



# WHAT'S NEW AT BRAND USA

Lt. Governor's Travel & Tourism Summit, Bartlesville, OK

September 17, 2015



# The Situation: A Lost Decade



**37%**

The United States' share of international arrivals dropped 37% (*from 17% in 2000 to 12.4% in 2010*)



**60  
Million**

Between 2000 and 2010, global travel grew by more than 60 million annually (*yet international visitation to the USA was flat*)

## The cost of the United States' loss of global market share?

78 million lost visitors  
\$606 billion lost spending  
\$37 billion lost tax revenue  
467,000 lost jobs

Source: U.S. Travel Association



# Travel Powers the U.S. Economy

## #1 Services Export

- 75 million international visitors (spending \$222 billion) in 2014
- 9.5 percent of total U.S. exports (the highest since 2001 when it was 8.9 percent)
- Supports 1.8 million jobs (directly and indirectly)
- Goal: 100 million visitors and \$250 billion by 2021



## 2.8% of GDP

- \$2 trillion in travel and tourism total sales
- \$855.4 billion direct plus \$1.1 trillion through other industries
- \$129 billion in federal, state, and local tax revenue
- International travel and tourism spending growing nearly three times faster than overall GDP growth

## 14.6 Million Jobs Supported by Travel (1 in 8)

- 7.7 million direct plus 6.9 million in other industries
- Top 10 employer in 48 states and DC

# Leadership Roles in the U.S. Travel Industry



**Brand USA**

## PROMOTE

- Lead the nation's global marketing effort to increase inbound travel to the U.S.
- Enhance awareness and the image of the USA as a diverse, exciting, and premier travel destination
- Create programs and platforms that add and create value for partners and support the National Travel and Tourism Strategy
- Work with the Federal agencies to develop programs to communicate U.S. entry and security processes and create a welcoming experience for international tourists

**Travel &  
Tourism  
Industry**

## ADVISE



**Department of Commerce  
Travel and Tourism Advisory Board**

Advise and provide policy recommendations to the Secretary of Commerce on issues affecting the U.S. travel industry

**U.S. TRAVEL  
ASSOCIATION**

## ADVOCATE

- As the leading voice of the U.S. travel industry, increase travel to and within the U.S.
- Advocate for and advance pro-travel policies and remove travel barriers
- Provide authoritative research and networking opportunities
- Communicate the positive widespread impact of travel to policy makers and the media
- Leverage the collective strength of everyone who benefits from travel to grow their business beyond what they can do individually

# Industry Defining Moments

**March 2010**

*Signing the  
Travel Promotion Act into Law*



**May 2014**

*Presidential Memorandum on  
Travel and Tourism*



**January 2012**

*National Travel &  
Tourism Strategy*



**December 2014**

*Reauthorization of Federal Funding  
for Brand USA*



# Brand USA Statement of Purpose

- Mission (purpose)
  - 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 (result)
  - 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



## Accomplishments in Brief

**2 million**  
incremental visitors

**\$6.5 billion**  
in incremental spending

**50,000** incremental jobs  
supported each year

Federal, state,  
& local taxes  
close to **\$2 billion**

Nearly **\$15 billion**  
in total economic impact

In partnership with

More than **500** partners

**94%** partner program  
retention



# MARKETING THE USA



**TOGETHER**  
We Are Marketing the USA!

## Market Prioritization: Consumer + Trade Focus

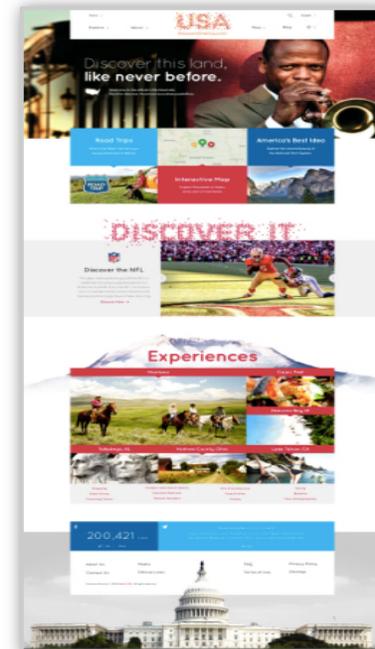
**Media mix may include broadcast, cinema, OOH, digital display, events, OTA media, paid search and paid social, sharing and ongoing trade emphasis**

- Canada
- Mexico
- China
- United Kingdom
- Brazil
- Japan
- Australia
- India
- Germany
- South Korea
- France
- Sweden
- Colombia
- Chile



# DiscoverAmerica.com and GoUSA.cn

- Digital Presence
  - **13** localized digital and social communities
  - **5.6 million** visits to DA.com in FY14
- GoUSA.cn & GoUSA.tw
  - Launched in August 2013 with **1+ million** visits every month
  - **Over 800K** social followers
- Engaged International Social Community
  - **5+ million** Facebook fans
  - **2 million average monthly** engagements on Facebook
  - **12.8 million** video views on YouTube



# Market Prioritization: Trade Focus

**Visit USA programs, trade shows, road shows, missions, fairs and/or training activities**

- Spain
- Hong Kong/Taiwan
- Italy
- Benelux region
- South America\*
- Nordic countries\*
- Austria
- Switzerland
- Southeast Asia\*
- Central America\*
- Gulf Cooperation Countries (GCC)\*
- South Africa
- Israel
- Hungary

*\* Select countries in each region*



# Trade Outreach Sales Missions



## India Mission

Sept. 6–11, 2015



## China Mission

Feb. 26–Mar. 4, 2016



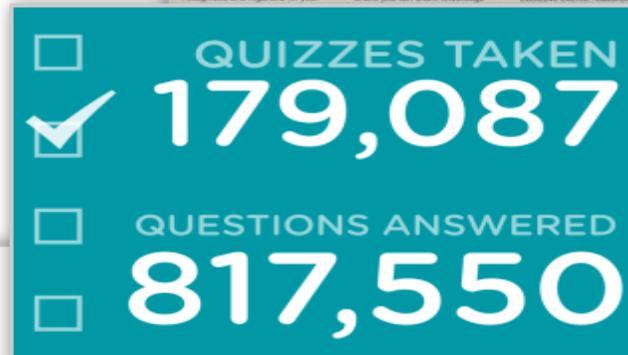
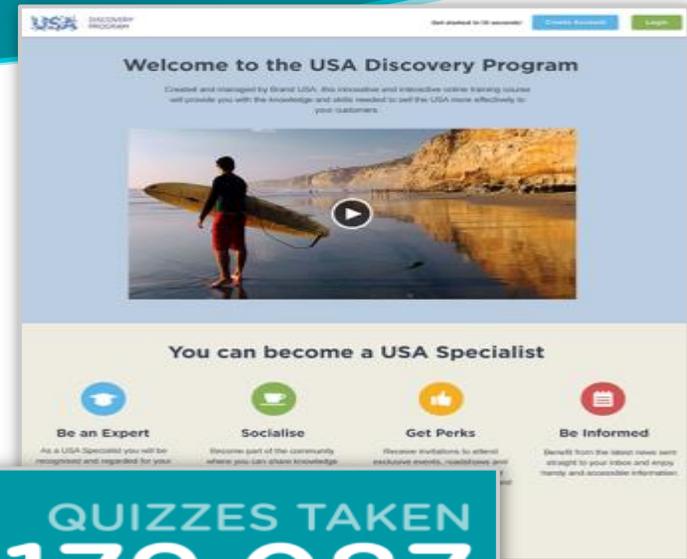
## Brazil Mission

Fall 2016



# Trade Outreach: USA Discovery Program

- Brand USA's official travel agent training site used by nearly 8,000 agents
- Live in Australia & New Zealand, India, UK & Ireland, and Brazil
- China – 2015
- Mexico, Nordics, France & Korea – 2016



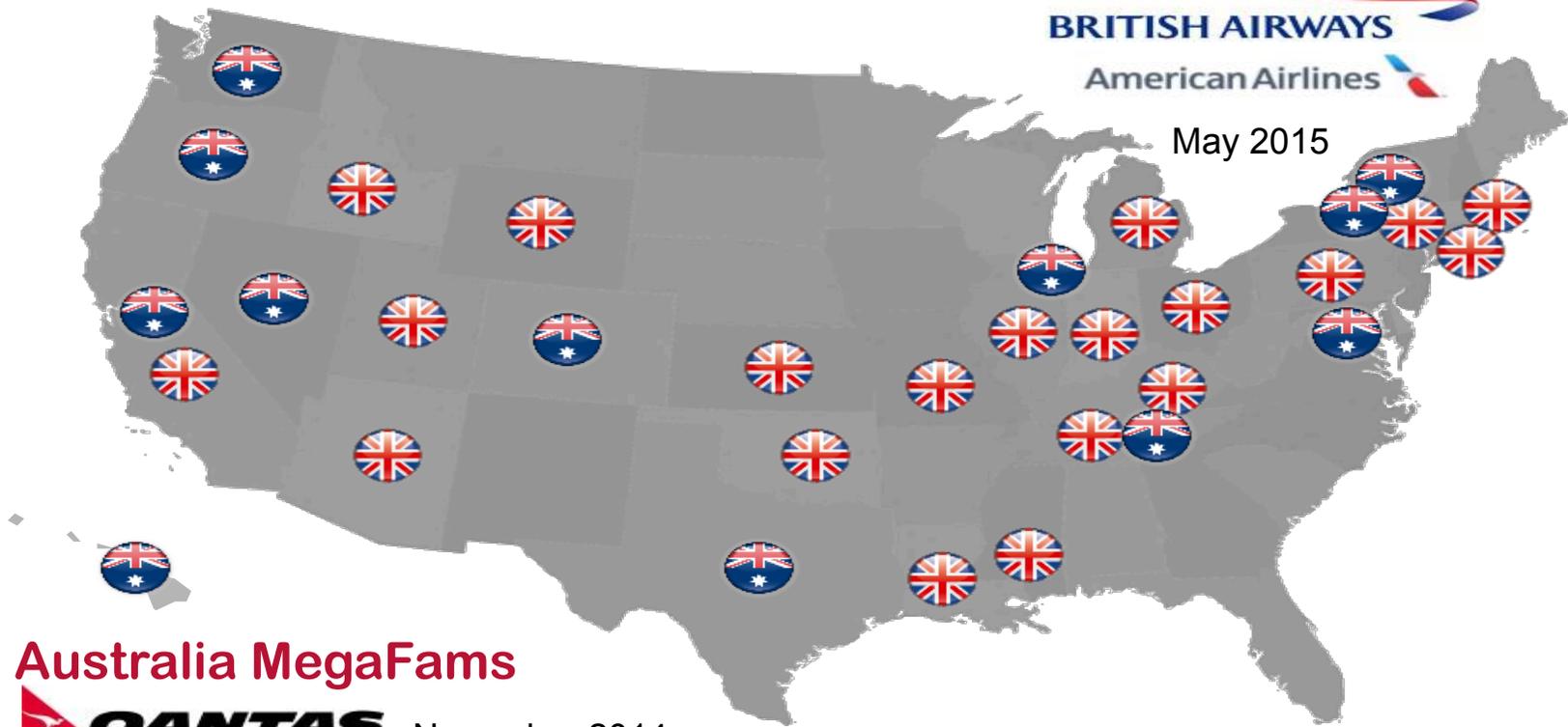
# Trade Outreach: MegaFam Trips FY15

## UK MegaFams

BRITISH AIRWAYS

American Airlines

May 2015



## Australia MegaFams



November 2014



March 2015



DiscoverAmerica.com



DiscoverAmerica.com



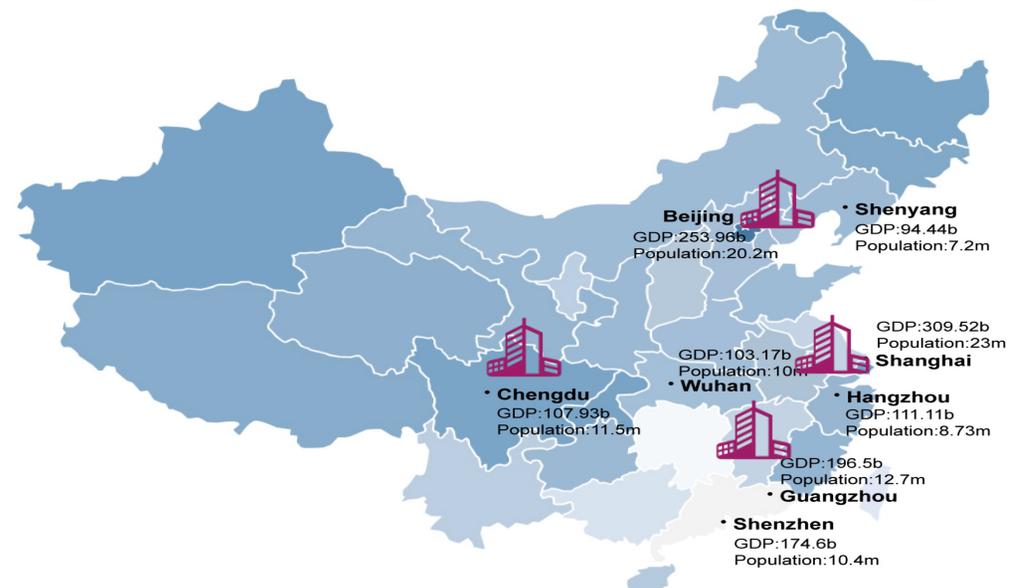
# ROUTES AND BOOTS .....



# Trade Outreach: Brand USA Market Specific China Market Entry Program



- In-Market Office and Staff
- Trade and PR
- Tradeshows, Sales Missions
- Travel Training Seminars
- Trade/Media Co-ops
- GoUSA.cn Website Promotion
- Social Media Campaigns
- Digital Advertising Package
- China Ready Seminars





# U.S. – CHINA TOURISM LEADERSHIP SUMMIT



# U.S. – China Tourism Leadership Summit



- Previously co-organized by the U.S. Travel Association and the China National Tourism Administration (CNTA)
- Opportunity to discuss mutually beneficial strategies of joint marketing and highlight a new era of Chinese-U.S. tourism cooperation
- Expecting approximately 150 delegates, 70 from China
- Premier Sponsors: Visit California and LA Tourism & Convention Board





# CULINARY STRATEGY



## Food Truck Nation

- Brand USA is a featured partner in the USA Pavilion at Expo Milano, presenting Food Truck Nation, which exemplifies the creative culinary revival of food trucks in small and large towns across the United States.



- Food Truck Nation anchors itself in the global conversation #TasteUSA, inspiring people to come experience the USA, one dish at a time.



# Urban Excitement

## Food Network Chef Vignettes Campaign

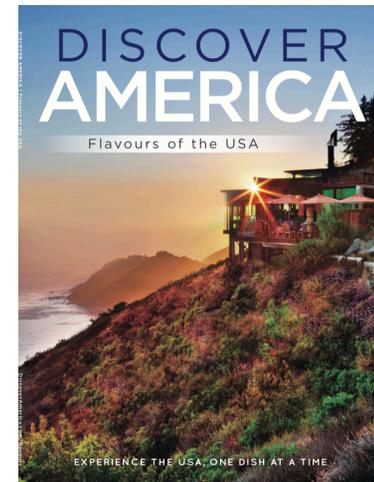
- As part of the Culinary Campaign launched in spring 2015, Brand USA has partnered with the Food Network. This partnership will align with a focus of showing the U.S. off as a diverse and distinguished culinary landmark within the world.
- The chef vignettes on Food Network International attracted 44% more viewers than the other commercial spots on Food Network International in the month of July.
- The campaign reached more people than any other campaign on Food Network International in the month of July.
- In total, the vignettes reached 1.85 million adults.
- On average, a person saw 5 vignettes, the highest of any spot on Food Network International in the month of July.
- Total impressions: 37.2M



# Urban Excitement

## 2015 Culinary Guide & Content Hub

- The *Flavours of the USA* culinary initiative, launched in May 2015, is amplified by celebrations at posts in key markets, visiting American chefs, a multi-week digital and social media push, media outreach, culinary programming and cooperative marketing events at Expo Milano 2015, and much more.
- 30 partners participated
- There were 67 pieces of original, custom content created for partners on the Culinary Hub and 136,000 engagements on the hub tied to partner content since July 1
- Currently, we have a social media culinary campaign in progress (ends in Sept) with 53.3 million digital impressions in UK and Canada to date



# Oklahoma on Flavors of the USA



FLAVORS of the USA



HOME > EXPLORE USA DESTINATIONS > THE SOUTHWEST > OKLAHOMA

## OKLAHOMA



Where the Southwest  
and the Southeast  
Flavors Meet



# Flavors of the USA INSTAGRAM



**travelok** Have you tried The Vault in #Tulsa? This #restaurant and bar has a 1950s #vintage feel and incredible #food made from fresh ingredients. It is housed in a unique building that was originally the First National Auto Bank.

**fortheloveoftulsa** @thevaulttulsa

**wichitamountainstrailguide** .

**currentland** We love @thevaulttulsa 🍴

**katylope** @caybrand

**k\_boyd** @james\_eagleton918

**anitawilliams** @taramarie1217  
@emilywilliams29

**sockweasel** @burlaptweedlumberjack

@jonden @dittejuul This looks good!!

**trikawall** @mrmattweis





# DISCOVER AMERICA FEATURING PETER GREENBERG



★ DISCOVER ★  
**AMERICA**



# GREAT OUTDOORS





MacGillivray Freeman's

# NATIONAL PARKS ADVENTURE

PRESENTED BY  
 **Exedia**  
MediaSolutions

**USA** Discover  
America  
.com

# National Parks Adventure

- Narrated by Robert Redford
- Multi-million dollar partnerships
  - Global: **Expedia Media Solutions**
  - Domestic: **REI (Recreational Equipment, Inc.)**



- World premier will be held in Washington, D.C. on February 10, 2016, followed by premiers in-market in key international markets
- Marketing communications tool kits to be provided to Brand USA partners once theater schedule is finalized



# America. The Beautiful.

- Eight half-hour episodes produced by MacGillivray Freeman Films and the Travel Channel
- Narrated by Robert Redford
- Airing domestically through August
- Airs internationally in the UK starting in October 2015
- Showcases the country's national parks and natural wonders
- Series supports the overall great outdoors campaign including the big screen film



Courtesy of the Travel Channel





# Oklahoma and the Great Outdoors

## OKLAHOMA



### Wrangle Your Next Adventure In Cowboy Country

To visit the USA where the buffalo roam and the cowboys call home, plan a trip to Oklahoma. Sitting atop Texas, Oklahoma remains a land devoted to memories of the Wild West, with rolling grasslands interrupted only by herds of cattle and legendary Route 66.

Site mentions several of Oklahoma's state parks best for horseback riding-- including Devils Den State Park and Beavers Bend State Resort Park

It also highlights the parks best for rock climbing including Robbers Cave State Park and Red Rock Canyon State Park

Robbers Cave State Park has it's own page on the site.



# Marketing The Welcome



# Market the Welcome

## Arrival Hall Package for Airports, Embassies, and Destinations

- **Out of Home Elements**
- **Marketing and Entry Process Materials**
- **Video Components**

### Installed or distributed through:

- International Arrival Halls
- In-flight Video
- Partner, Airport, Embassy, ESTA, and Federal Websites Abroad
- DiscoverAmerica.com, TheBrandUSA.com
- Digital Channels
- Consular Areas of Embassies



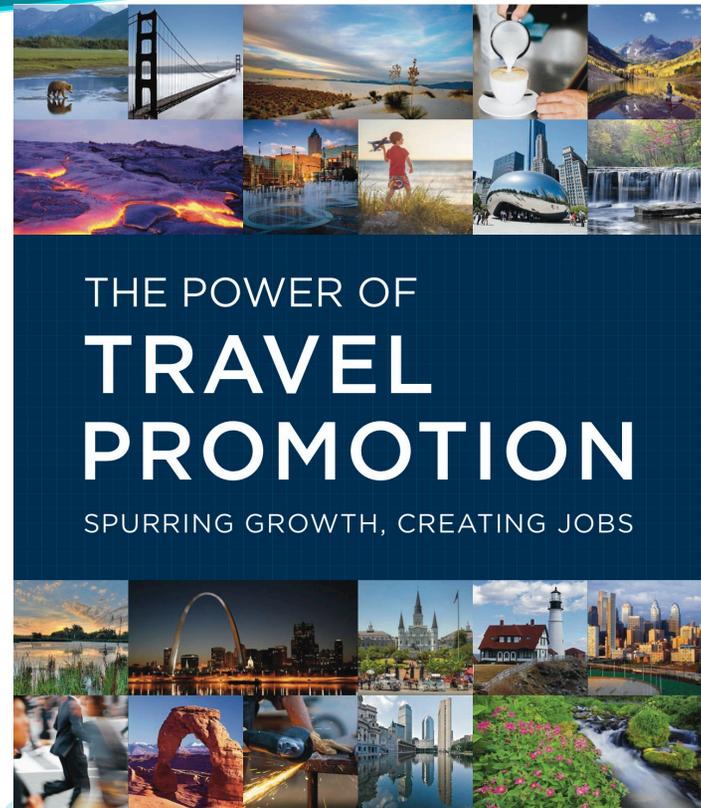


THANK YOU!



# The Power of Travel Promotion

- Travel and tourism is a cash-generating machine for state and local governments.
- In 2012, travel generated \$129 billion in tax revenue to government at all levels and \$58.4 billion to state and local governments.
- That is enough to pay the wages of every firefighter and police officer in the country.



## THE POWER OF TRAVEL PROMOTION

SPURRING GROWTH, CREATING JOBS

U.S. TRAVEL  
ASSOCIATION

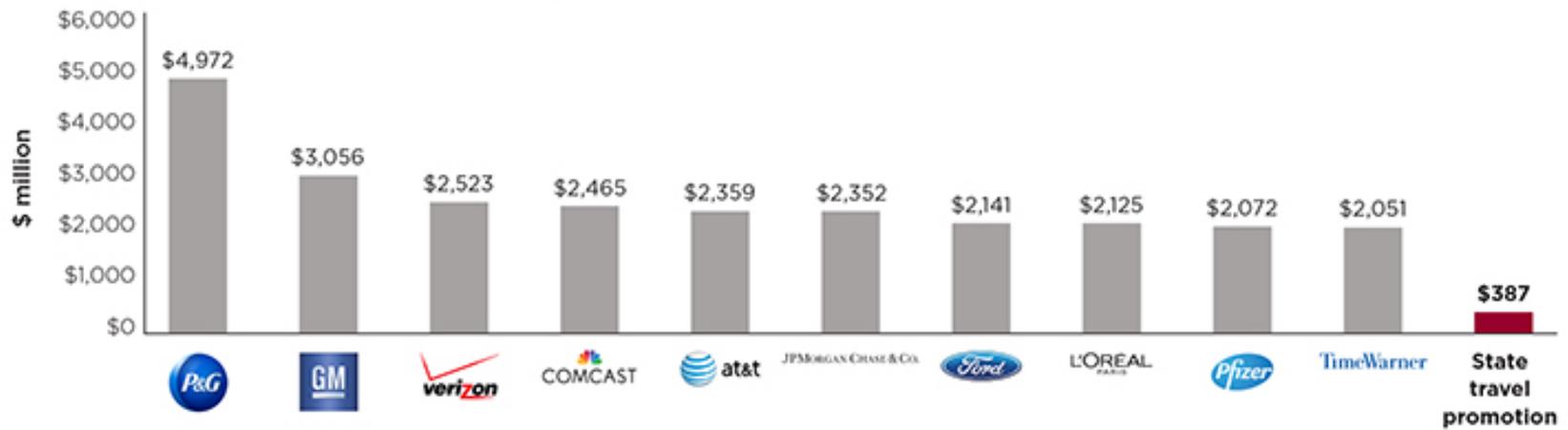


erica.com

# The Power of Brands



### Companies Spend Billions Promoting Their Brands



SOURCE: Advertising Age and U.S. Travel Association, 2011.



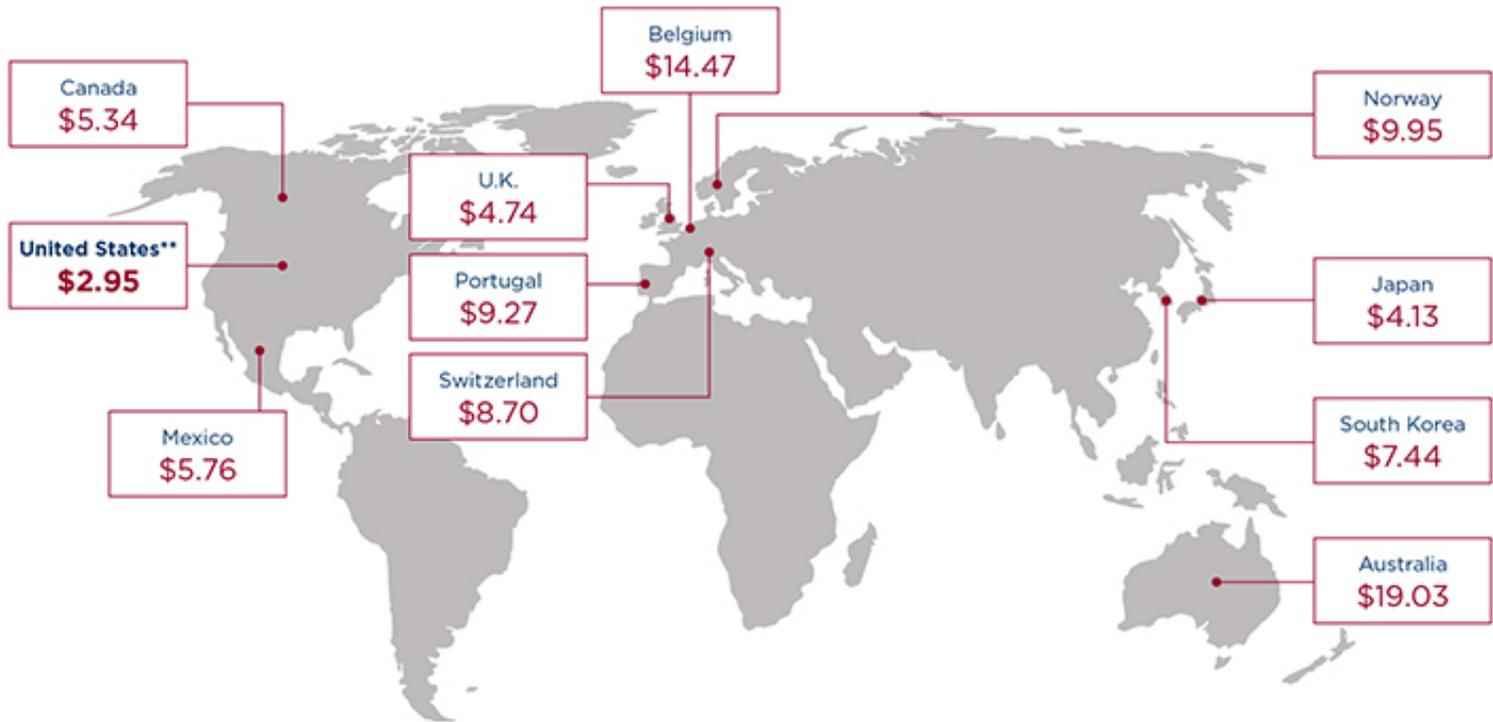
## Promotion Boosts ROI

Pepsi in 2012 boosted their advertising budget by 50 percent due to losing valuable market share to Coke.

This was due to cutting its advertising budget from 2004 to 2010



## U.S. Travel Promotion Investment Lags Behind Many Other Countries (Spending Per Overnight Visitor\*)



SOURCE: Oxford Economics and UNWTO, 2012; U.S. Travel Association, 2013

\*2012 is preliminary data. \*\*Based on 2013 forecast.

# Travel Drives America's Economy

In 2012, spending in various industries directly linked to travel – including transportation, lodging, food services, amusement parks and recreation, travel management and retail – generated \$855.4 billion in direct economic output.

When indirect and induced effects are included from the travel industry's spillover to other industries – ranging from utility and energy companies to manufacturing and local farms – travel's total impact on the U.S. economy reached \$2 trillion.

Linked to many other industries, travel generates additional demand throughout the economic supply chain, boosting job skills and spurring investment in other industries indirectly related to travel.



# Jobs Dependent on Travel and Tourism

Nationwide, 14.6 million Americans – or one in eight in the private sector – are employed in jobs dependent on travel and tourism.

Travel is a top 10 employer in 48 states and the District of Columbia. Unlike jobs in industries such as manufacturing and information technology, travel jobs cannot be shipped overseas.



## Travel=Jobs

Of the 5.6 million Americans working part time while pursuing higher education, nearly one-third, or 1.8 million workers, work in the travel industry.

More than half of all travel industry employees--a total of four million workers—earn middle class wages or higher.

Two out of five workers who first took a job in the travel industry are earning more than \$100,000 per year.



## A Major Job Creator, Leading The Recovery

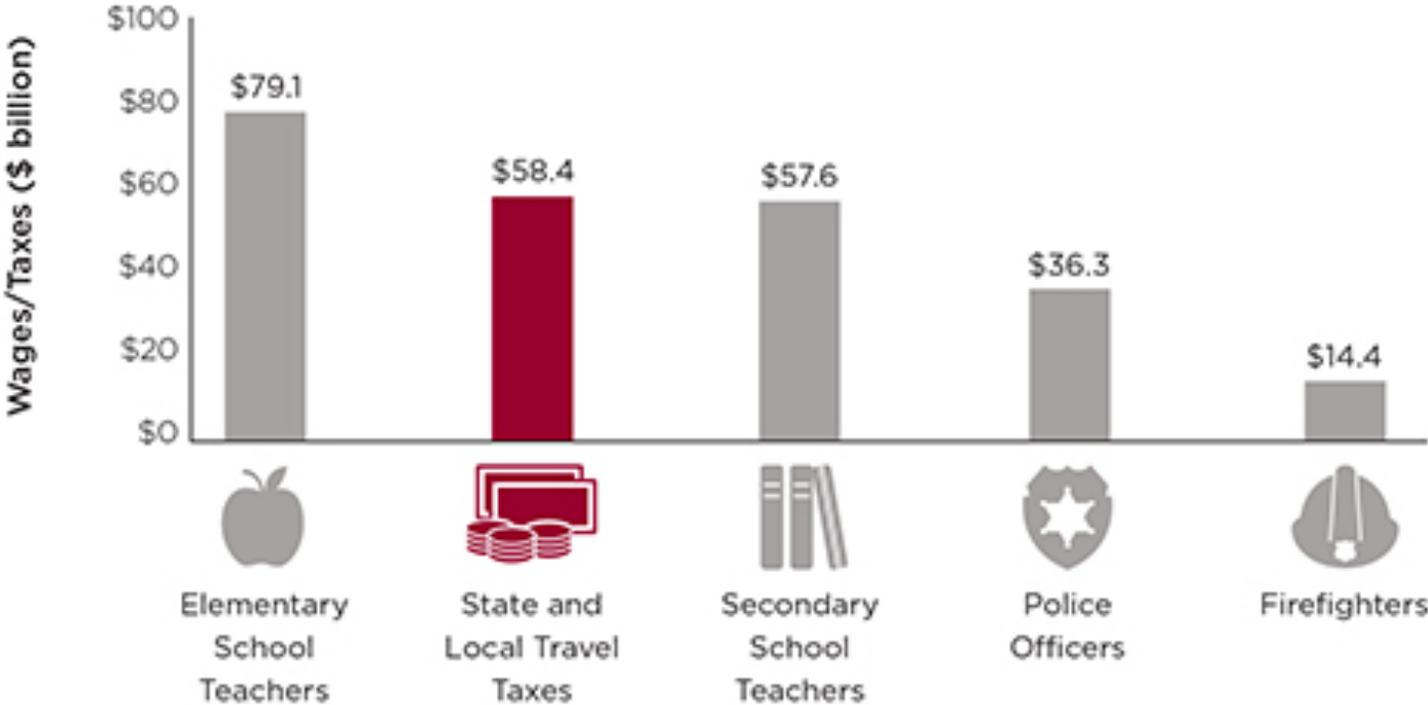
Since the employment recovery began in March 2010, the travel industry has created more than 800,000 new jobs (as of October 2014), making up 93 percent of the jobs lost during the recession compared to 74 percent for the rest of the economy.

Travel industry continues to outpace the rest of the U.S. economy when it comes to adding jobs.

As of October 2014, the travel industry added jobs at a 40 percent faster rate than the rest of the economy since early 2010.



# Travel Taxes Finance Essential Public Services

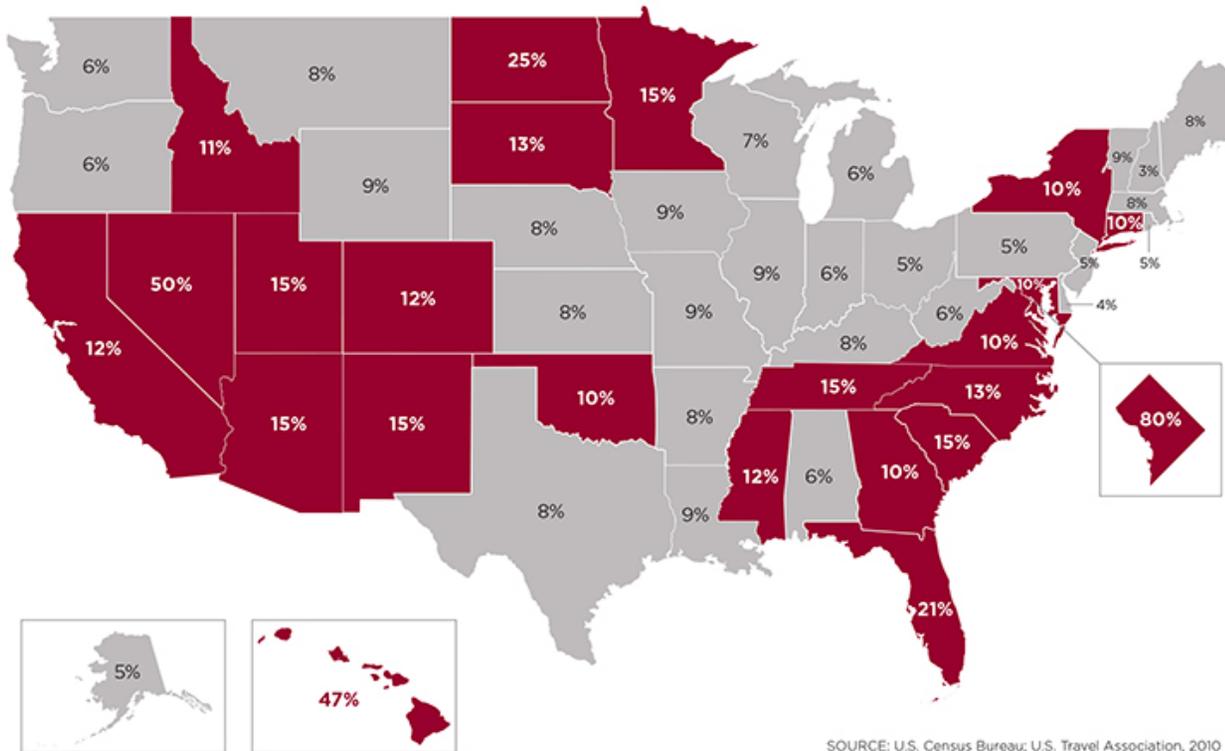


SOURCE: Bureau of Labor Statistics, 2011; U.S. Travel Association, 2012



DiscoverAmerica.com

**Travel Taxes Educate Our Children**  
 (Percentage of K-12 public school students educated by state and local taxes)



SOURCE: U.S. Census Bureau; U.S. Travel Association, 2010

# Travel Destinations Spur Economic Development

Developing a region's travel-related assets, serves a dual purpose of attracting both more visitors and more businesses.

A 2013 survey of corporate executives showed that more than one-fifth cited "quality of life concerns" as the primary reason for the need to relocate a facility, ahead of factors such as healthcare costs, poor infrastructure and labor availability.



# Travel Destinations Spur Economic Development

*Forbes* includes cultural and recreational opportunities among other critical factors, such as job and income growth, when ranking its “Best Places for Business and Careers.”

Young professionals, in particular, heavily favor locations offering diverse activities – such as outdoor recreation, arts and cultural attractions – when deciding where to start their careers.



## Case Study: Finger Lakes, New York

Corning Incorporated had a problem attracting top talent.

Invested to enlarge and enhance The Corning Museum of Glass, turning it into a prime cultural attraction

3 counties & Corning joined forces promoting the wine country

2012 ROI Study showed \$44 in trip spending for every \$1 invested in marketing.



## Stowe, Vermont: Stowe's Slopes Entice Innovative Business

Utility Risk Management had a hard time attracting talent needed to grow to the next level its mid-Atlantic location.

Wanted a new location that would appeal to the high-tech talent pool from which they hired

The company believed that Stowe's slopes and amenities would appeal to potential employees



# Experience-Based Messaging Platform



# Flavors of the USA



## TRAVEL PROMOTION'S VIRTUOUS CYCLE





THANK YOU

