



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



ROI Data Source: Oxford Economics



Wisconsin Italian Journalist and Tour Operator FAM – 2019

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

310"

According to Facebook, the average user scrolls through over 300 feet of content daily in their Facebook and Instagram feeds.



VIDEO IS KING, BUT WHY?



Video posts receive 258% more engagement than link posts.



Viewers retain 95% of a message when watched in a video, versus 10% via text.



Video marketers achieve a 54% increase in brand awareness.

BRAND USA'S MANY VOICES STRATEGY

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 MANY VOICES STRATEGY

TELLING A COMPELLING STORY



SELF DISCOVERY



FALLING IN LOVE



FRIENDSHIP



ADVENTURE



ACHIEVEMENT

----- SENSE OF PLACE -----

BRAND USA'S CORE CONSUMER PLATFORMS

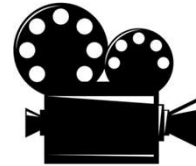
United Stories

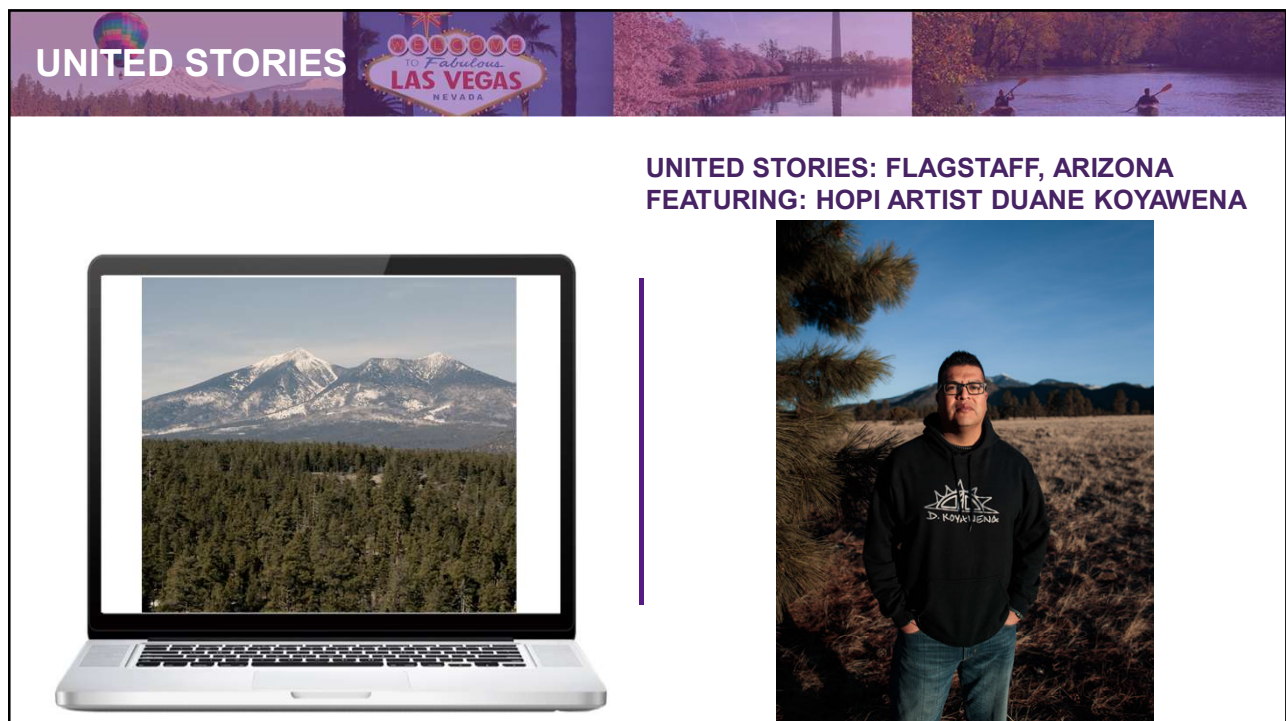
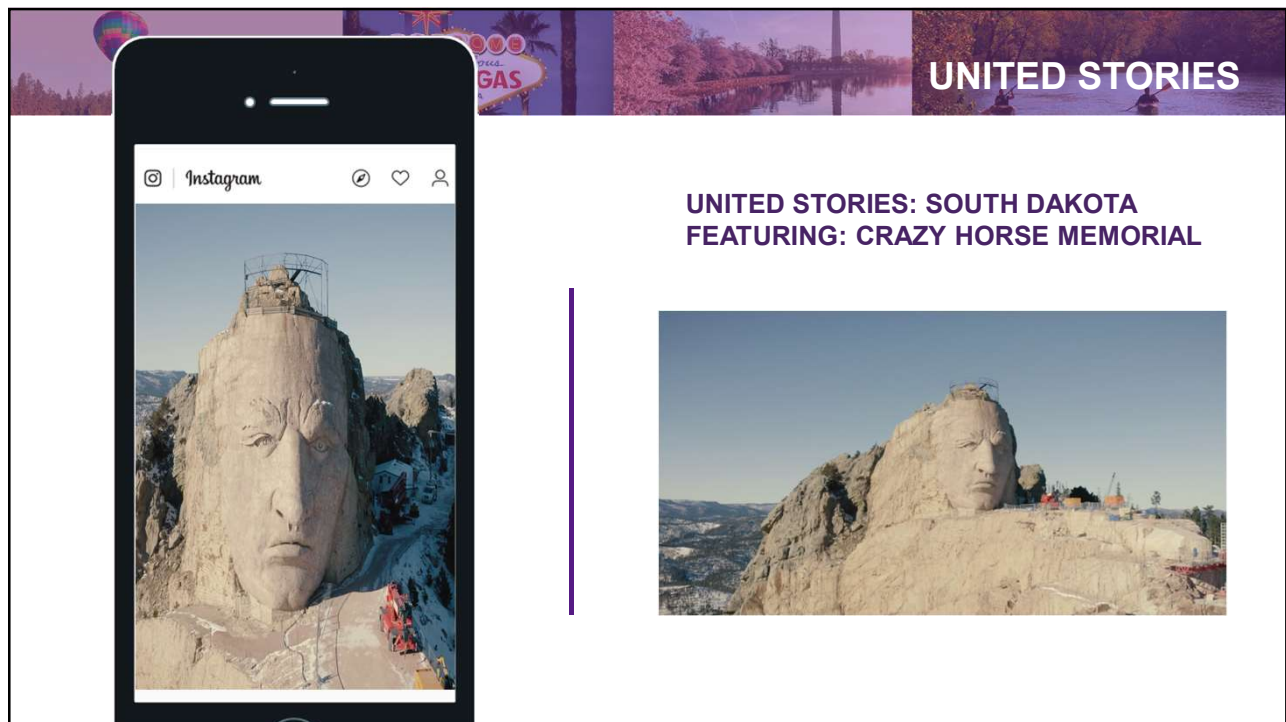


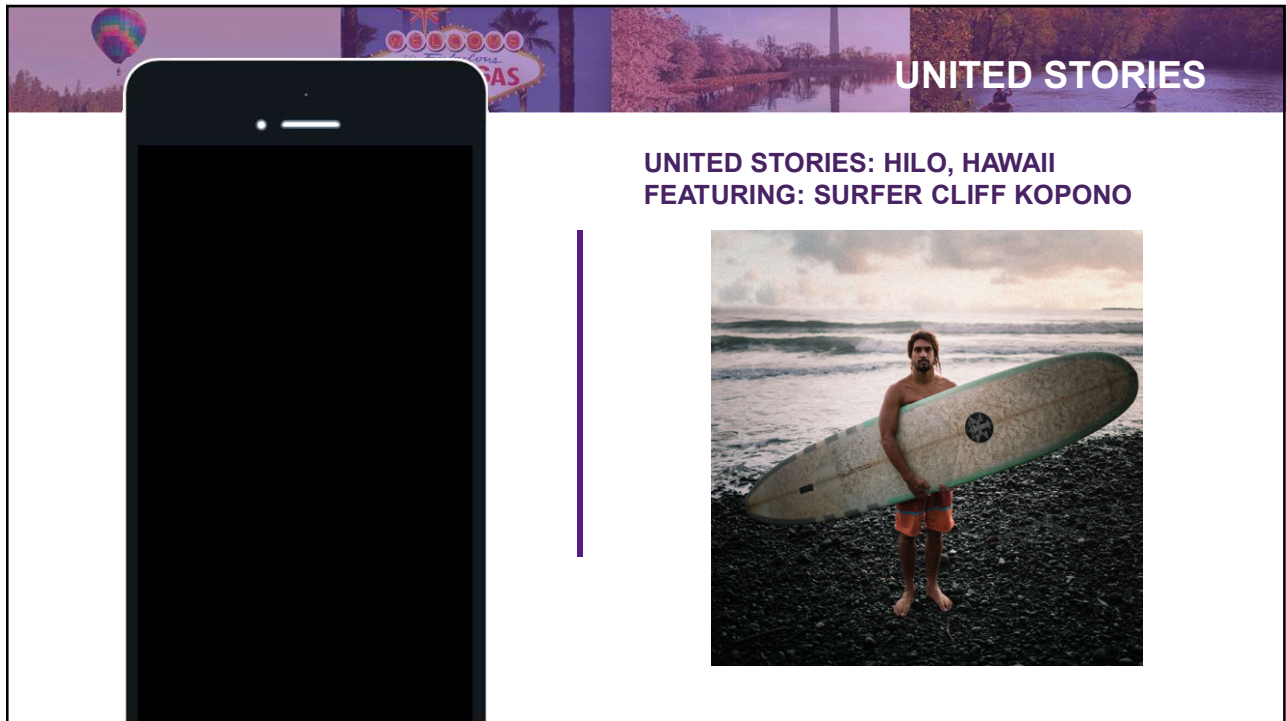
GoUSA TV Network



Giant-screen Films



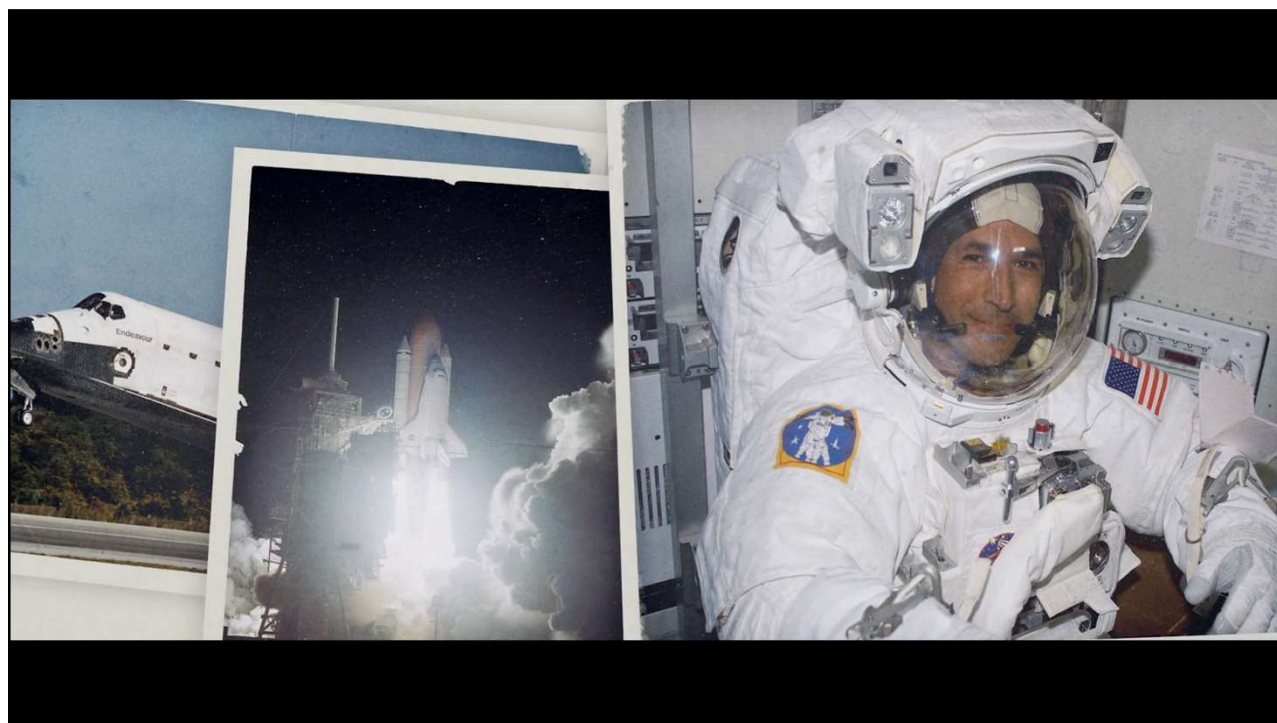









**COMING SOON: UNITED
STORIES: NEW MEXICO
FEATURING: ACOMA
PUEBLO**
Filming: September 2019






























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Thank You