Nick Mattera
Senior Director, Consumer Marketing
Brand USA
Many Voices – Telling the Story of the USA Through Film
Brand USA mission:
Increase INCREMENTAL international visitation, spend and market share to fuel our nation’s economy and enhance the image of the USA worldwide.

Over the past six years, Brand USA’s marketing efforts have generated...

- **900+ partners** (with a 94% retention rate)
- **6.6 million** incremental visitors
- **$21.8 billion** incremental spending
- **$6.2 billion** federal, state & local taxes
- **$47.7 billion** total economic impact
- **nearly 52,000** incremental jobs supported each year
TRAVEL TRADE & MEDIA OUTREACH

Italy Familiarization Tour of Wisconsin
Locations Visited:
• Red Cliff Band of Lake Superior Chippewa
• Lac Courte Oreilles Band
• Lac du Flambeau Band
• Forest County Potawatomi
• Sokaogon Chippewa Community
• Menominee Indian Tribe of Wisconsin
• Stockbridge Munsee Band of Mohican Indians
  • Oneida Nation

Coming Soon: 2020 Journalist and Tour Operator Familiarization - Alaska
In 2019, the average consumer will spend 6 hours and 35 minutes each day with Digital.

- eMarketer 2019 Trends Report
According to Facebook, the average user scrolls through over 300 feet of content daily in their Facebook and Instagram feeds.
OUR MANY VOICES PLATFORM

Take the scenic route.
Stop for storytellers.
Search for the best piece of pie.
Sing your heart out.
Relax. Enjoy.

We are the USA. A collection of places and experiences whose spirit is found in its diverse range of people. We’re here to guide you, to help you discover that behind every mountain, every skyscraper, whether on the fast lane or a country road, there are many voices who are happy to guide you.
BRAND USA’S CORE CONSUMER PLATFORMS

United Stories  GoUSA TV Network  Giant-screen Films
UNITED STORIES

UNITED STORIES: SOUTH DAKOTA
FEATURING: CRAZY HORSE MEMORIAL

UNITED STORIES: FLAGSTAFF, ARIZONA
FEATURING: HOPI ARTIST DUANE KOWAYENA
UNITED STORIES: HILO, HAWAII
FEATURING: SURFER CLIFF KOPONO

UNITED STORIES: WASHINGTON, D.C.
FEATURING: THE NATIONAL MUSEUM OF THE
AMERICAN INDIAN
COMING SOON: UNITED STORIES: NEW MEXICO
FEATURING: ACOMA PUEBLO
Filming: September 2019
GoUSATV – Spirit Song

A film by Citizen Brando & Story Lab

Spirit Song

October 12

GIANT SCREEN FILM

Into America's Wild

In Theatres February 2020

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