

Brand USA OPPORTUNITIES



Coming Soon:
New China
Ctrip & Social
Opportunities!

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 Originals marketing programs and platforms deliver an array of marketing options to increase awareness, visitation and spend.



BRAND USA'S NEW GLOBAL WEBSITES

VisitTheUSA.com and **GoUSA.cn** are Brand USA's in-language websites designed to inspire international visitors and travel influencers to choose US travel destinations and experiences. From content on City Pages to sharing the best of a destination through Experience Pages, international travelers will learn more about your destination.



VIDEO SERVICES

Brand USA's newly expanded Video Services include creating and distributing engaging video content about your destination to increase consumer engagement across more distribution channels and help deliver your story to targeted international audiences. Choose from Native Traveler, Thematic, Destination-At-A-Glance and Matador.

IN-COUNTRY MULTI-CHANNEL PROGRAM

Brand USA's official Multi-Channel Program delivers an extraordinary 3-to-1 value compared to partners creating their own targeted international campaigns. Using robust digital, print, social and video storytelling, as well as a results-driven activation campaign, targeted messages reach international travelers via the media they consume most at a time when they're most likely to be planning and booking vacations to the US.

2018 MULTI-CHANNEL OPPORTUNITIES

- UK WINTER (JAN/FEB 2018)**
- FRANCE WINTER (FEB/MARCH 2018)**
- GERMANY SPRING (APRIL/MAY 2018)**

AN INTEGRATED, TURNKEY APPROACH WITH MULTIPLE COMPONENTS:

- ▶ Print & Digital eBook - Beautiful, magazine-style insert into major publications as well as an eBook
- ▶ Traffic generation using Google Display Network's "Travel Enthusiast" Model
- ▶ Traffic generation - via Facebook
- ▶ Expedia activation and opportunity for hotels to be included
 - UK Winter 2016 Results: 6,943 room nights booked in the Capital Region during and 30 days post campaign!
- ▶ Investments between \$5k-25k



CHINA SPRING 2018 (MAY-JUNE)

INCLUDES:

- ▶ Social-influencer campaign with video vignette
- ▶ Platforms: Tencent, Tudou, Youku & iQiyi
- ▶ WeChat & Weibo social plans
- ▶ Ctrip platform

For more information, contact Julie Armstrong: 804-467-1464 and Julie.Armstrong@MilesPartnership.com.