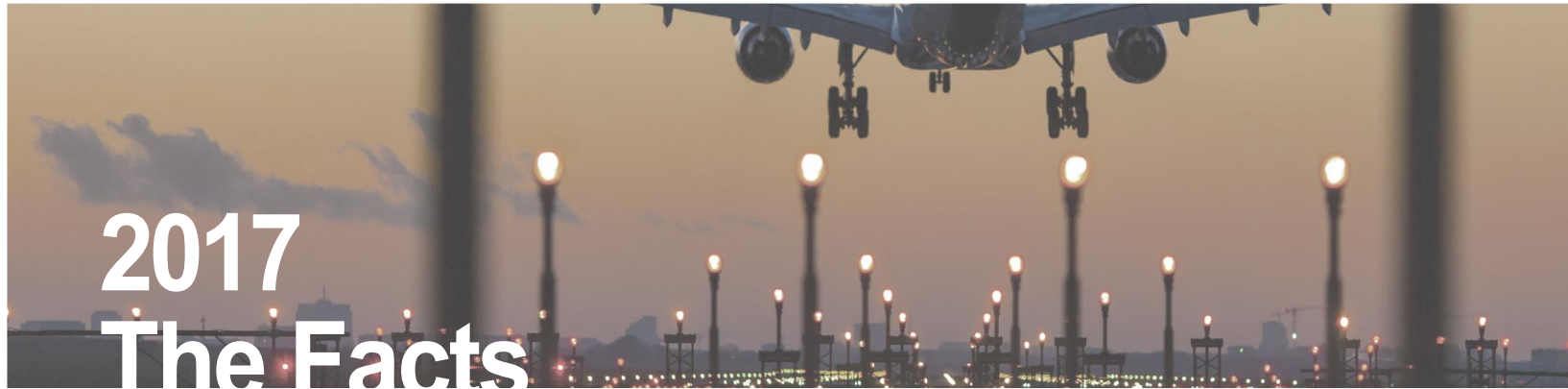




TRAVEL FUELS THE ECONOMY



Global Impact



2017 The Facts

3.0%

Global GDP growth in 2017 (WTTC)

4.6%

Travel & Tourism GDP growth in 2017 (WTTC)

10.4%

Travel & Tourism contribution to global GDP (WTTC)

313mn

Million jobs supported by Travel & Tourism (WTTC)

1/10

Jobs on earth are supported by Travel & Tourism (WTTC)

4.0bn

Air travellers in 2017 (IATA)

1.3bn

Travellers crossed international borders in 2017 (UNWTO)

Travel Powers the Economy and Enhances the Image of the USA

#1 Services Export

- 76 million international visitors spent \$245 billion
- \$84 billion trade surplus
- 33% of U.S. service exports - 11% of all U.S. exports

2.7% of GDP

- \$1.6 trillion in economic output
- \$141.5 billion in tax revenue

7.6 Million Jobs Supported by Travel

- 5.3 million direct; 2.3 million indirect
- Top 10 employer in 49 states and DC
- 1.2 million jobs directly supported by international travelers

International Visitation Enhances the Image of the USA

- 74% more likely to have a favorable view of the USA
- 61% more likely to support U.S. policies



Sources: U.S. Department of Commerce and the U.S. Travel Association; Image Research provided by Pew



BRAND USA

USA

VisitTheUSA.com

Brand USA

Statement of Purpose: Mission & Vision



Mission

Our mission is to increase incremental international visitation, spend and market share to fuel our nation's economy and enhance the image of the USA worldwide.

Vision

Our vision is to be the best in class national destination marketing organization—earning the USA the largest share of the global travel market and significantly contributing to job creation, GDP, export growth and tax revenues.

Statement of Purpose: Foundational Elements

Maximize and optimize ROI of Brand USA resources by deploying the right messages, through the right channels, in the right markets, at the right times and at the right investment levels

Add and Create Value by pioneering cooperative marketing platforms and programs that grow and leverage the USA brand in ways our Partners would be challenged or unable to do on their own



Promote the entirety of the USA with innovative marketing that supports all 50 states, the District of Columbia, and five territories to, through and beyond the gateways

Inspire, inform, welcome and thank travelers while accurately communicating vital and compelling information about visa & entry policies

Build and maintain trusted relationships with stakeholders worldwide through inclusive, proactive and transparent outreach with a commitment to compliance and integrity through words, actions and results

Contributions are Generated by Non-Taxpayer

\$14



Traveler from one of 38 Visa Waiver Program countries registers to visit the USA



\$4

ESTA Program Expenses



\$10

Travel Promotion Fund

Up to \$200 Million in Funding

**\$100 Million from
Contributors**



**\$100 Million from the
Travel Promotion Fund**

Over the past five years, Brand USA's marketing efforts have generated:

5.4 million
incremental visitors

\$17.7 billion
in incremental spending

more than

51,000

incremental jobs
supported each year

federal, state, & local taxes

\$5 billion

\$38.4 billion in total economic impact

more than

800

partners since
our founding



94%

partner program
retention rate in FY2017

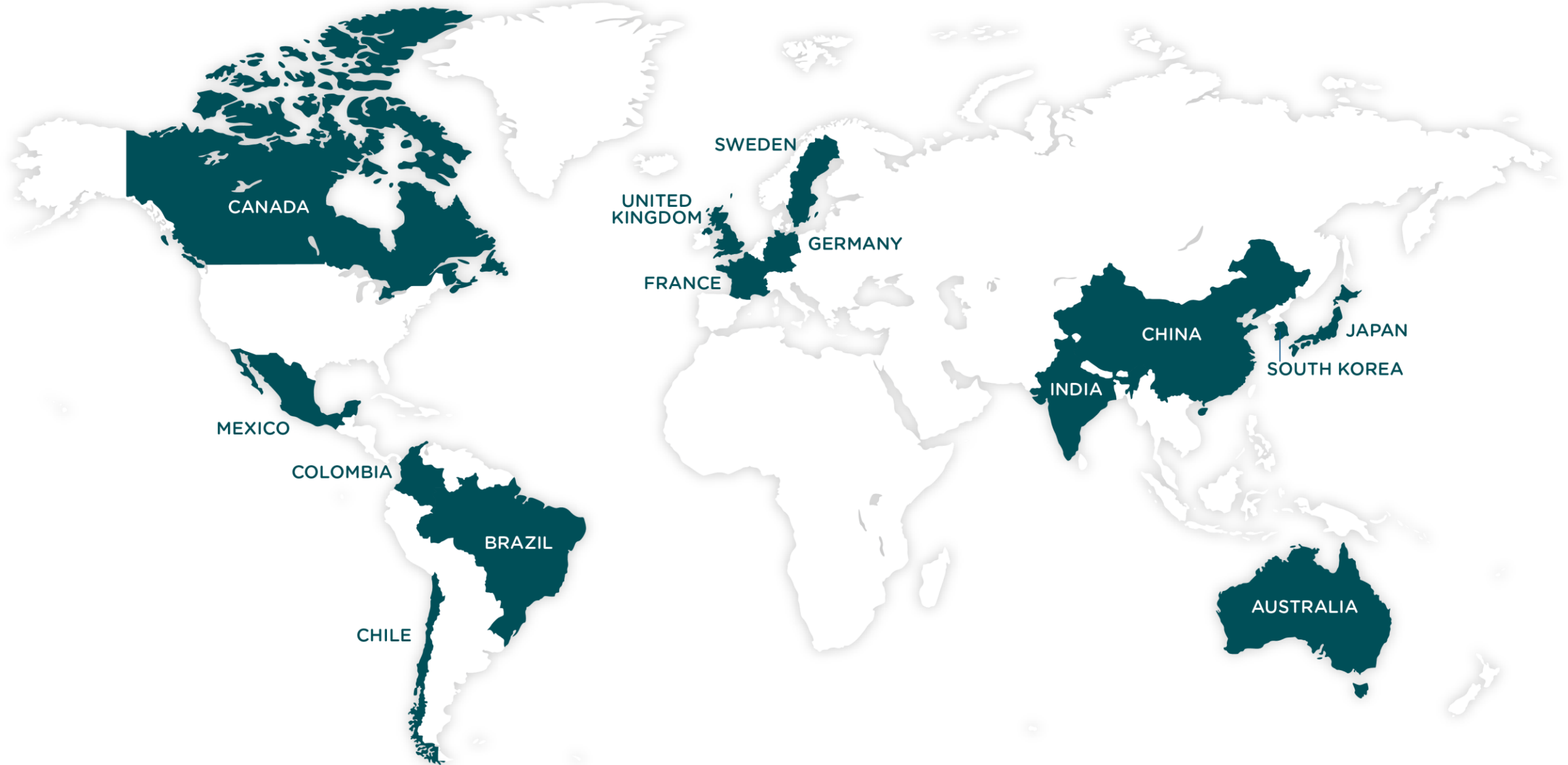


Visit
TheUSA
.com

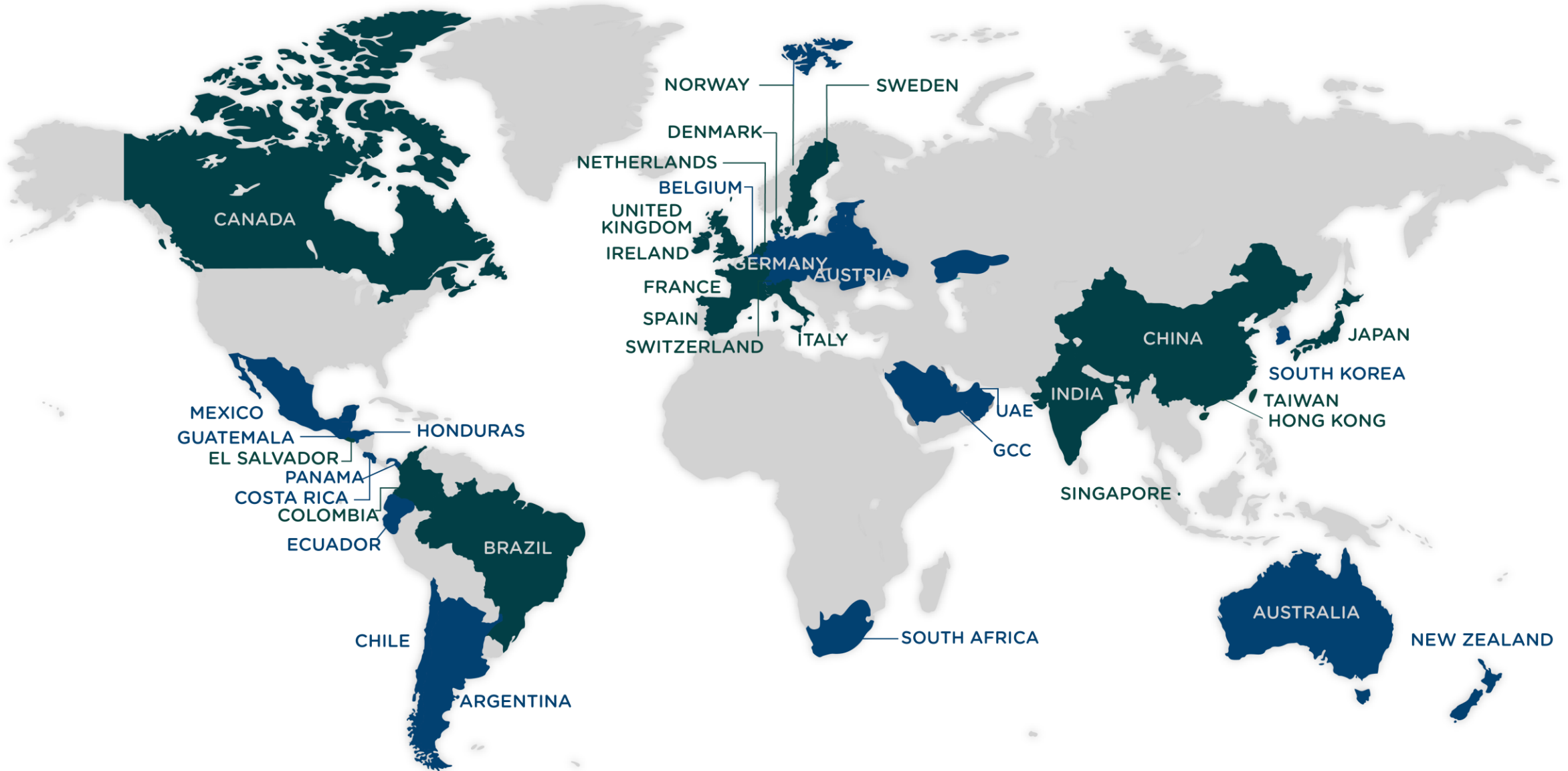
Hilton
Garden Inn

The USA Campaign

Consumer marketing campaigns in 14 markets that generate more than 80% of inbound travel to the USA



Marketing Initiatives in over 40 markets



Brand USA & Nevada



Brand USA

Marketing and Promotion

- Consumer
- Travel Trade
- Cooperative

➤ FY'19 Strategic Plan

WEST | NEVADA

HEAVENLY DEEP POWDER

Ski in abundant sunshine and enjoy the Nevada outdoors year-round.

Nevada boasts scenic ski slopes and more than 300 days of sunshine each year and - even better - Lake Tahoe ski resorts often stay open through April for a truly unique experience: try helicopter skiing in the fresh powder of the Ruby Mountains on a four-hour skydiving trip from Reno. Enjoy fresh powder perfect for skiing and snowboarding all season long. Nevada is much more than a winter playground. Drive just 30 minutes from the Las Vegas Strip to the rock climbing adventures at the Red Rock Canyon National Conservation Area. Cap your visit with a shopping trip to boutiques and outlet stores, or shop for authentic Western gear and American Indian crafts.




NEVADA A WORLD WITHIN. A STATE APART.

VisitTheUSA.com/nevada | travethenevada.com

USA

VisitTheUSAca Jan 04

So you've mastered the 🇨🇦 step dance but do you know how to salsa? Put away your winter boots and put on your dancing shoes for the @LatinDanceFest when you visit Reno, Nevada. #VisitTheUSA



GO HOME WITH MORE STORIES THAN SOUVENIRS

NEVADA A WORLD WITHIN. A STATE APART.

PLAN NOW ➤

4 TRAVEL USA

EL PASO TRAVEL

DON'T FENCE ME IN

WELCOME TO NEVADA

NEVADA A WORLD WITHIN. A STATE APART.

USA

VisitTheUSA.com

DON'T FENCE ME IN

NEVADA A WORLD WITHIN. A STATE APART.

Nevada Features

Visiting Journalist Program

- Mega Media Ventures

Brand USA Travel Trade

- UK MegaFam (May 2018)
- Australia MegaFam Finale (August 2018)
- Brand USA Sales Missions
- USA Discovery Program

Brand USA UK MegaFAM
-Lamoille Canyon



Market: Mexico

Publication: Tour Magazine

Visiting Journalist: *Héctor Fabio Rizzo*



VisitTheUSA.com



CONNECTED TV

GoUSA TV

In late-November 2017, Brand USA launched a connected TV app called “Go USA” on Apple TV, Roku and Amazon Fire.

Connected TV gives Brand USA and our partners the opportunity to deliver entertaining and engaging destination-based storytelling.



Creative not final.
Directional only.

Nevada Insider – Kelsey OwensSpace Whale



#AskALocal – Nevada



FY'19 Strategic Plan

Brand USA Originals

- Inspiration Guide
- Experience Pages
- Multi-Channel Programs
 - Australia & Canada
- STA Travel
 - Australia, Germany, & UK

Market Specific Programs

- UK: Digital Tour Operator Campaign
- Mexico: Televisa

Travel Trade

- USA Discovery Program
- Brand USA Missions & FAMs
 - India, Japan, South Korea, China
 - Australia MegaFAM

Other Programs

- Germany: Canusa
- India: Cox & Kings
- South Korea: TBD





Thank You!

Like/Follow/Share

Travel Industry

TheBrandUSA.com



@BrandUSA



BrandUSATV



BrandUSA

Consumer

VisitTheUSA.com



@VisitTheUSA



VisitTheUSA



VisitTheUSA



VisitTheUSA



VisitTheUSA

