



VisitTheUSA.com

Brand USA

# NEBRASKA TOURISM CONFERENCE

October 23, 2019

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**Maria Sheetz**

Senior Director, Partner  
Engagement



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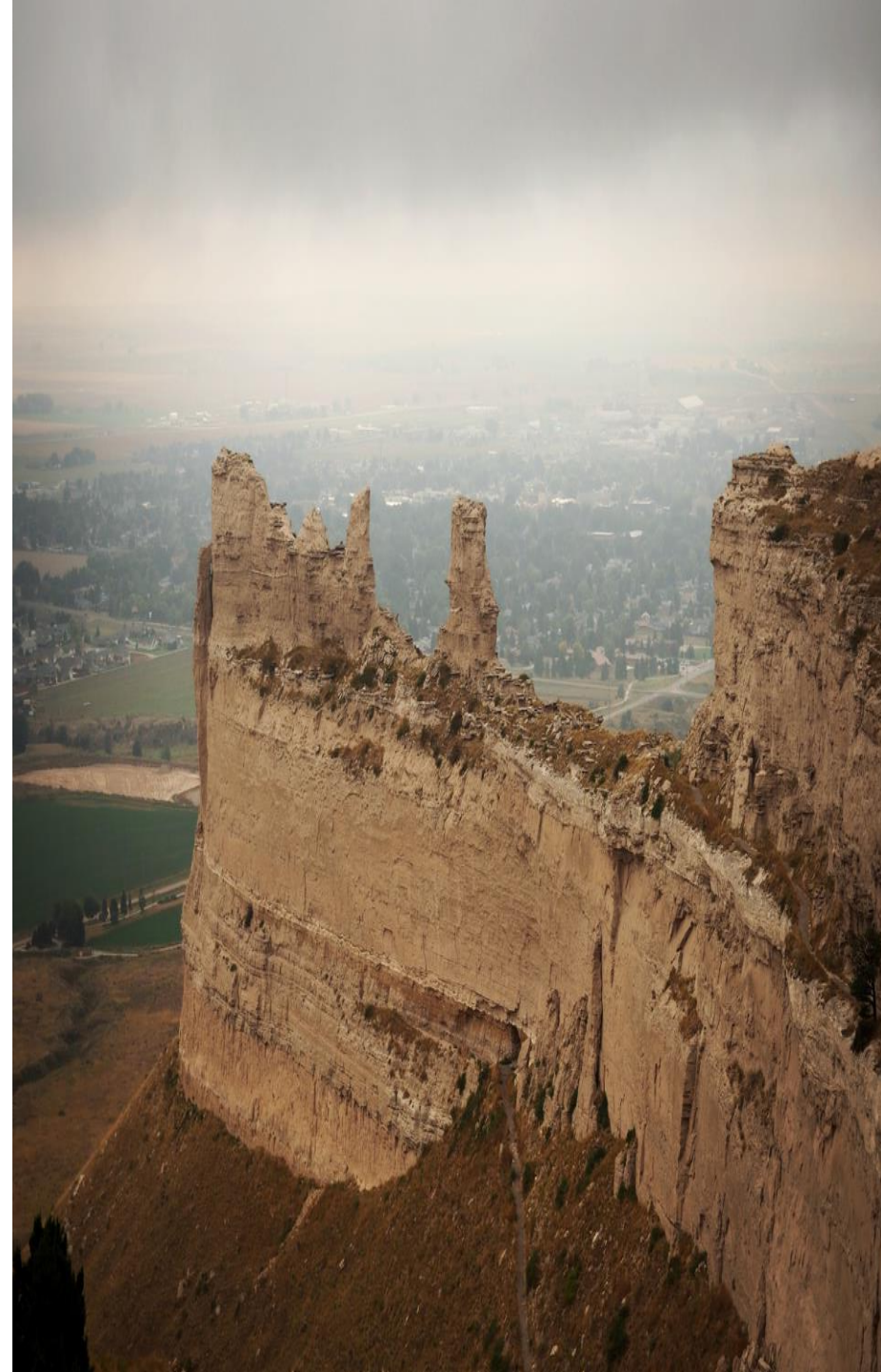
# International Market Outlook



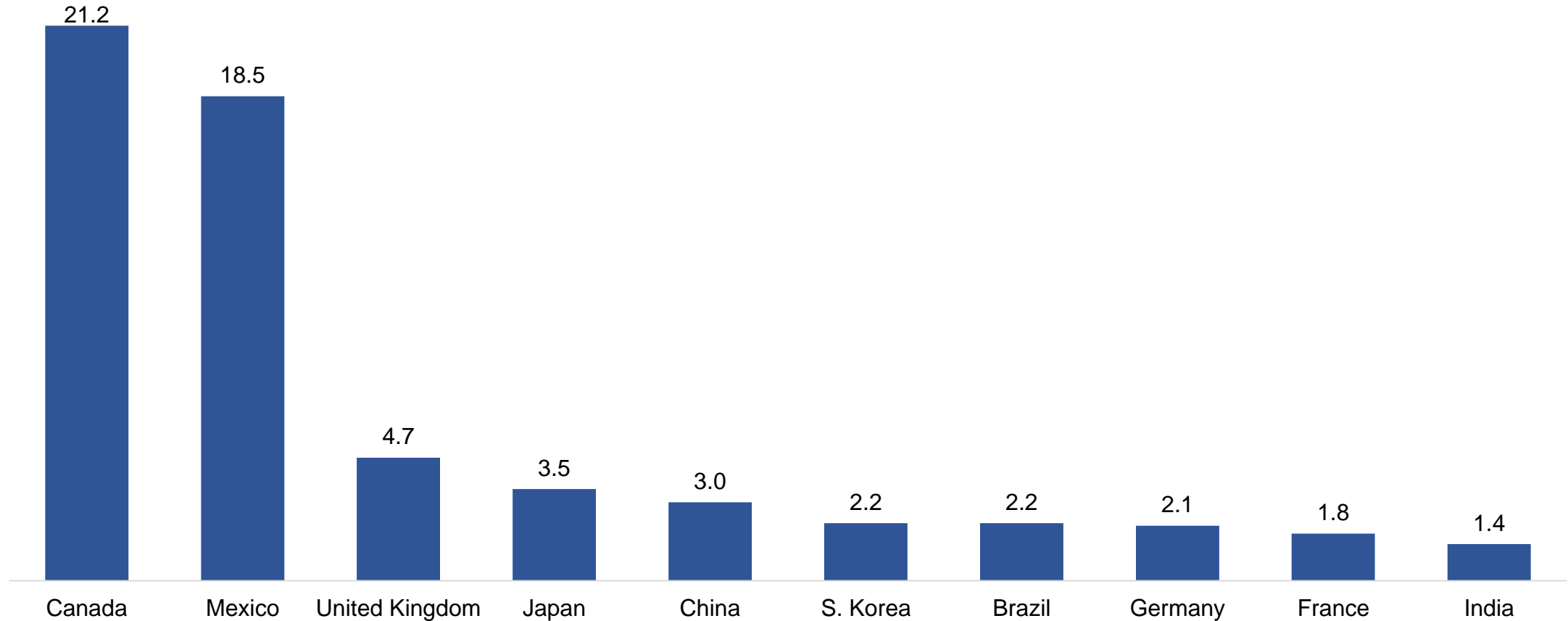
# International Travel to the US: 2018

- **80M** international visitors to the USA in 2018
- Spending **\$256 billion**
- Each overseas traveler spends approximately **\$4,200** and travels for **18 days**
- Overseas visitors represent about **50%** of travelers to the United States, but account for **84%** of total international spend!

Source: US Travel as a source along with US Department of Commerce, National Travel & Tourism Office (NTTO)



# 2018 Top 10 US Inbound Markets (visitation in millions)



Sources: U.S. Department of Commerce, ITA, I&A, National Travel and Tourism Office (NTTO) I-94 Program, Statistics Canada, and Instituto Nacional de Estadística y Geografía/INEGI in Mexico, May 2018



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# Marketing the USA

# How We Market the USA

Brand USA's core strategies to increase international visitation, spend, and market share for the United States include our consumer-focused USA Campaigns, trade outreach, and cooperative marketing programs that, in total, promote the United States in its entirety while adding and creating value for our partners.



**Global Consumer  
Campaigns**



**Travel Trade  
Outreach**



**Cooperative  
Marketing Programs**



# Partner Programs: Cooperative Marketing

Cooperative marketing programs help Brand USA and its partners like Nebraska promote unique experiences directly with potential visitors. We have a variety of 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



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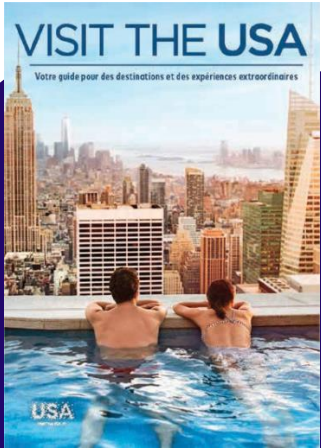
# Partner Programs



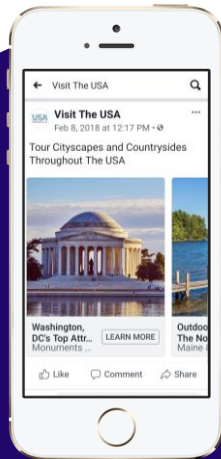
# How Partners

## Work with Brand USA

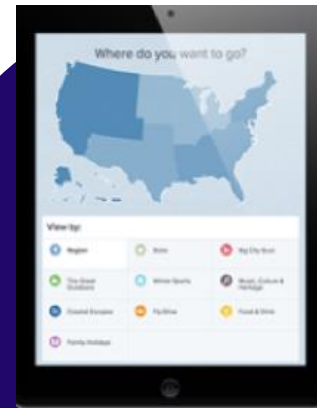
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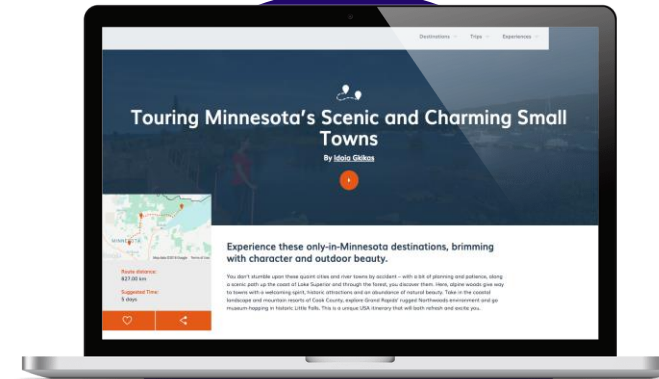
**2019 Global  
Inspiration Guide**



**Multi-Channel**



**USA Discovery Program**



**Content**

# Global Inspiration Program

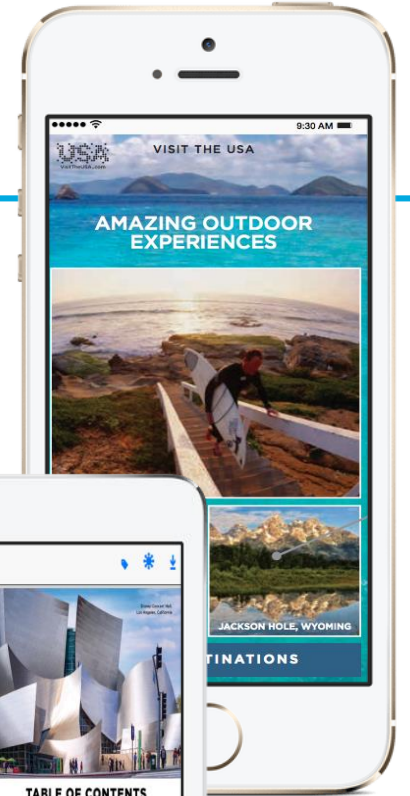
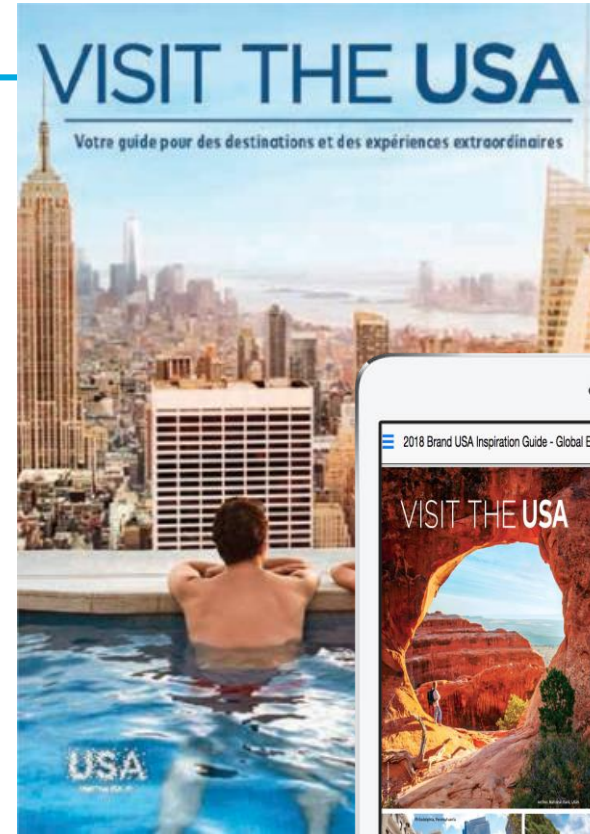
Exciting, inspiring content is translated into 9 languages and distributed in 50-plus countries using a multifaceted digital, mobile and print strategy. NEW : Reach carefully targeted audiences through Mobile Takeover Ads and drive more traffic to your digital content.\*

**Channel(s):** Digital, Mobile, and Print

**Market(s):** Argentina, Australia, Austria, Belgium, Brazil, Canada, China, Costa Rica, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, South Korea, Sweden, Switzerland, Taiwan, and the United Kingdom

**Dates Active in Market:** Ongoing

\*Markets for mobile takeover ads: Australia, Brazil, Canada, Germany, and the United Kingdom



# 2018 Customized Inspiration eGuides for Travel Trade Partners

57 Participants; 8 Editions; 6 Languages

- Travel Brands (CA)
- Globus Family of Brands (CA)
- Collette (CA)
- Air Canada Vacations (CA)
- Broadway Travel (UK)
- Eden Group (IT)
- NAAR Tour Operator (IT)
- Alidays (IT)
- Glamour (IT)
- Quality Group (IT)
- Tioga Tours (NTL)
- Fly to the West (NTL)
- American Estates (NTL)
- Tenzing Travel (NTL)
- Tix.nl (NTL)
- Visit USA - Netherlands
- Verkeersbureaus (NTL)
- Fox Reizen (NTL)
- De Jong Intra (NTL)
- US Travel - Netherlands
- Amerikaspesialisten (NOR)
- CRD International (DE)
- CANUSA Touristik (DE)
- Explorer Fernreisen (DE)
- Faszination Fernweh (DE)
- FTI Touristik (DE)
- Hotelplan & Travelhouse (DE)
- Knecht Reisen (DE)
- KUONI (DE)
- Trans Amerika Reisen (DE)
- Gran Plan de Aeroméxico (MX)
- Mundo Joven (MX)
- Ofertas Turísticas (MX)
- Orinter (BR)
- Flytour (BR)
- CVC (BR)
- Trend Viagens (BR)
- AGAXTUR Viagens (BR)
- eCruising Travel (AU)
- Chalet Travel (SK)
- Hana Tour (SK)
- Hanjin Travel (SK)
- Mode Tour (SK)
- Online Tour (SK)
- Very Good Tour (SK)
- Yellow Balloon Tour (SK)
- Naeil Tour (SK)
- US Commercial Services – Korea (SK)
- Visit USA – Korea (SK)
- JTB (JP)
- JALPAK (JP)
- HIS (JP)
- Hankyu Travel International (JP)
- Nippon Travel Agency Co., Ltd. (JP)
- Travel Gallery (JP)
- Kinki Nippon Tourist (JP)
- S Planner (JP)

# Multi-Channel

Each Multi-Channel Program campaign guides travelers from inspiration to booking using customized calls to action, which generates real, measurable results.

The Multi-Channel offerings are evolving to emphasize: activation and reporting; new and optimized current digital opportunities\*; simplified and streamlined partner participation process.

**Channel(s):** Broadcast, Digital and Print, depending on market

**Market(s):** Australia, Brazil, Canada, China, Germany, India, Japan, Mexico, and the United Kingdom

**Dates Active in Market:** Seasonal, depending on market

\***New** mobile interstitial ads in Australia, Brazil, France, Germany, Japan, and South Korea!





# Multi-Channel FY18 Results

Proven channels inspiring travelers around the world\*



**2.24M**

Total clicks



**\$86M**

Total bookings,  
post-view and  
post-click\*\*



**1.26M**

Total clicks,  
likes, and  
shares



**23<sup>rd</sup> Annual  
Communicator  
Award of  
Excellence**

Canada Winter  
16-17

**24<sup>th</sup> Annual  
Communicator  
Award of  
Excellence**

UK Winter 17-18

\*Overview results include aggregate results for all Fiscal Year 2018 Multi-Channel programs with the exception of Mexico and China.

\*\*Total gross revenue booked across Expedia Group brands after viewing or clicking on a Multi-Channel banner ad; 30-day look back window.



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# Successful Multi-channel Program

Brand USA Multi-channel program is the most efficient tool we have developed for partners to reach the consumer audience across the globe.

Brand USA uses their insights and relationships to leverage the most effective media channels to market to the consumer right before they book their travel. And once they decide, Expedia (or Ctrip in China) enables the traveler to book.



**SHE'S BIG.**  
SHE'S GORGEOUS.  
AND VERY, VERY TALL.

You know Niagara. But did you know that her taller sister comes rushing to life every spring in Southern Idaho? Shoshone Falls is nearly 65 meters of majestic, cascading, plunging beauty. The secret is out about this land of waterfalls and other extraordinary park sites, like the lunar landscape of Craters of the Moon and the wind-carved spires of City of Rocks.

Uncover Wonder.  
[VISITSOUTHIDAHO.COM](http://VISITSOUTHIDAHO.COM)

**SOUTHERN IDAHO TOURISM** **IDAHO**  
Visit TheUSA.ca

**RESORT DESTINATION: 25 YEARS**  
*Cultural destination: 25,000 years*

Immerse yourself in the stunning beauty and serenity of our premier resort. At the same time, immerse yourself in the rich cultural experiences of the Coeur d'Alene Tribe. We'll create custom packages just for you or your group, including Powwows, traditional cuisine, historical tours, storytelling, dance and more.

For tour information, contact Dee Dee McGowan,  
Cultural Tourism Manager, at 1 800 523-2464 ext 7415

37914 South Nukwalq, Worley, Idaho 83876  
[COACASINO.COM](http://COACASINO.COM) |

**AUTHENTIC COEUR D'ALENE TRIBAL TOURS - BOOK YOUR TOUR TODAY!**

**COEUR D'ALENE CASINO RESORT • HOTEL**

**PLAN NOW ▶**

**COME TO IDAHO AND EXPLORE POCATELLO**

**VisitPocatello.com**  
Love Where You Visit!

**PLAN NOW ▶**



# USA Discovery Program

Build a custom badge for your destination or attraction on the USA Discovery online training tool- where agents learn geographical information on regions, as well as individual states and territories, to become a Regional Expert. Agents can then earn special badges as well as bespoke partner badges.

**Channel(s):** Digital

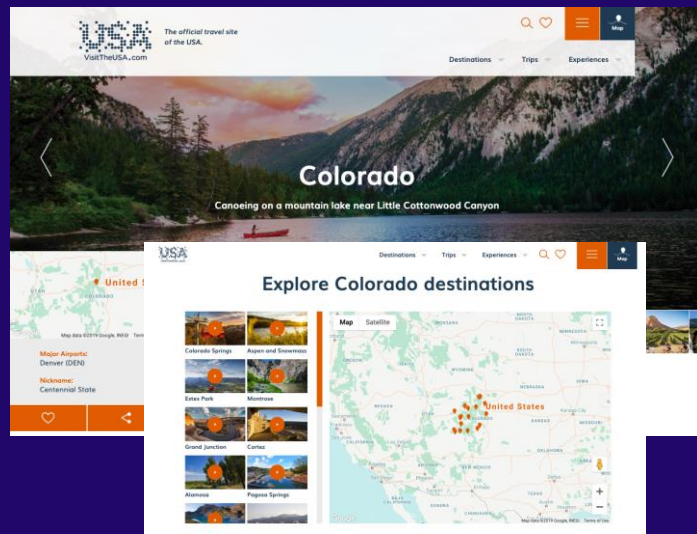
**Market(s):** Global; Australia & New Zealand, Brazil, China, France, Germany, India, Italy, Mexico, South Korea, and the United Kingdom & Ireland

**Dates Active in Market:** Ongoing

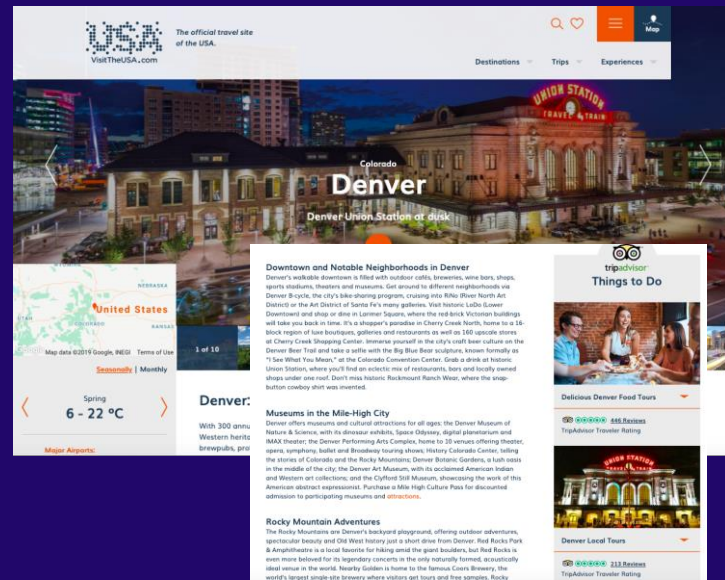




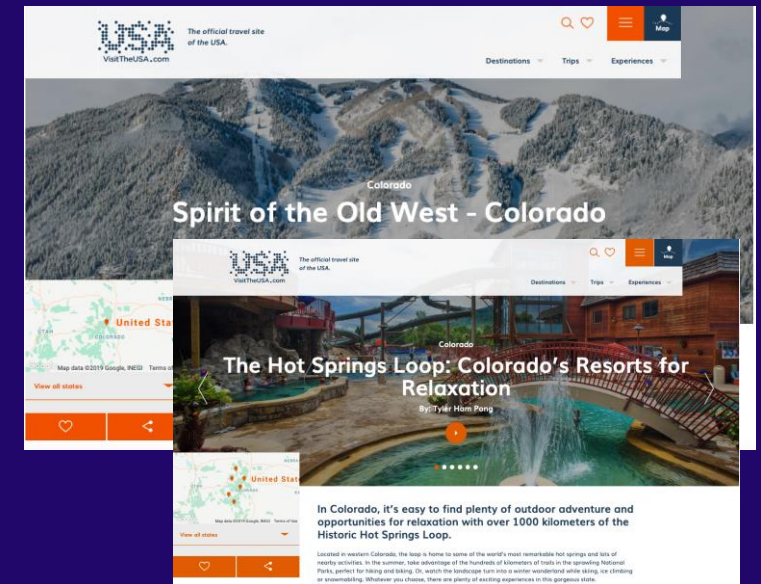
# VisitTheUSA.com



STATE PAGE



CITY PAGE



EXPERIENCE



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# Featuring Nebraska



# Toshiya Kikuchi

## JAPAN

### Chikyu no Arukikata (Web)

*Travel to Mid-West USA. Vol.1 Nebraska's rail way history*  
September 2018

### Omaha, Nebraska

- Durham Museum
- Joslyn Art Museum
- Midtown Crossing
- Old Market
- Bob Kerry Pedestrian Bridge
- Lewis and Clark Visitor Center
- Boys Town
- Blackstone district

## VISITING JOURNALIST PROGRAM





# Brand USA & Nebraska

## Road Trip Itineraries

- Rocky Mountains and The Great Plains Tour
  - 1 night in Scotts Bluff
  - ATI, Travalco and Rocky Mountain Holiday Tours

## NEW! Oregon Trail

- Oregon Trail and The Wild West
- Missouri-Kansas-Nebraska-Wyoming-Idaho-Washington-Oregon
- 3 nights in Nebraska
- Day One: Omaha
- Day Two: Lincoln, North Platte, Kearney,
- Day Three: South Platte, Brule, Bridgeport, Scottsbluff

## ROCKY MOUNTAINS AND THE GREAT PLAINS



**HOT SPRINGS, SOUTH DAKOTA TO SCOTTS BLUFF NATIONAL MONUMENT, NEBRASKA**

Day 12  
Travel south to Nebraska, where your first stop is Chadron to tour the **Museum of the Fur Trade** at the **James B. Hargrave Trading Post**. Continue to Fort Robinson State Park, where Crazy Horse died in 1877 and the Cheyenne Outbreak happened in 1879. The spectacular scenery and herds of longhorn and buffalo make this destination worth further exploration. At **Scotts Bluff National Monument**, walk on parts of the original Oregon Trail. Drive to the summit of the bluff for breathtaking valley views of the **North Platte River**.

Accommodation: Scotts Bluff, Nebraska

**SCOTTS BLUFF NATIONAL MONUMENT, NEBRASKA TO ESTES PARK, COLORADO**

Day 13  
Depart Scotts Bluff and travel southwest to Cheyenne, Wyoming's capital, which is filled with Old West character. Visit the **Cheyenne Depot**, a 19th century railroad station that now houses a visitor center and interactive museum. Continue with a walking tour of downtown, making sure to stop at one of the many western wear shops to try on cowboy boots and hats. Eat lunch before departing for Estes Park, gateway to **Rocky Mountain National Park**.

Accommodation: Estes Park, Colorado

**INSIDER GUIDES**  
from VisitTheUSA

Scotts Bluff National Monument

# Brand USA & Nebraska-continued

Featured on Travelmole. Distribution to 43,000 trade and media.

Online newsletter that targets travel industry professionals in the UK

Focus on original destination content showcasing US destinations every week. 52 pieces of content

Educate and entertain with each edition of 'Brand USA Tuesday Tune In'

Itinerary each week that agents can also find on the Travel Trade website (<https://traveltrade.visittheusa.com/>).



## Tuesday Tune In



### **Itinerary – Rocky Mountains and the Great Plains** **Colorado, Wyoming, Montana, North Dakota, South Dakota, Nebraska**

**National Parks and Beyond**

Denver | Canon City | Vail | Grand Junction  
Rock Springs | Yellowstone National Park | Billings  
Medora | Rapid City | Hot Springs | Scotts Bluff | Estes Park





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# Partner Resources

## VISIT THEBRANDUSA.COM

TO DOWNLOAD COLLATERAL AND RESOURCES.

### Building on Success Brochure

An in-depth overview of Brand USA.

### Market Guides

Snapshots of represented markets, which include a breakdown of economic and international visitation trends.

### Market Profile Brochure

Infographic synopsis of Brand USA's market research study.





# MARKET GUIDES



## Market Facts



### Geography

China is the world's fourth-largest country (after Russia, Canada, and the United States), and the largest country situated entirely in Asia. Mount Everest, on the border with Nepal, is the world's tallest peak.

### Area

9,596,960 km<sup>2</sup>

### Climate

China has an extremely diverse climate, ranging from tropical in the south to subarctic in the north.

### Largest Metropolitan Areas



Photos: Temple of Heaven, Beijing (left); Guangzhou (right)  
Source: CIA World Factbook 2018

MARKET INFORMATION 2019 | 9

## Travel Trends



### International Travel Trends

#### Spending Trends: Exports (Millions of U.S. Dollars)

	2011	2013	2014	2015	2016	2017	2018
<b>Total Travel &amp; Tourism Exports</b>	\$13,925	\$21,624	\$26,398	\$30,711	\$33,907	\$35,300	\$36,352
<b>Travel Receipts</b>	\$11,877	\$19,244	\$23,717	\$28,102	\$31,446	\$32,772	\$33,796
<b>Passenger Fare Receipts</b>	\$2,048	\$2,380	\$2,681	\$2,609	\$2,461	\$2,528	\$2,556
<b>Change (%) in Total Exports</b>	36	19	22	16	10	4	3

#### Visitation Trends: Arrivals



Photos: The Leshan Giant Buddha, Sichuan (left); Shanghai (right)  
Source: U.S. Department of Commerce, National Travel and Tourism Office

12 | CHINA



# GET INVOLVED

We are always seeking rich deep, content from our partners that tell the story of American culture in images and words.

## Brand USA Social Media

Story ideas or events

Email [socialmedia@thebrandusa.com](mailto:socialmedia@thebrandusa.com)

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## Digital Asset Manager (DAM)

Open to receiving your destinations images and video

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## GoUSA TV - Long-form video

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## Support your state!

- ✓ Participate in state-led co-ops
- ✓ Participate in Fams



# Content Selection Guidelines

Regardless of whether it's is licensed, an original production, or sourced from partners, we need a singular focus on how we approach and evaluate content

- ✓ Prioritizes storytelling over destination information (story arc is important)
- ✓ Highlights uniqueness and builds a sense of place by featuring cultural elements such as food, music, identities, traditions, etc.
- ✓ Shares something completely new and unexpected, or shines a new light on something well-known
- ✓ And most importantly builds affection for the place and characters

**The best video content make us think:  
*"I want to go do that thing in that place with those people now."***



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# Trade Activities



# BRAND USA TRAVEL WEEK

## Europe 2020/21

**UK**

September 21 – 25, 2020

**Germany**  
2021

## India 2020

**Delhi**

October 5 – 9, 2020



# Trade Shows and Sales Missions

<b>October 1-4, 2019</b>	IFTM Top Resa (Paris)
<b>October 16-18, 2019</b>	ITB Asia (Singapore)
<b>October 24-27, 2019</b>	TEJ/JATA (Osaka)
<b>November 4-6, 2019</b>	WTM (London)
<b>November 8-11, 2019</b>	Festuris Gramado (Gramado, Brazil)
<b>March 4-8, 2020</b>	ITB (Berlin)

## TRADE SHOWS SUPPORTING VISIT USA COMMITTEES

<b>January 14-19, 2020</b>	Vakantiebeurs (Utrecht)
<b>January 15-19, 2020</b>	Matka (Helsinki)
<b>March 2, 2020</b>	Discover America Denmark

<b>March 31 – April 2 2020</b>	WTM (São Paulo)
<b>May 13-15, 2020</b>	ITB China
<b>September 2020</b>	IFTM Top Resa (Paris)
<b>September 21-25, 2020</b>	Europe Travel Week
<b>October 5-9, 2020</b>	India Travel Week

## SALES MISSIONS

<b>January 13-17, 2020</b>	Mexico
<b>February 20, 2020</b>	Australia/NZ B2B: Sydney
<b>March 23-28, 2020</b>	China
<b>June 2020</b>	Japan & South Korea



# Brand USA contact

## Erin Setter



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### Erin Setter

Manager, Partner Engagement

E: [ESetter@TheBrandUSA.com](mailto:ESetter@TheBrandUSA.com)

P: 202.888.0596

# THANK YOU



## Consumer

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## Travel industry

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GoUSA