
WTM (London)	Nov 5-7, 2018	Showcase USA Italy*	Mar, 2019	TTG Incontri (Rimini)	Oct, 2019
CITM (Shanghai Year Only)	Nov 16-18, 2018	Discover America Denmark (Copenhagen)*	Mar 4, 2019	ITB Asia (Singapore)	Oct 16-18, 2019
IBTM World (Barcelona)	Nov 27-29, 2018	ITB Berlin*	Ma 6-10, 2019	IBTM World (Barcelona)	Nov, 2019
		WTM Latin America (São Paulo)*	Apr 2-4, 2019	WTM London	Nov 4-6, 2019

Tradeshows with Brand USA Pavilion

*Organized by Visit the USA Committees



Upcoming 2018-2019 Missions & MegaFams

Sales Missions	Dates
South Korea & Japan	July 9-13, 2018
India	September 23-28, 2018
Taiwan	October 15, 2018
Australia & New Zealand	February 2019
China	March 2019
South Korea & Japan	July 2019
India	September 2019
MegaFams	Dates
Australia & New Zealand	August 16-23, 2018
Ireland & United Kingdom	May 2019



Ask a Local



B&C
PRETENTIOUS DRINKS
→ WITHOUT ←
THE
PRETENTIOUSNESS

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 of U.S. residents.
- Goal: Capture all 50 States, 5 Territories and 1 District by the end of FY2019
- Appeals to international travelers with a desire for authentic travel experiences
- 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.





IPW Partner Program Sessions

Location: Brand USA – IPW Booth #877

Session	Tuesday	Wednesday
China Social	2:35pm - 2:55pm	10:10am - 10:30am
China OTA's	2:10pm - 2:30pm	10:35am - 10:55am
GoUSA TV	10:40am - 11am	11:25am - 11:45am
Tour Operator Digital Co-op Program	3:00 - 3:20pm	9:45am - 10:05am
Trade Shows and Sales Missions	11:05 - 11:25am	11:00 - 11:20am

RSVP- Michelle Schrei (Mschrei@TheBrandUSA.com)

Space is limited to 8 guests



Chris Thompson

President & CEO
Brand USA

Thank You

Like/Follow/Share

Travel Industry

TheBrandUSA.com



[@BrandUSA](https://twitter.com/BrandUSA)



[BrandUSATV](https://www.youtube.com/BrandUSATV)



[BrandUSA](https://www.linkedin.com/BrandUSA)

Consumer

VisitTheUSA.com



GoUSATV

USA

VisitTheUSA.com

Brand USA

1 Song

A dimly lit stage floor with a microphone stand base and a cable. The scene is dark, with a blueish tint. The floor is made of large, light-colored tiles. A microphone stand base is visible on the right side, with a cable running across the floor. The text "1 Song" is centered in the middle of the image.