

Brand USA OPPORTUNITIES



New:
Entertainment
& Culture Initiative!
See "America's Musical
Journey" in DC's
big-screen
theaters

Brand USA is the official destination marketing organization for the United States, dedicated to increasing incremental international visitation to the US.

By working with Brand USA and Capital Region USA, industry partners can extend their messaging and engagement among global travelers in the target markets of China, UK, Germany and France. Brand USA marketing programs and platforms deliver an array of marketing options to increase awareness, visitation and spend.



VIDEO SERVICES

Numerous content creation formats are coupled with distribution across channels and countries. All content is owned by partner with full rights in perpetuity.

- ▶ **Road Trips** - Itinerary with up to five destinations each with a dedicated vignette and a compilation vignette. Part of CRUSA Road Trips
- ▶ **Native Traveler** - In-language, hosted videos showcasing an itinerary within your destination
- ▶ **Destination at a Glance** - Short vignettes within a destination set to music or hosted
- ▶ **International Storyteller** - Themed videos highlighting key spots within the destination, i.e. outdoors
- ▶ **Destination by Matador** - Overview video with high commercial value and distribution on Matador's network

MULTI-CHANNEL CAMPAIGNS

These campaigns deliver an extraordinary three-to-one value compared to partners creating their own targeted international campaigns. Integrated, in-country digital, social, video and print storytelling with activation and reporting to follow.

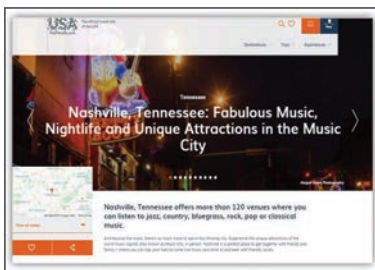
- ▶ UK
- ▶ Germany
- ▶ China
- ▶ India
- ▶ Canada
- ▶ Japan
- ▶ Australia
- ▶ Brazil
- ▶ Mexico



BRAND USA'S GLOBAL WEBSITES

VisitTheUSA.com

Brand USA's in-language websites are designed to inspire international visitors and travel influencers to choose U.S. travel destinations and experiences. They can serve as a destination's international landing pages.



ENTERTAINMENT & CULTURE INITIATIVE

NEW! Create music and entertainment content, including video, that aligns with Brand USA's new giant-screen documentary, "America's Musical Journey."

CHINA OPPORTUNITIES

Engage with the all important Chinese audience by leveraging Brand USA's presence on these platforms:

- ▶ Ctrip
- ▶ WeChat
- ▶ Weibo
- ▶ Mafengwo
- ▶ Tencent
- ▶ iQiyi
- ▶ More!



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