



2017 IPW PARTNER ENGAGEMENT

Tuesday,
June 6, 2017





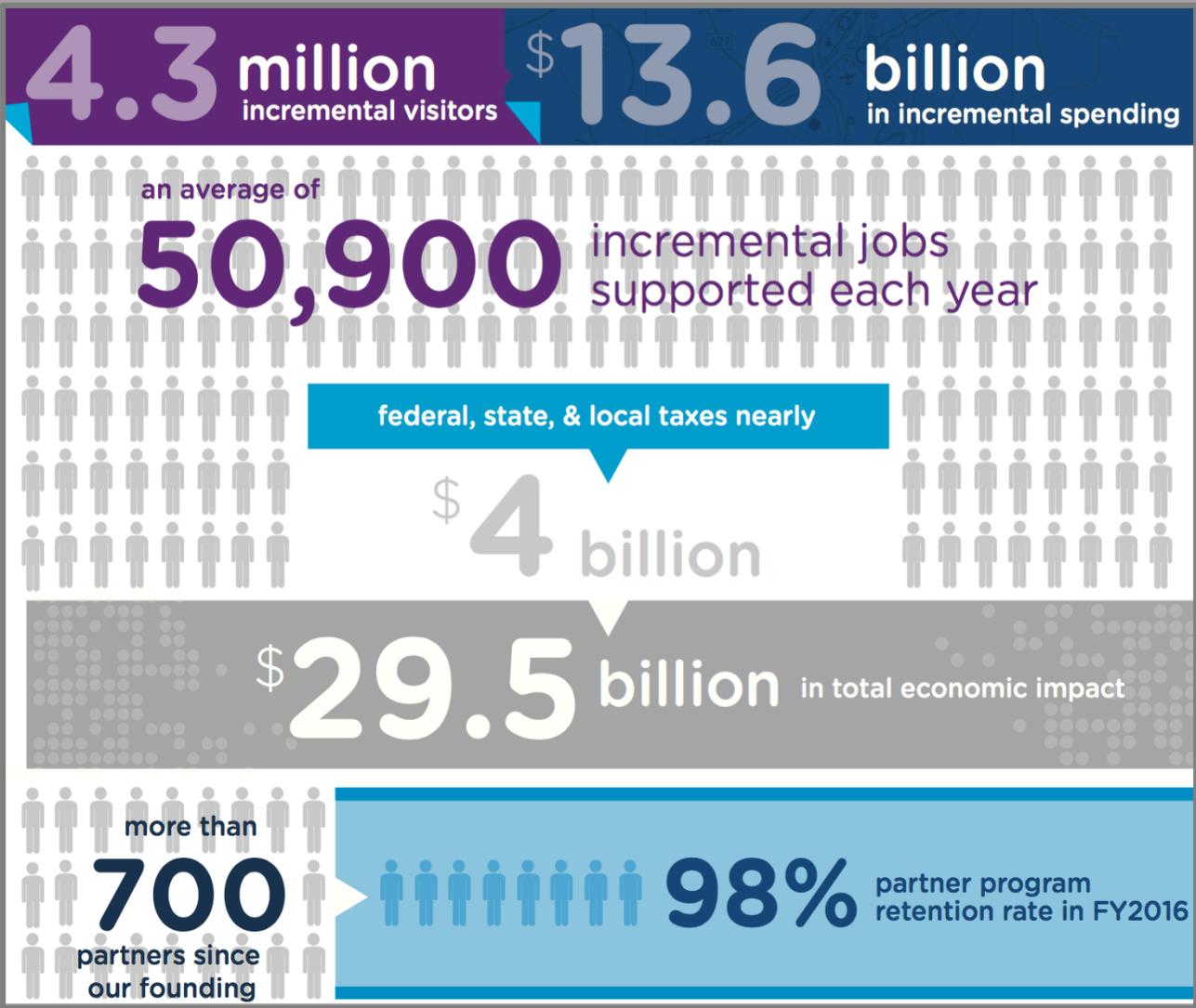
Tom Garzilli

Chief Marketing Officer
Brand USA



VisitTheUSA.com

ROI



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 • Artegon 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 • Etihad 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 • FVW 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 • IFTM 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) • JoongAng 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 Nati • 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 • PPLV 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 Exotica 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



AMERICA WILD & AMERICA TREASURES



National Parks Adventure 2016

Making An Impact—A Success in IMAX and Giant Screen Theatres

- **3.5 million people** in 101 theatres worldwide bought film tickets within the first 12 months.
- *National Parks Adventure* is the **highest-grossing documentary film in the world in 2016**.
- The film's release is the industry's **fastest giant-screen roll-out** in 5 years, with 48 exhibitions in 6 countries in February, and 119 Theatres in 16 countries within the first 12 months.
- The 2-minute theatrical trailer has been seen by an estimated **11.3 million people**.
- An estimated **10.2 million people** saw the trailer in museum and theatre lobbies **internationally**.
- The film's PR campaign garnered **more than 4,000 pieces of earned media**, with **7 billion** media impressions.
- Local marketing efforts by exhibitors and film partners resulted in more than **1 billion additional global impressions** worldwide.
- Winner of the **2016 GSCA Awards** for Best Film, Best Cinematography, Best Sound Design, Best Original Score and Best Marketing Campaign, the Travel Weekly Awards **2016 Gold Magellan Award** for best Advertising/Marketing Campaign.
- Winner of 3 **Gold Awards** at the **2016 HSMIA Adrian Awards** for Best Global Campaign, Advertising Innovation and PR Special Events and an Advertising Platinum Award.
- 2017 winner of the **Brand Film Festival Award** for Best Film by a Brand.



Promoting the Great Outdoors!

Promoting the great outdoors in honor of the 100th anniversary of the National Parks

- *National Parks Adventure* as the centerpiece – FY2015-2016
- Supported by Brand USA Originals, Market Specific and Consumer Marketing programs

Partner and Consumer Media Value: \$98.5MM

5:1 ROI

100,455,230,000,000B Impressions



BRAND USA
AMERICA'S
TREASURES





Karyn Gruenberg

SVP, Partner
Marketing & Global Alliances
Brand USA

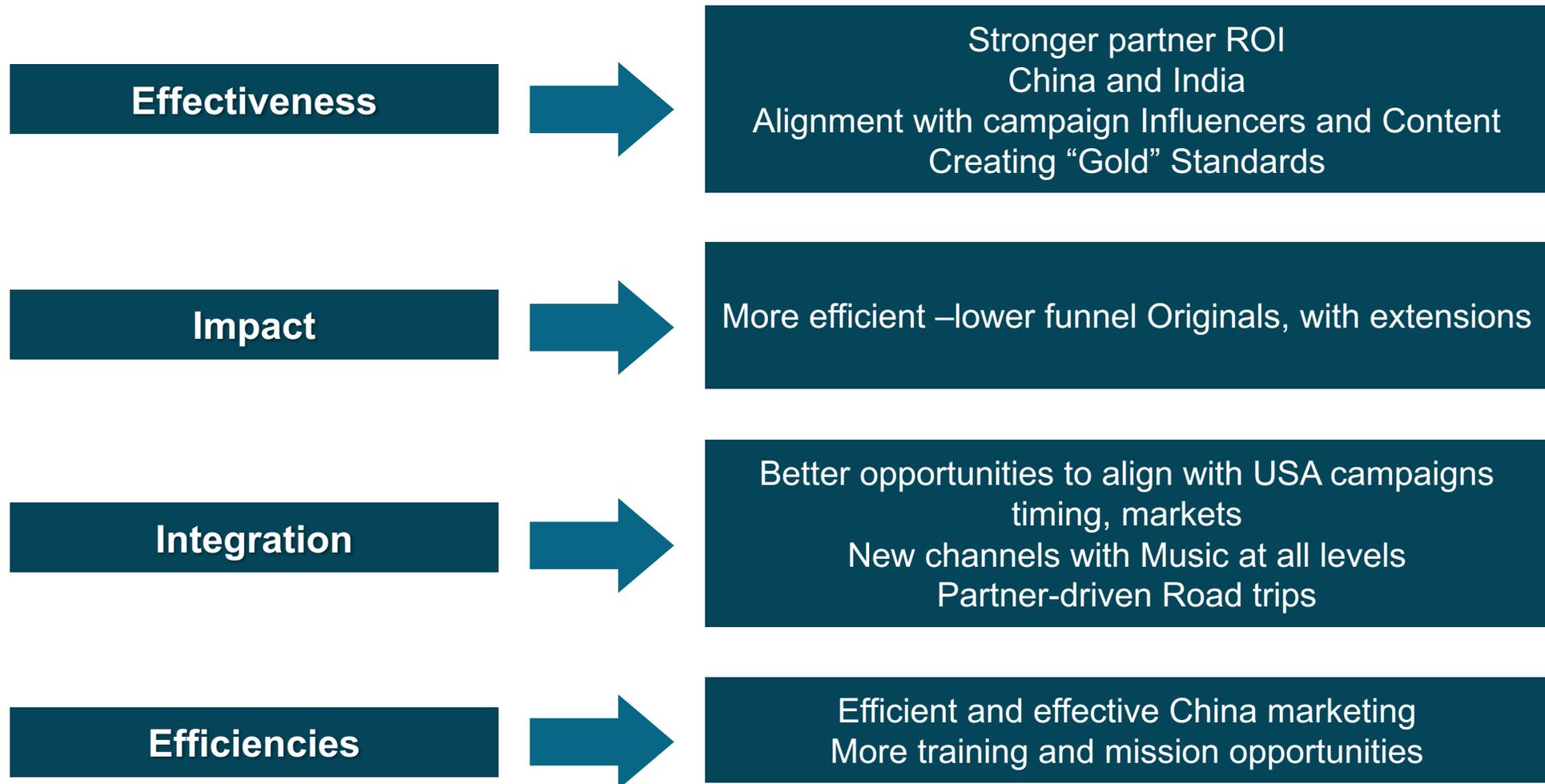


2018 PARTNER PLANS



Brand USA

Partner Marketing Constant Improvement



FY2018 Markets

FY18	OCT	NOV	DEC	JAN*	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Australia												
Brazil												
Canada												
China												
France												
Germany												
India												
Japan												
Mexico												
South Korea												
United Kingdom												
INFLUENCER THEMES	Neighborhoods			Culture & Entertainment			Road Trips			Great Outdoors		



Notes: 1. January Inspiration Activation; 2. China drive periods Chinese New Years, Summer Vacation and Golden Week; 3. Always-on Search: Chile, Colombia & Sweden
 PLAN NOT FINAL

Content Plan

Month	October	November	December	January	February	March	April	May	June	July	August	September
Brand Campaign	See How Far You Can Go											
Tone	Discovery			Go			Possibility			Freedom		
Theme	Neighborhoods, Cities, Towns			Arts & Entertainment			Road Trips			Great Outdoors		
Objective	Promote hidden gems to demonstrate that there is more available in the USA that you might have thought			Leverage the pop culture strength of the USA to generate interest			Showcase a broad range of travel possibilities (destinations/experiences) accessible via car			Use iconic destinations to spark traveler curiosity to want to see live		
SHFYCG	Invite travelers to discover their own unique finds in off-the-beaten-path locations			Emphasize the spiritual/emotional journey associated with experiencing art and culture			Encourage travelers to fully explore the areas they visit ("far" isn't only about distance)			Highlight the spiritual aspect of connecting with nature		
Partner Value	Work with partners to show experiences outside of the obvious ones they are known for			Connect partners with highly recognizable talent and entertainment/cultural events			Drive visitation to proximate locations outside major hub destinations			Create content that features unique USA landmarks/geographies and experiences to be had		

January Inspiration: Activation

100 Best American Music Experiences (WIP)

- Reach out to partners for assets that portray unique destination culture:
 - Genre (Blues, Hip Hop)
 - Artist (Frank Sinatra, Dolly Parton)
 - Song (*Wichita Lineman*, *Empire State of Mind*)
 - Venue (e.g. Double Door, 9:30 Club)
 - Experience (Campfire Music, Luau)
- Digital ads use these assets to drive deeper destination exploration
- Create “wish list” trips on the VisitTheUSA bookmark page and win a music-themed itinerary through the United States

500 Greatest Songs of All Time

Rolling Stone's definitive list of the 500 greatest songs of all time.

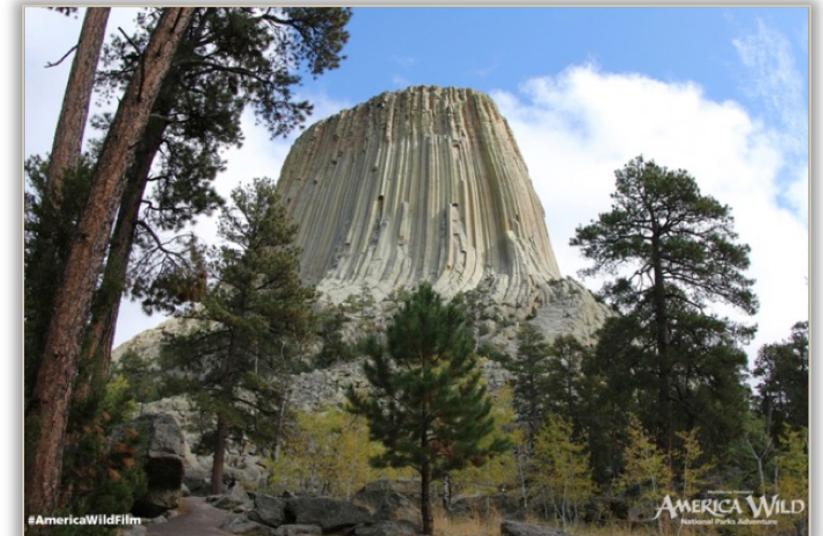


25 SONGS
THAT TELL US WHERE
MUSIC IS GOING

A ONE-TIME SPECTACULAR

Opportunities for In Market Events for *America's Treasures* and *National Parks Adventure*

- Brand USA Global/In-Market Premiere Event Sponsorships
 - UK, Australia, China, Americas (TBD)
- In Market Theater Buyouts (Film Markets)
 - 4 week program + Expedia
 - Includes on site theater promotions/activations and ticket giveaways.
 - Geo-targeted marketing campaign on Expedia.com promoting your destination and the screenings.
 - Creation of Expedia custom interactive content feature and custom destination landing page.
- Custom In Market Exclusive Showings (Non Film Markets)
 - 6 week program + Expedia
 - Includes in theater media, on site activation opportunities and ticket giveaways.
 - Geo-targeted marketing campaign on Expedia.com promoting bookings to your destination and the screenings.
 - Creation of Expedia custom interactive content feature and custom destination landing page.
- Begins mid 2018, dates and times dependent on film launch per market





PARTNER OPPORTUNITIES



BRAND USA PROGRAMS BY COUNTRY

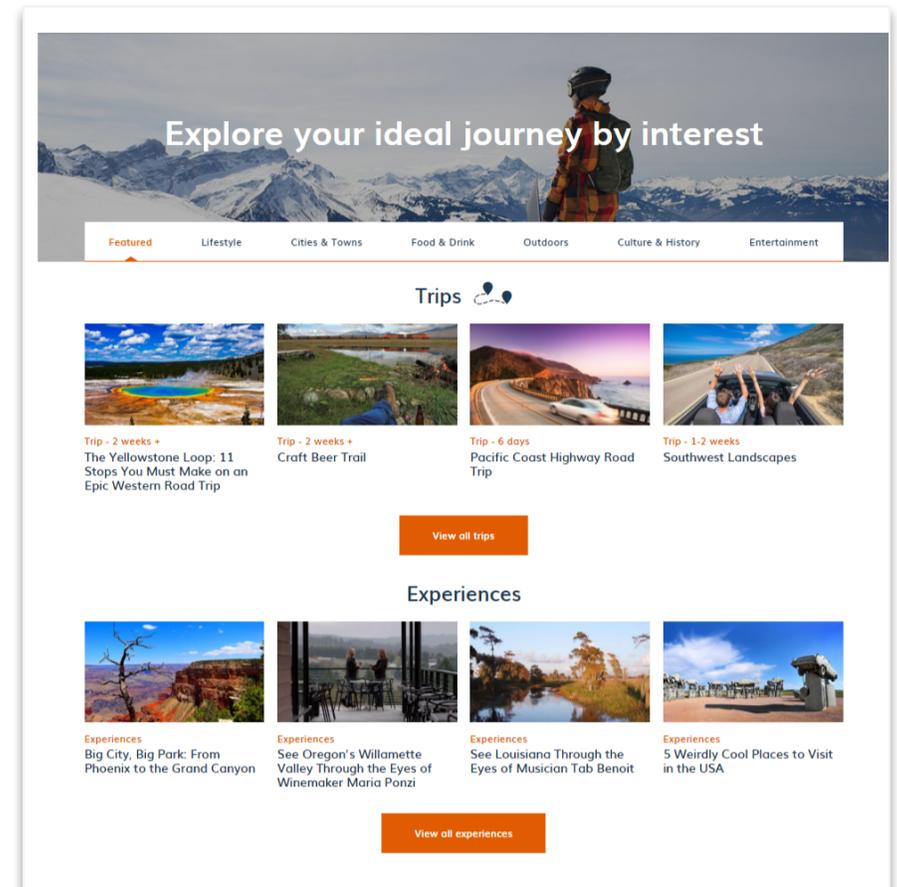
VisitTheUSA.com + GoUSA.cn Global Inspiration Guide Video Distribution Road Trip Content Multi-Channel Affinity Programs									
Attractions & Experiences Co-op BBC Facebook Culinary Initiative Influencer Program International SEM National Geographic Digital Co-op STA Travel TravMedia USA Discovery Program Travelzoo NewsCorp Sunrise/ Flight Centre	Attractions & Experiences Co-op BBC Facebook Culinary Initiative International SEM National Geographic Digital Co-op USA Discovery Program Decolar	Attractions & Experiences Co-op BBC Facebook Culinary Initiative Digital Magazine International SEM National Geographic Digital Co-op TravMedia Travelzoo Dreamscapes Postmedia Travel Nation/Rogers Media	Attractions & Experiences Co-op National Geographic Digital Co-op Thomas Cook TravMedia USA Discovery Program <i>Essentially America</i> Ctrip GoUSA Social Campaigns Fliggy Mafwengo WeChat/ Weibo	BBC Culinary Initiative STA Travel Thomas Cook Travelzoo	Attractions & Experiences Co-op BBC Culinary Initiative Influencer Program International SEM National Geographic Digital Co-op STA Travel Thomas Cook TravMedia USA Discovery Program <i>Essentially America</i> Travelzoo Air Berlin Dertour <i>FVW Medien</i>	BBC Facebook Culinary Initiative National Geographic Digital Co-op USA Discovery Program <i>Hindustan Times</i> <i>Times of India</i> Hot Star Star TV	BBC Facebook Culinary Initiative National Geographic Digital Co-op STA Travel	Attractions & Experiences Co-op BBC Facebook Culinary Initiative International SEM National Geographic Digital Co-op USA Discovery Program <i>Essentially America</i> Despegar Televisa	Attractions & Experiences Co-op Facebook Culinary Initiative Digital Magazine Influencer Program International SEM National Geographic Digital Co-op STA Travel Thomas Cook TravMedia USA Discovery Program <i>Essentially America</i> Travelzoo RHS Hampton Court Flower Show <i>The Telegraph</i> <i>Times UK</i> WTM Taxis



Visit the USA Global Sites

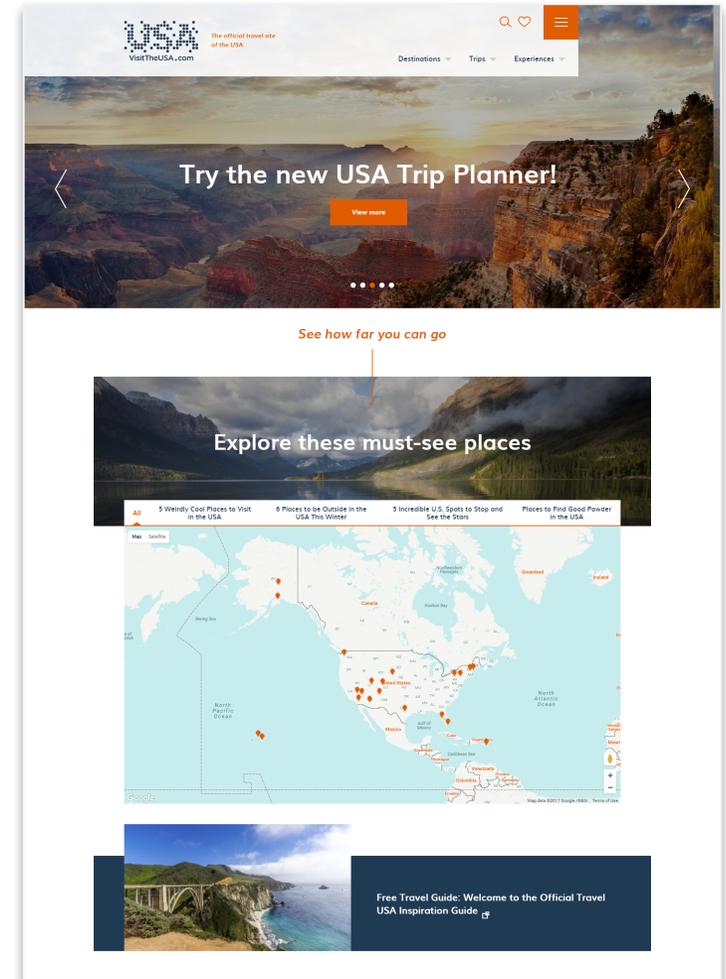
Brand USA recently launched ALL NEW global websites integrating targeted content strategy, dynamic taxonomy and state-of-the-art design. All new programs include translation services for 13 language specific sites as well as traffic generation programs that maximize engagement.

- All sites built with fully responsive design for all platforms (desktop, tablet & mobile)
- Circulation module (no dead-ends on site)
- Content strategy built to maximize SEO globally
- Visit the USA partner pages are evergreen (always lives on site)
- Visit the USA language specific sites include: Australia, Brazil, Canada, Chile, Colombia, France, Germany, India, Japan, Mexico, South Korea, Sweden, UK
- Brand USA consumer campaigns integrate a curated content strategy and drive additional traffic to Visit the USA global sites



Visit the USA Global Sites

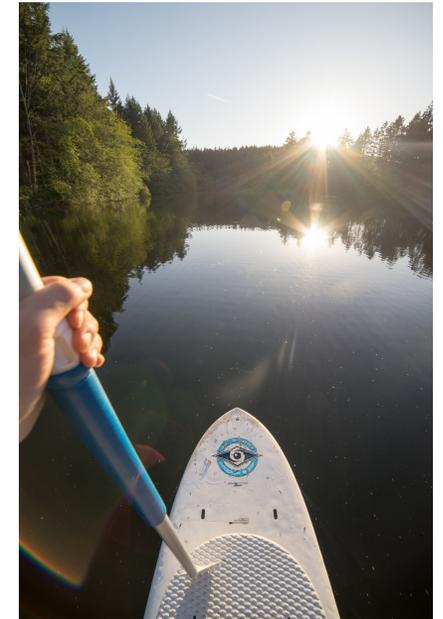
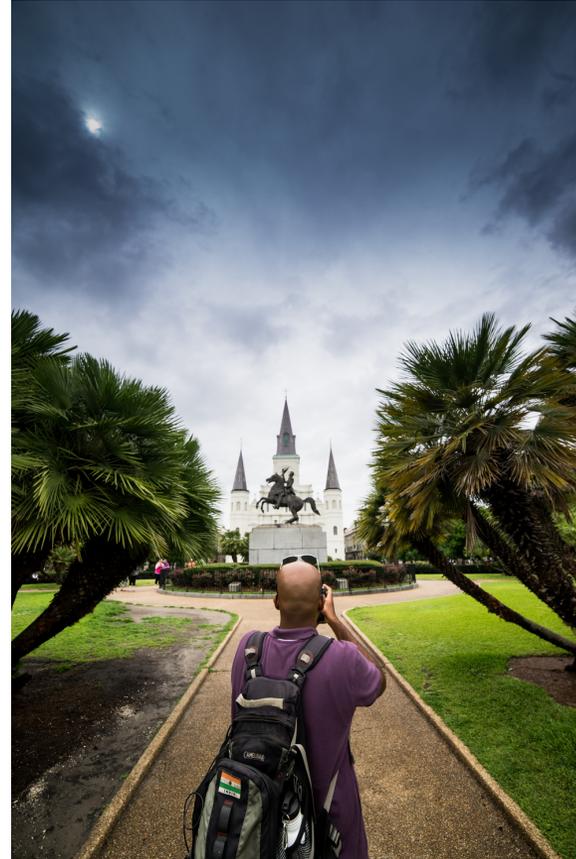
- Destination Pages: State
 - Hero photo/video gallery, Google Map integration, Must-See module, official links, Where to Next module
- Destination Pages: City
 - Hero photo/video gallery, Google Map integration, TripAdvisor “Things to Do” feed, official links
- Experience Pages
 - Designed to highlight destination-specific experiences, tagged to populate in interest based searches, include photo/video gallery, partner links, locator map
- Trips Pages
 - Regional or Statewide, trip stops content, locator map
- Thematic Content Verticals
 - Additional themed offerings with original content creation and marketing expansion. Details vary per program, themes include: Culinary, Outdoors, Entertainment and more



Providing Content for Brand USA Channels

How To Provide Editorial Content?

- Participate in the partner thematic content
- Send us images/video for our DAM
- Send story ideas or events
- Email socialmedia@TheBrandUSA.com

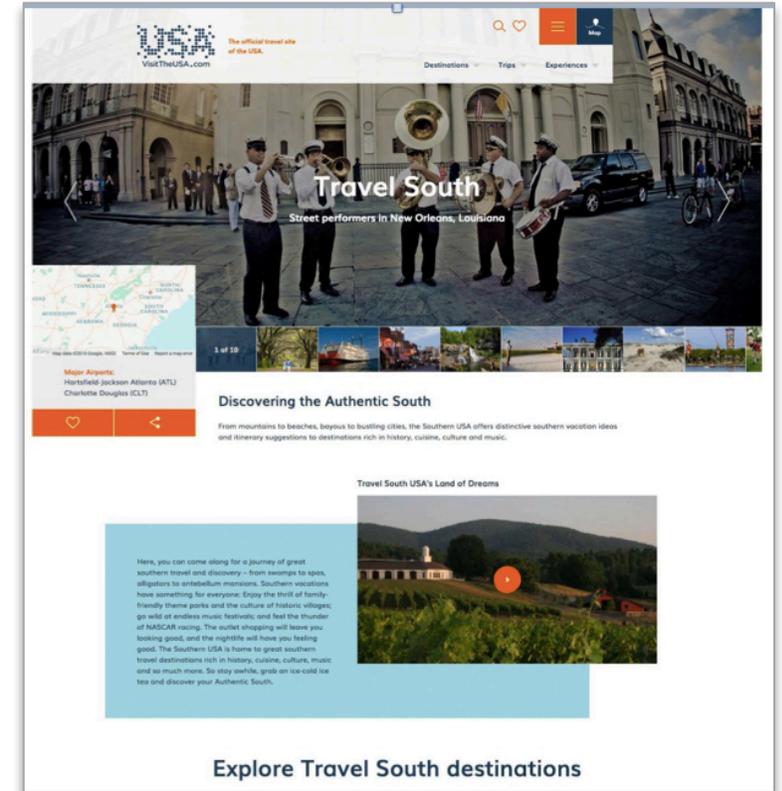


White Label: VisitTheUSA.com

Leverages Brand USA's global media strategy
Includes guaranteed quality video and content views
100% turnkey content creation and translation

Complete custom site with Vanity URL – 13 foreign language sites
Firewall between GoUSA.com and Custom Partner Site

- Utilization of current content on gousa.com
 - Creation of 5 additional pages, all translations for all markets
 - Management and development of site
 - Total development
 - Annual update
- Creation of relevant content – 20 pages – 30 pages +
 - All of the above +



Storytelling

Brand USA's cooperative video program increases consumer engagement, includes international distribution channels and brings partners more ways to deliver their story to targeted international audiences.

- Road Trips
- Destination-At-Glance Videos
- International Storyteller
- Native Traveler Videos
- Destination Videos produced by Matador



Gold Standard

Storytelling

Road Trips

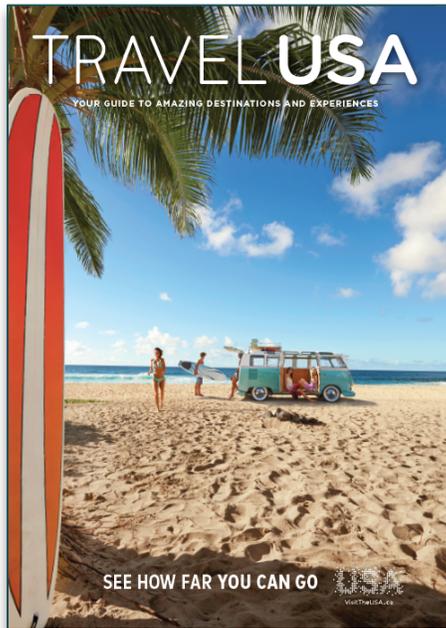
- Videos place the viewer in the driver's seat, highlighting the traveler's perspective and capturing experiences that are high-energy, personal and memorable.
- Includes four vignettes (each focusing on a single stop or destination), one compilation video and one pre-roll (both of which include highlights from each vignette and act as an overview).
- A dedicated Trips Page will be created to host the full video series on all of Brand USA's language websites.



Inspiration Guide & Digital Magazine

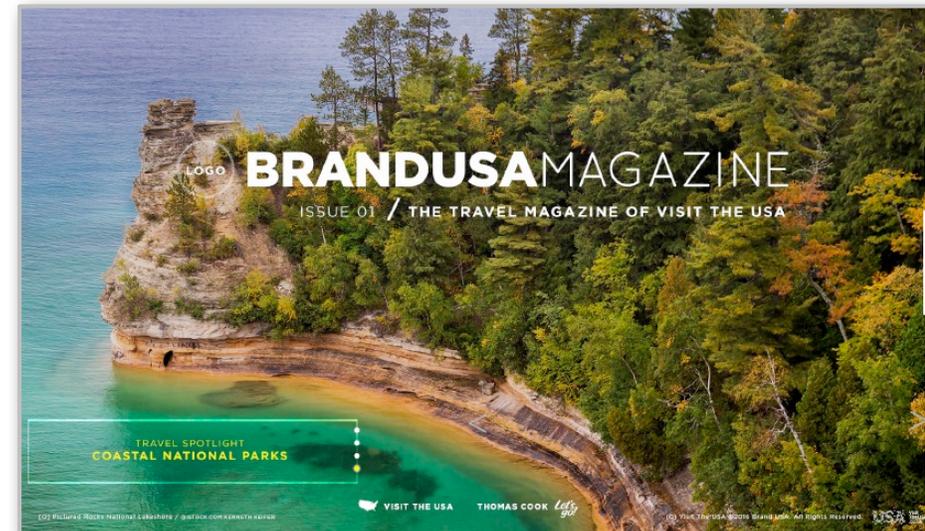
2018 Guide:

- 575,000 printed copies
- 30MM digital impressions
- 14 language editions distributed in 21 countries
- 2018 Inspiration Guide in market January 2018



2018 Digital Magazine

- Immersive digital experience that will reach consumers in high-volume markets and drive
- Native content links to a custom Expedia landing page featuring participating destinations
 - What's New in the USA (slide show content)
 - Travel Spotlight (slide show content)
 - Featured City Destination (article, video, image gallery)
 - Itinerary (itinerary with video and image gallery)



Multi-Channel

2016 PROGRAM RESULTS



2016 MULTI-CHANNEL CAMPAIGNS • SAMPLE PARTNER RESULTS



* Source: Total Room Nights Booked & Total Gross Bookings are Expedia, Inc. internal data for the total campaign or individual partner over the campaign dates and the campaign markets as listed above

**Across 14 programs

- Facebook – Winter 2017 Multi-Channel Campaigns
 - 4 Markets (CA, UK, IN, FR)
 - 20 Carousel Units – 3 week flights
 - 54.8 Million Impressions
 - 614,580 Partner Engagements
 - Nearly 500,000 Clicks
- Google Display*
 - Average CTR of 1.14% - nearly 15X the .08 industry average
 - Germany Fall 2016 – outstanding 1.65% CTR

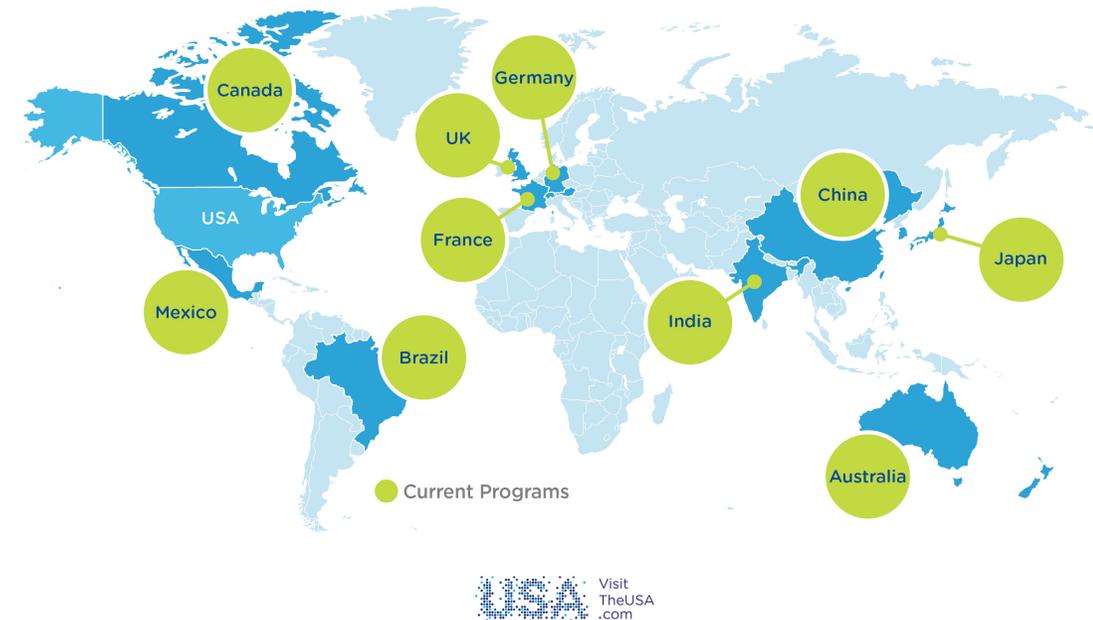
**Results based on AU, DE & UK Fall 2016 campaigns*

2018 Multi-Channels

New Media Platforms & Program Evolution

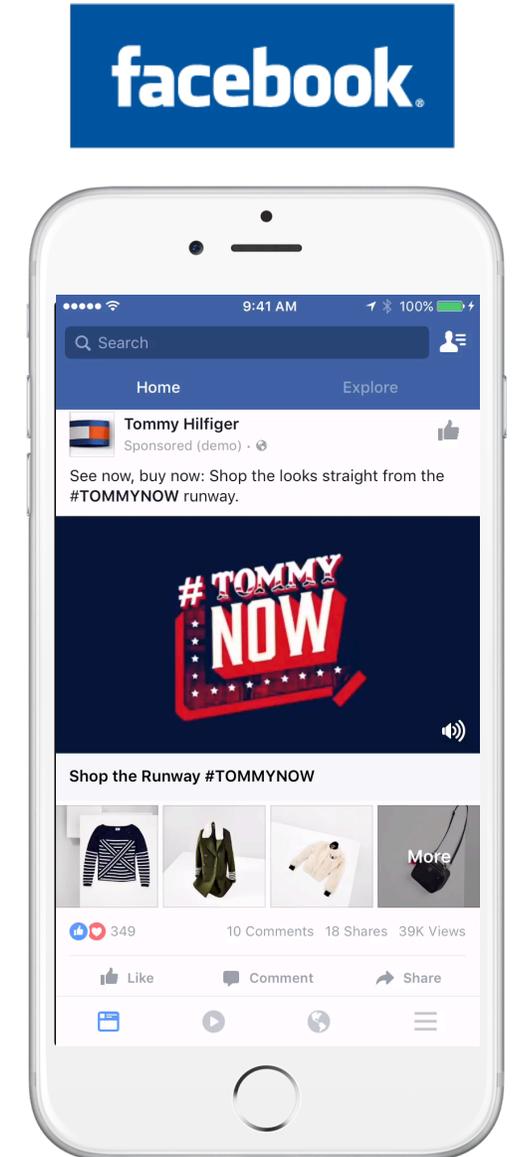
- Shift marketing channels from awareness/high funnel to engagement/activation/mid to lower funnel
- Greater investment in digital to support “social first” strategy, and provide opportunities for storytelling
 - 60% of Brand USA investment toward digital channels
- Primary Digital Channels
 - Facebook Ad Carousels
 - Video – broadcast and digital (NEW)
 - Google Display Network & Baidu
 - Expedia & CTrip

2018 TARGET MULTI-CHANNEL MARKETS



Integration with Consumer Campaign

- Collections Unit
 - Interactive asset in feed to drive deeper engagement
 - Brand USA and partners will be first to market
 - 100% SOV
- Thematic Targeting
 - Neighborhoods, Towns & Cities
 - Entertainment & Culture
 - Road Trips
 - Great Outdoors
- Awareness and engagement strategy for partners in key markets
- Available Markets: Australia, Brazil, Canada, Germany, India, Japan, Mexico and UK
- Brand USA contributed creative services for all partners



Influencers 2018

PROGRAMMATIC

- Brand USA defines the market, theme and timing (per content calendar)
- Partners (individual or group) may provide input on itinerary & must-sees
- Utilize micro influencers with paid media support dedicated to partners for greater efficiency
- Develop content and “ownable” assets that work across a variety of channels
- Assumes 7-10 day trips with a maximum of 4 partners per opportunity
- Example: Road Trips / Great Outdoors Social Campaigns

CUSTOM

- Partner & Brand USA identify market, theme and timing
- Partner provides recommended itinerary & must-sees
- Execution and media support will vary depending on whether a macro or micro-influencer approach is selected and per goals of partner



CHINA 2018





China Travelers

Young, educated & tech savvy these travelers use social media to connect to the outside world and are making independent travel the norm.

Interest-based Travel:

The motivation for travelling is shifting away from “shopping for cheap goods” to “having more fun.”

The Top 5 Activities:

- Living Better
- Eating Better
- Seeking More Fun
- Exploring Popular Attractions
- Experiencing Local Culture



Young FITs:

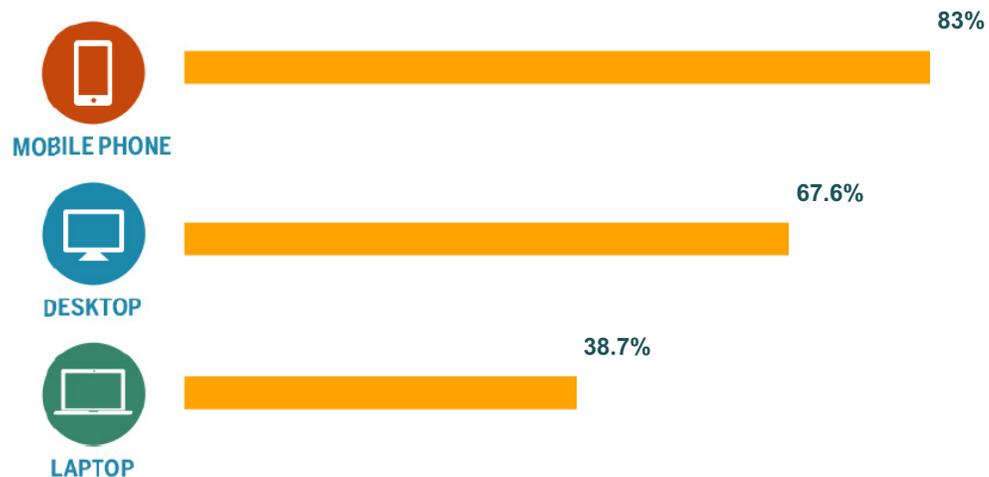
- **67.6%** of Chinese outbound travelers are millennials.
- **90%** of Chinese tourists to the US are independent travelers

Digital Driven:

- They spend 21+ hours average per week on digital media obtaining news, information, video, entertainment & online shopping.



They're Mobile First



Mobile is the main device used to access internet

52% of Chinese people use travel apps to research & plan





Breaking Through

In all this noise,
Chinese travelers
look to peers & KOLs
for what to do...



Source: Ogilvy PR; Weibo Social Listening, Nov. 2016

“Walking around Basel and taking in all the art and architecture, I can't imagine a better way to vacation”



“Great wine and beautiful nature, such a great time in France!”



“Seeing the northern lights has been a dream of mine. What a marvelous experience!”



Key Media Partners 2018



Largest OTA platform in China
and owned by **Baidu**

Monthly Active Users: **150 million**

Young, white collar users

In 2016, **20 million** (18%) of all
outbound Chinese tourists
booked their trip on Ctrip



OTA platform owned by **Alibaba**

Daily Active Users: **10 million**

Independent **millennials**

Fliggy is actively expanding its
outbound travel business and
seeking partnership with tourism
boards around the world



Largest trip planning platform
in China

Monthly Active Users: **80 million**

Middle to upper class **millennials**

Mafengwo has partnerships with
travel boards and airlines, a key
decision engine for pre-travel
destination selection

11/11 Singles Day



Ctrip vs. Fliggy



Ctrip	Fliggy
China's #1 OTA (80% Market Share)	China's fastest growing OTA
Advertising through Ctrip's internal site	Advertising through Alimama Advertising Network → Broad exposure + ability to target specific demographic
Not geared towards specific age group	Geared toward millennials
Partner content is solely within the GoUSA pavilion	Partners can create their own pavilion (store) on Fliggy, and link this pavilion to the GoUSA pavilion
Domestic + International Travel	Primary focus is international travel



Go USA Social Channel



01

GoUSA's Social Account: Participate in an active, vibrant community of pre- and post-travelers on the GoUSA branded Wechat and Weibo page.

02

Owned Social: Own your own Wechat and Weibo account, verified by your brand or destination! An exciting opportunity to grow your own audience in a custom-branded Wechat account.

03

Post Promotion: Feature your destination on GoUSA's Weibo and Wechat accounts

04

Weibo Wallpaper: Increase your destination's exposure by featuring your destination on GoUSA's Weibo wallpaper

05

Fun Activities: Engage with Wechat and Weibo users through mini-games, challenges, quizzes, etc.



WeChat Verification + WeChat Moment Ads

- WeChat verification **establishes legitimacy** among the Chinese audiences, and reinforces the brand's trustworthiness
- Typically, brands must wait 10-12 weeks for verification; however, Hylink has the unique ability to work directly with WeChat to verify accounts in just **6-8 weeks**
- By becoming official Brand USA partners, cities, states and brands can receive **expedited verification**

WeChat Moments





Search

- **Platform Overview**

- Baidu is the most popular search engine in China, and has more than an 80% market share by advertising revenues
- Offers the widest content coverage across both PC and mobile platforms

- **Coverage**

- 660 million monthly active user
- 70 million daily active users
- 3.3 billion search queries per day
- 85% of internet users in China use Baidu as their primary search engine to search websites, music, and videos

- **Value for Brand USA**

- Leverage search volume contract for all partners' benefit
- Increase 15% in media



Understanding Search Visibility in China



NEXT STEP – Identify partners who want to participate and estimate amount to negotiate



INDIA OPPORTUNITIES





India

Custom Opportunities – Coming in January

- **Hot Star** – Leading digital media network, showcasing all major network shows
- **Hindustan Times** – Print & digital, advertorial focused, second largest english language newspaper with 1.3M circulation
- **Star TV** – Leading television network, 650 million monthly viewers, reach 9 out 10 households with cable & satellite
- **Times of India** – Print & digital, advertorial focused 3.9m circulation, 100m monthly UU, #1 or 2 rated network for all TOI channels

hotstar

hindustantimes





OUR NEIGHBORS – CANADA + MEXICO



Brand USA



Canada

POSTMEDIA

- Print/digital advertising, custom content along with the travel section, story creation. Consumer touch points to encourage engagement, paired with key audience drivers through native ads, social sponsored posts. Ability to Geo-target across: Western Canada, Eastern Canada, provinces or specific markets.



- TV, digital advertising, and dedicated destination landing page aiming at targeted audience in Canada.





Mexico



Despegar

- Multi-channel co-op with leading OTA in Mexico. Includes digital, print, TV packages.



Televisa

- Broadcast TV, digital, and potential destination inclusion in Telenovela.





GLOBAL TRADE PROGRAMS

USA Discovery Program

- Award-winning travel agent training site where agents can get accredited as USA Specialists
- More than 17,548 travel agents using the USA Discovery Program
- Based on learning about the USA
 - Read Up, Take a Quiz, Earn a Badge!
- Currently in UK & Ireland, Australia & New Zealand, Brazil, China, India, Mexico
- Coming in 2018 in S Korea, Germany and Canada



Trade Show Calendar

Annual Trade Shows with Brand USA Pavilion

- ITE (Hong Kong) June 15 – 18, 2017; June 14 – 17, 2018
- JATA (Tokyo) September 21 – 24, 2017
- IFTM (Paris) September 26 – 29, 2017
- TTG (Rimini) October 12 – 14, 2017
- ITB Asia (Singapore) October 25 – 27, 2017; October 17 – 19, 2018
- WTM (London) November 6 – 8, 2017
- IBTM World (Barcelona) November 28 – 30, 2017; November 27 – 29, 2018
- FITUR (Madrid) January 17 – 21, 2018
- ITB (Berlin) March 7 – 11, 2018
- WTM Latin America (Sao Paulo) April 3 – 5, 2018
- CITM (Shanghai year only) October TBA, 2018

Trade Shows Supporting Visit USA Committees (No Brand USA Pavilion)

- Vakantiebeurs (Utrecht) January 10 – 14, 2018
- Reiselivsmessen January 12 – 14, 2018
- Matka (Helsinki) January 18 – 21, 2018
- Discover America Denmark March 5, 2018

Sales Missions and B2Bs

Sales Missions and B2Bs

Japan & South Korea	Tokyo, Osaka, Seoul	July 10-14, 2017
India	Mumbai, Delhi, Chennai	September 10-15, 2017
Southeast Asia	Hong Kong, Singapore, Taiwan	November 27-December 1, 2017
Australia & New Zealand B2B	Sydney	February 2018
China	Beijing, Shanghai, Guangzhou, Chengdu, Wuhan, Shenyang	March 2018
Brazil B2B	Sao Paulo, Rio de Janeiro, others	TBD

Sales Missions are opportunities for partners to travel together to another country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators and are usually multi-city. Brand USA will coordinate B2B meetings, media opportunities, networking events and travel from city to city. B2Bs are often a one day session.



PARTNER UPDATES



Partner Reports

Please contact a Brand USA Partner Development team member to sign up for your password today.

<http://TheBrandUSA.com/partner-reports/>



The screenshot shows the Brand USA Partner Reports Portal login page. The page features a teal header with the Brand USA logo and navigation links: ABOUT, PARTNERS, MEDIA & EVENTS, RESEARCH & ANALYTICS, SPEAKERS BUREAU, and a search icon. A 'PARTNER LOGIN' button is located in the top right corner. The main content area has a background image of a city street with a large 'LOVE' sculpture. Overlaid on this image is the Brand USA logo and the text 'PARTNER REPORTS PORTAL'. Below the logo are two input fields: 'Email Address' and 'Password'. A teal 'LOG IN' button is positioned at the bottom of the form.

USA
VisitTheUSA.com

Brand USA

ABOUT PARTNERS MEDIA & EVENTS RESEARCH & ANALYTICS SPEAKERS BUREAU Q

PARTNER LOGIN

USA
VisitTheUSA.com

PARTNER REPORTS PORTAL

Email Address

Password

LOG IN

Media Roundtables + Webinars

Upcoming Webinars

- June: New FY18 Co-op Program Recap
- July: Research & Market Trends
- August: How to Benefit from Brand USA's Digital Asset Management System
- September: China Readiness

Media Roundtables

- Starting in 2018 Brand USA will host 2 media/advertising roundtables and education sessions in country:
 - India
 - China
 - 2 hour session at US-China Tourism Leadership summit with key media from China

Partner Programs Session Schedule

Location

Brand USA Booth #1354

Conference Room

TUESDAY, JUNE 6, 2017

10:40 - 11:00 AM	C-trip Programs and Big Data
11:30 - 11:50 AM	White Label – VisitTheUSA.com Partner Websites
2:10 - 2:30 PM	Video Opportunities
2:35 - 2:55 PM	GoUSA.cn and Social Media Plan
3:00 - 3:20 PM	China Media Programs for Partners

WEDNESDAY, JUNE 7, 2017

10:10 - 10:30 AM	C-trip Programs and Big Data
11:00 - 11:20 AM	White Label – VisitTheUSA.com Partner Websites
2:15 - 2:35 PM	Video Opportunities
2:35 - 2:55 PM	GoUSA.cn and Social Media Plan
3:00 - 3:20 PM	China Media Programs for Partners

Partnership Development, Services, and Global Trade

Partnership Development

- **Maria Sheetz**, Director, Partnership Development
- **Philip Joseph**, Partnership Development Manager
- **Dianne Turner**, Partnership Development Manager

Partner Services

- **Cassady Bailey**, Director, Partner Services
- **Brian Screptock**, Partner Services Manager
- **Michael Parra**, Partner Services Representative
- **Erin Setter**, Partner Services Representative
- **Skylar Clark**, Partner Services Representative

Miles Media

- **Nate Huff**, Senior Vice President
- **Paul Winkle**, SVP Global Marketing
- **Stacia Franke**, VP Product Development
- **Lauren Bourgoing**, Vice President
- **Nadja Koch**, Program Director
- **Amy Overbay**, Sales & Marketing Manager
- **John DeLeva**, Global Marketing Executive
- **Debi Saldana**, Global Marketing Executive
- **Julie Armstrong**, Global Marketing Executive
- **Angie Zok**, Global Marketing Executive
- **Demetria Clemons**, Global Marketing Executive
- **Mitch Knothe**, Global Marketing Executive

Global Trade Development

- **Cathy Domanico**, Vice President, Global Trade Development
- **Amanda Davis**, Coordinator, Global Trade Development
- **Chris Ellis**, Director, Global Trade Development Marketing



- **Anna Klapper**, Manager, Global Trade Development



- **Suzy Shepard**, Manager, Global Trade Development



Partner Marketing, Partner Services, Consumer Marketing, and Communications & Public Policy

Partner Marketing

- **Michelle Schrei**, Coordinator, Partner Marketing
- **Renee Mason**, Director, Partner Programs
- **Julie Paulson**, Manager, Partner Programs
- **Brooke McDonald**, Coordinator, Partner Programs
- **Jenn Ross**, Manager, Global Marketing



- **Devon Dow**, Manager, Global Marketing



- **Sagia Depty**, Coordinator, Global

Communications and Public Policy

- **Anne Madison** Chief Strategy & Communications Officer
- **Camila Clark**, Director, Marketing Communications
- **Bridgett Hebert**, Manager, Marketing Communications
- **Tiwana Perry**, Manager, Marketing Communications
- **Imani Carter**, Manager, Graphic Design & Communications
- **Najee Ellerbe**, Coordinator, Marketing Communications

- **Tara Gabaldon**, Coordinator, Marketing Communications
- **Asrah Mohammed**, Coordinator, Communications & Public Policy
- **Aaron Wodin-Schwartz**, VP, Public Policy
- **Mike Fullerton**, Director, Public Affairs
- **Jason Aul**, Director, Public Policy Communications
- **Peter Dodge**, Coordinator, Public Policy & Public Affairs

Consumer Marketing

- **Tracy Lanza**, VP, Integrated Marketing
- **James Namude**, Director, Global Sponsorships
- **Roberta Hatchett**, Director, Advertising and Media
- **Jesselle Macatiag**, Manager, Media Planning
- **Monica Ceballos**, Manager, Consumer Marketing and Social Media
- **Mark Lapidus**, Director, Digital Development
- **Andrew Olson**, Coordinator, Web and Content

Partner Services

- **Luke Hening**, Manager, Partner Contributions
- **Sean Moody**, Coordinator, Partner Contributions



Tracy Lanza
Vice President,
Integrated Marketing
Brand USA

One Big Welcome!

One Big Welcome!

The idea behind “One Big Welcome” is to extend a warm and authentic invitation to visit the USA using real people to tell unscripted stories of their favorite places.



One Big Welcome!

Using a documentary approach, we're creating welcome messages that feel genuine and showcase the range of interconnected experiences in the USA.



One Big Welcome!

Our goal is to collect video and audio messages from all 50 States, 5 Territories & the District by June 30th so we can send “One Big Welcome!” to the world.



One Big Welcome!

What kind of stories do we want to share?

- Is it real, honest and unscripted? (We want it.)
- Silly or quirky? (Yep, want that too.)
- Family fun and adventure? (Of course!)
- Full of pride and emotion. (Do you even have to ask?)
- Something you wouldn't find in a travel guide? (Now we're talking!)
- Does it make us want to get on a plane right this instant? (C'mon.)
- Is it warm and welcoming? (That's the whole idea.)

So, how can you participate?

One Big Welcome!

There are **THREE** ways you can capture footage and/or audio

- With a film crew
- With a smartphone (and ideally a plug-in microphone)
- Even if you don't have recording equipment (via audio file or transcript)

Instructions are available on The Brand USA website, including uploading information and the importance of getting releases from your interview subjects.

Submissions will be accepted until 11:59pm on Friday, June 30.

One Big Welcome!

Do:

- Use the provided survey questions
- Review best practices for capturing footage
 - Available in our DAM starter kit
- Get a release on any place you show or talk about, any people shown, and any third-party content. This includes b-roll footage, photography, and music.
- And importantly, HAVE FUN!



Thank You!

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Travel Industry

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