Our Many Voices Platform

We are the USA.
A collection of places and experiences whose spirit is found in its diverse range of people.

We're here to guide you, to help you discover that behind every mountain, every skyscraper, whether on the fast lane or a country road, there are many voices who are happy to show you around.

Take the scenic route.
Stop for storytellers.
Search for the best piece of pie.
Sing your heart out. Relax. Enjoy.
Who Are The Many Voices?

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

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

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

**CREATIVE CLASS**
We will amplify creative voices to show America as it hasn’t been seen before via musicians, writers, photographers, artists and poets.
2019 Brand USA Core Storytelling Campaigns

Ask A Local

United Stories

Hear The Music
Ask A Local

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

- Appeals to international travelers with a desire to receive authentic travel recommendations from warm, welcoming, and knowledgeable locals.
- These travel stories will live on TheBrandUSA.com, VisitTheUSA.com, GoUSA TV, YouTube, and shared across corporate and consumer social media channels as part of our always-on content strategy.
HEAR THE MUSIC
EXPERIENCE THE USA.
Global Trade Development

We provide the travel trade with the tools, the know-how, and the first hand experience to best promote the entirety of the USA in the global travel-trade marketplace by delivering best-in-class programs, training, and campaigns. When the travel trade succeeds in their goals, we succeed in ours.
International Representation:
14 offices reaching 23 markets

Canada
Regional Director (Colin Skerritt)

Mexico
Regional Director Lourdes Berho (Alchemia)

United Kingdom/Ireland
Hills Balfour

Europe
Regional Director Sam Hancock (Hills Balfour)
- Germany, Austria, Switzerland & the Netherlands:
  Strategic Director Florian Renner (Leib)
- France, Luxembourg & Belgium:
  Strategic Director Julie Geoffroy (Interface)
- Spain:
  Strategic Director Javier Fernandez (Interface)
- Italy:
  Strategic Director Marcella Re (Interface)

China
Regional Director
James Huang
(Contineo Marketing)
Aviareps *

Hong Kong *
Brandstory

India
Sartha Marketing

Japan *
Aviareps

South Korea *
Edelman/iConnect

Singapore *
Brandstory

Taiwan *
Brandstory

Australia & New Zealand
Gate 7

* Being RFPd in 2019
Brand USA Travel Week: County Hall, London, September 8-13, 2019

- An immersive celebration of the United States that will showcase the diverse range of travel experiences available in the United States.

- Taking place in central London, the three components of Brand USA’s Travel Week are:
  - Brand USA Travel Expo—B2B Event
  - Enrichment Series
  - Consumer Event
Partnership with NYSTIA and New York State
Partnership with NYSTIA and the Market New York Grant Program

• Brand USA programs provide up to 10x lift in marketing investment
• Upstate industry participation grew from 12 partners in 2015 to 28 partners in 2017
• 7 Upstate attractions participated for the first time
• 6 new DMOs participated for the first time
• 10 regional DMOs included in Road Trip videos, articles & NYS custom China website
• Generated 10,452 booked room nights in Upstate NY and $1,453,450 in gross revenue
NY State Participation in Brand USA Programs

Participants: Leveraging both I Love NY opportunities and the NYSTIA grant opportunities, 33 Regions, DMOs, Attractions, Trails, and Museums participated in programs.

10 NYS Regions:
- Discover Long Island
- Hudson Valley Tourism
- The Catskills Tourism Region
- Capital-Saratoga
- The Adirondacks
- Thousand Islands-Seaway
- Central New York
- Finger Lakes Regional RTC
- Greater Niagara Region
- Chautauqua-Allegheny

DMOs:
- Catskills Sullivan
- Saratoga Springs Chamber
- Discover Albany
- Warren County
- North Country Chamber
- Finger Lakes Tourism Council
- Niagara Falls USA
- Visit Buffalo Niagara
- Chautauqua Allegheny
- Dutchess Tourism
- Rockland County
- NYC & Company
- Syracuse

Other Participants:
- Bethel Woods Museum
- Haunted History Trail
- Country Byways
- Oneida County Tourism
- Cayuga Scenic Byways
- Maid of the Mist
- Wine Water Wonders
- The Strong
- Explore & More Museum
- Corning Museum of Glass
Telling New York’s Story
Partner Programs: Cooperative Marketing

Cooperative marketing programs help Brand USA and its partners like NYSTIA promote unique experiences directly with potential visitors. With more than 100 programs available in more than 20 markets, we offer destinations, attractions, and travel brands the opportunity to effectively and cost efficiently reach international travelers in ways they would be challenged or unable to do on their own.

Our program categories include:

- **Brand USA Originals**
  - offered exclusively through Brand USA

- **Affinity Programs**
  - Developed for Brand USA with OTAs and publishers
GLOBAL INSPIRATION GUIDE

- Launched in over 50 countries with 13 editions in 9 languages
- Print distribution through Brand USA pavilions at global trade shows, U.S. Embassy channels, travel agent locations and targeted consumer distribution
- Digital reach through eGuide edition and campaigns on top travel networks

*Brand USA Overall Results
### Tour Operator Integration in the Inspiration Program

<table>
<thead>
<tr>
<th>Travel Brands</th>
<th>Vision Travel</th>
<th>Globus Family of Brands</th>
<th>Collette</th>
<th>Air Canada Vacations</th>
<th>Broadway Travel</th>
<th>Eden Group (Italy)</th>
<th>NAAR Tour Operator (Italy)</th>
<th>Alidays (Italy)</th>
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<td>CANUSA</td>
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<td>Faszination Fernweh</td>
<td>FTI Touristik</td>
<td>Hotelpan &amp; Travelhouse</td>
<td>Knecht Reisen</td>
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<td>Hana Tour</td>
<td>Hanjin Travel</td>
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<td>Online Tour</td>
<td>Very Good Tour</td>
<td>Yellow Balloon Tour</td>
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<td>American Estates</td>
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<td>Amerikapesia listen</td>
<td>eCruising Travel (AU)</td>
<td>JTB</td>
<td>JALPAK</td>
<td>HIS</td>
<td>Hanky Travel International</td>
<td>Nippon Travel Agency Co</td>
<td>Travel Gallery</td>
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<td>Glamour (Italy)</td>
<td>Trans Amerika Reisen</td>
<td>Trend Viagens</td>
<td>US Commercial Services – Korea</td>
<td>De Jong Intra</td>
<td>Kinki Nippon Tourist</td>
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Tour operator integration has grown by 144% to 61 tour operators in 2018!
The International Storyteller series includes a creation of 4 themed videos that provide an overview with distribution to New York's key international markets.

Touring New York State's Must-see Cultural and Historic Sites

From the earliest days of European settlement to its status as one of the original 13 American colonies, New York State has been integral to the history of the USA.

*Run Dates: 9/1/2018 - 9/30/2018
Multi-Channel Programs

NYSTIA and the State of New York has partnered with Brand USA on these multi-channels in Canada, UK, Australia and China in 2018-19

• Greatly expand partner budgets in their priority markets.
• Campaigns go live in market during prime booking windows.
• Brand USA’s global activation partnership with Expedia provides measurable results. (use Ctrip in China)
• Pairs easily with other Brand USA programs.
• Successful Markets: Canada, Mexico, Germany, UK, China,
• Markets for consideration/discussion – Brazil, France, S Korea, India, Japan
2016-18 NYS Expedia Multi-Channel Results

Upstate NY Bookings

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Room Nights</th>
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<tbody>
<tr>
<td>2016</td>
<td>$910,645</td>
<td>7,015</td>
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<tr>
<td>2017</td>
<td>$1,184,110</td>
<td>8,539</td>
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<tr>
<td>2018</td>
<td>$1,931,188*</td>
<td>13,755</td>
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*Campaign banner attribution – post-view/post-click 30 days
Added Value
Programs for New York State
Continued Exposure for New York’s International Gateway
NEW YORK CITY

As the international gateway for New York State, Brand USA placed New York City in the following campaigns to help promote New York and increase visitation in key international markets.

New York City was included in the following Brand USA campaigns:

- Thomas Cook - USA Everywhere Campaign
- NZME
- VisitTheUSA Social Media Influencers (Ben Short & Brittney Saunders)
- Travel Impressions
- Despegar/Decolar
- Flight Centre

40 Million
Consumer Visits in more than 3K retail stores in Europe
New York Features on GoUSA TV

**USA through Film**
- Spike Lee's New York City

**Atlas Obscura**
- Whispering Gallery
- 16th Century Medical Book
- 3D Jelly Cakes
- Manakins
- Radio Guy
Brand USA worked with The Telegraph, the UK’s number one quality newsbrand and travel publisher, to develop an interactive map and parallax on The Telegraph’s website to promote New York’s musical roots and festivals.

8,967
Total Page Views for The Telegraph interactive map and parallax

7,966
Overall Unique Users for The Telegraph interactive map and parallax

41% of readership are more likely to travel to North America than any other destination
STA TRAVEL
Talenthouse

Brand USA partnered with STA Travel and sent three super talented filmmakers to three different regions of the USA - specifically one featuring a road trip through the state of New York.
New York’s Self Drive Itineraries

The Brand USA Travel Trade website is a one-stop shop for the international travel trade industry including pre-built itineraries, destination images, a list of receptive tour operators, visa guidelines, videos, and a U.S. education hub.

New York is featured in these four unique U.S. itineraries:

- **Shopping USA**
- **Iconic Cities and Beyond**
- **New York City & the Northeast**
- **Great North Music Tour**
MEGAFAM

MARKETS 🇩🇪🇬🇧🇮🇪

Brand USA MegaFams highlight the various experiences an international traveler can have in the USA – to, through, and beyond our gateways. MegaFams are made possible by the generous support of our partners, such as New York, who host unique itineraries to educate the travel trade and help promote the destination to key international markets.
Resources and Training

From Toolkits to Familiarization Tours to Training and USA Itineraries, Brand USA helps the travel trade better promote the USA to, through, and beyond the gateways.

- Toolkits
- MegaFams and Familiarization Tours
- USA Discovery Program
- China Readiness Program
- Travel-trade Website
Thank You!

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Consumer
VisitTheUSA.com
Travel Industry
TheBrandUSA.com

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GoUSArv
BrandUSATV
Linked BrandUSA