



Partner Creative Ask Information

The Opportunity

The USA is rich in urban experiences, natural splendor, live entertainment and culinary culture. From parks to pizza joints, nature to nightlife, beaches to bands, the USA is home to a breadth of experiences to delight all the senses. VisitTheUSA will help international travelers discover their ideal USA vacation through the creation of compelling content around cities and towns, entertainment, pop culture, road trips and more.

How to Participate

We are telling a bigger, better USA story through our new brand campaign and cutting-edge new consumer websites. As part of our website launch this fall, we need *your* information to best tell *your* story and the greater travel story of the USA.

Please fill out the appropriate survey by clicking on the links below:

[States and Regional Ask](#) | [Cities and Destinations Ask](#) | [Experiences Ask](#)

Your answers should:

- Inspire or tell a story
- Articulate why your destination is “like nowhere else”
- Provide proper names and specific details
- Feel free to include hyperlinks to existing content already created as reference

Please have visuals on hand to support any story ideas.

- We will be collecting images and videos through [MediaValet](#), our digital asset management system. Contributing content through MediaValet ensures that your assets will be at the disposal of our various agencies and will have the opportunity to be included in our marketing activities.
- Please provide a high-resolution EPS logo with your submission to be used on our websites. Sign up for access [here](#).

Working in partnership with Miles, Brand USA will also be offering ways to enhance and promote your content throughout the site. These opportunities will be unveiled at IPW and will also be available through your Miles/Brand USA representatives.

Brand USA retains final approval of all content published on its sites. For design purposes, not all supplied content may appear on the site.

Questions? Please contact Talia Salem or Stephanie Arbetter at socialmedia@thebrandusa.com.