



ANNUAL MEETING OF THE BOARD OF DIRECTORS

November 15, 2023 | 10 a.m. – 12 p.m.

CHAIR OPENING & MEETING AGENDA



Todd Davidson
Chair
Brand USA Board

- Call the meeting to order
- Approve the meeting minutes from July 26, 2023*
- CEO Report
- FY2023 Preliminary Close
 - Financial Report
 - Marketing Report
- FY2024 Launch
- Governance and Nominating Committee*
 - Vote on Officers and Committees
- Adjourn



Chris Thompson
President & CEO
Brand USA

CEO REPORT

- FY2023 Preliminary Close
 - Financial Report
 - Marketing Report
- FY2024 Launch
 - Marketing Report

The logo consists of the letters 'USA' in a white, pixelated font, set against a solid blue square background.

VisitTheUSA.com

Brand USA

A photograph of a campsite at night. Several large, conical tepees are illuminated from within, casting a warm orange glow. The sky is dark and filled with stars, with the Milky Way galaxy visible. In the foreground, there are wooden structures and signs, including one with a wheelchair accessibility symbol.

FY2023 Preliminary Close

FINANCIAL REPORT



Elliott Ferguson
Treasurer



Donald Richardson
Chief Financial, Diversity
& Inclusion Officer

- FY2023 Financial Preliminary Close
- Discussion / Q&A

FY2023 PRELIMINARY YEAR-END FINANCIAL HIGHLIGHTS

(As of September 30, 2023. All figures are preliminary.)

- **Revenue**
 - Total Revenue: \$163.3M
 - Cash Contributions – \$52.7M
 - In-Kind Contributions – \$110.1M
 - Sponsorships and Other – \$0.5M
- **Expenses**
 - Total Program Expenses: \$184.8M
- **Cash**
 - Cash Reserves are strong
- **Travel Promotion Fund**
 - \$114.2M submitted for ESTA match to the U.S. Department of Commerce.



Staci Mellman
Chief Marketing Officer



Cassady Bailey
VP, Partner Engagement
& Marketing



Aaron Wodin-Schwartz
Chief Corporate Affairs
Officer

MARKETING REPORT

- FY2023 By The Numbers
 - Performance Against Objectives

FY2023 BY THE NUMBERS



24.75B+

Media Impressions



801K

TikTok Followers



126K

International Survey Respondents

GoUSA TV

99.7M

Minutes Watched



50+

Countries



68

Episodes Created



350+

Earned Media Stories



88

Tour Operator Co-Ops



28,889

Agents Trained



361

Destinations Featured



796

Attendees at Travel Week



1,333

Total Partner Participation

FY23 BY THE NUMBERS



24.75B+

**Media
Impressions**

FY23 BY THE NUMBERS



801K

**TikTok
Followers**

FY23 BY THE NUMBERS



126K

**International Survey
Respondents**

FY23 BY THE NUMBERS

GoUSA_{TV}

99.7M

Minutes Watched

FY23 BY THE NUMBERS



50+
Countries

FY23 BY THE NUMBERS



68

**Episodes
Created**

FY23 BY THE NUMBERS



350+

**Earned
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**Tour Operator
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FY23 BY THE NUMBERS



28,889

**Agents
Trained**

FY23 BY THE NUMBERS



361

**Destinations
Featured**

FY23 BY THE NUMBERS

 **BRAND USA
TRAVEL WEEK**

796

**Attendees at
Travel Week**

FY23 BY THE NUMBERS



1,333

**Total Partner
Participation**

FY2023 PARTNER PARTICIPATIONS OVERVIEW

Preliminary Final Totals For FY2023***



1,333

TOTAL
PARTNER
PARTICIPATIONS*



282

ACTIVE
PARTNERS**



3.79

AVERAGE
PARTICIPATIONS
PER PARTNER**



59

UNIQUE
PROGRAMS
AVAILABLE



8

FIRST TIME
CONTRIBUTORS/
PARTICIPANTS

* includes General Media participations, Affinity programs, custom programs, Partner Marketing Programs, Trade activities

** includes custom programs, Affinity programs, Partner Marketing Programs, and Trade activities

*** campaigns ending towards the end of FY2023 have not been reported on yet; therefore, these numbers are not wholly representative of full impact

FY2023 PROGRAM OVERVIEW

Preliminary Final Totals For FY2023****



765

CAMPAIGNS
LAUNCHED*



2.5B+

IMPRESSIONS
DELIVERED**



19

MARKETS WHERE
CAMPAIGNS RAN*



\$172M+

ATTRIBUTABLE
BOOKINGS
MEASURED***

* includes General Media participations, Affinity programs, custom programs, Partner Marketing Programs, Trade activities

** includes custom programs and Partner Marketing Programs

*** includes Multi-Channel campaigns and ITG campaigns

**** campaigns ending towards the end of FY2023 have not been reported on yet; therefore, these numbers are not wholly representative of full impact

CONSUMER MARKETING

	Goals	End of Year Status
Social + Digital	Grow brand awareness and consideration	Social campaigns delivered +4.2 pp, +2.8 pp, and +2.6 pp above baseline levels on ad recall, favorability, and intent to visit, respectively. <i>(Brand Lift Studies results in key markets).</i>
	Increase content engagement (+200%) and follows (+10%).	Content engagement up 24,900%; Follows up 4%.
	Develop 1200+ pieces of content with local market relevance	2,413 total posts deployed in FY2023 Exceeded goal by 100%
Influencers	Host 60+ influencers across the USA	53 influencers hosted in FY2023. (7 short of our original goal due to increased focus on the partner program)
	Increase impressions and reach (+100% YoY)	266.3M impressions in FY2023 (overall impressions were a decrease from FY2022 due to a strategic shift to prioritize content creators over influencers with reach)

CONSUMER MARKETING

	Goals	End of Year Status
Earned Media	Leverage storytelling pillars to spotlight lesser-known destinations	Earned 350+ pieces of coverage from global releases <i>(YTD)</i>
	Release quarterly “What’s Happening in the USA” guide	Issued 3 quarterly releases. Next issue will be disseminated in December The guides have served as a source of inspiration for press coverage, individual press trips, listicles, news items, and features.
	Facilitate individual and group press trips.	Organized 5 group press trips and facilitated connections between over 20 journalists and multiple U.S. destinations <i>(LA, Kentucky, Lake Charles, Rhode Island, Sante Fe, Nashville, Memphis, Jackson, Wyoming)</i>

CONSUMER MARKETING

	Goals	End of Year Status
Content	Increase web visits (+25%)	332% increase YoY (Oct. 1, 2022 – Sept. 30, 2023) <i>excluding USA</i>
	Increase distribution of GoUSA TV to 5 new platforms and in 5 new countries	GoUSA TV is on 5 new platforms – MX Player, Rlaxx, Rewarded TV, Free Movies+ (OTT Studio), TeleUp (also expanded to additional countries on Samsung TV Plus and LG Channels) Launched in 21 new countries – Australia, Canada, Mexico, Denmark, Norway, Finland, Switzerland, Austria, Portugal, Belgium, Luxembourg, Colombia, Chile, Iceland, Nigeria, New Zealand, Thailand, Malaysia, Japan, Myanmar, Turkey GoUSA TV is now available in a total of 50 countries.
	Produce 7 new original series; License 30 hours of programming	Produced 11 new original series, a total of 68 original episodes. Licensed 385 episodes and 251 hours of programming
	Increase audience size (+50%) and watch time (+120%)	Audience size up 134% YoY; Watch time up 113% from FY2022 <i>(99.7M minutes watched)</i>

TRAVEL TRADE

	Goals	End of Year Status
Product Development	Develop 4 new regional itineraries; promote 35+ self-drive multi-state itineraries	<p>Developed 3 new multi-state, multi-night itineraries: Historic Route 66: Curios, Pit stops & Diners Southern USA Movie Tour; The Wild West: Cowboys, Country Music and BBQ</p> <p>RoadTrip Trade Media Campaigns in Germany, U.K., Ireland, Netherlands, Belgium</p>
Co-op Campaigns	Develop co-op marketing campaigns with 50 global operators.	<p>88 campaigns executed.</p> <p>225,546 attributable bookings 2,578,889 attributable room nights booked</p>
In-Market Sales Missions	Develop sales missions in 8 markets	<p>Executed missions in 10 markets:</p> <p>Mexico, India, Colombia, Argentina, Chile, Brazil, Australia, New Zealand, Japan, South Korea</p>

TRAVEL TRADE

	Goals	End of Year Status
Education & Engagement	Expand the digital toolkit by adding 500+ new assets	200+ assets (YTD); Adding new assets on an ongoing basis.
	Host 3 MegaFams visiting 40+ destinations	<p>Hosting 180 agents on 3 MegaFams: from 10 markets who stayed in 59 US destinations.</p> <p>Markets: U.K., Ireland, Italy, France, Germany, Netherlands, Switzerland, Belgium, Australia, New Zealand</p>
	Host 4 product fams visiting 20+ destinations	Executed 18 Product and Agent Fams visiting 39 states
	Distribute 125K print guides and generate 30M digital guide impressions	Digital guide impressions surpassed the goal by nearly 5X, achieving 144M+ impressions on the digital guide. Print guide distribution extends to April 2024.
	Revive presence in 10 market regions and provide content resources to propel travel to the U.S.	<p>Presence revived in 13 markets: Full time representation resumed in 8 markets (<i>France, Netherlands, Spain, Italy, Australia, Brazil, South Korea, Japan</i>); Increased presence in 4 markets (<i>U.K., Germany, India, Mexico</i>); Renewed project work in SE Asia</p>

TRAVEL TRADE

	Goals	End of Year Status
Information & Support	Create an International educational hub for partners interested in learning the basics of international marketing	The international Pavilion was relocated to the Brand USA corporate site under 'Resources' for greater visibility
	Increase MoM visitation throughout the year	Facilitated "open house" events resulting in 16% increase in visits.
	Expand digital program offerings in 8 markets (Australia, Brazil, France, Germany, India, Mexico, South Korea, and the U.K.)	Campaigns are running / completed in each market except for South Korea (due to lack of partner interest).
Marketing Programs	Improve program performance reporting for partner marketing programs	<p>All Multi-Channel Campaign reports were delivered as planned and earlier than in previous years: Fall '22 in May, Winter '22-'23 in June, and Spring '23 in September.</p> <p>All Market-Specific Campaigns now follow the same reporting template, adding consistency to how we report metrics/data/results.</p>

EVENTS

	Goals	End of Year Status
Global Marketplace (virtual)	Grow exhibitor presence (+10%)	Exhibitor presence grew 2%, due to the return of in-person events and a shift in focus from information pods with access to virtual meetings to providing multiple in-market in-person events.
	Facilitate 2,000 1:1 business meetings between top travel buyers and U.S. partners	At 57% of goal due to decision to move away from continuing to host 1:1 business meetings virtually.
Travel Week	Increase event capacity for exhibitors	Grew total event attendees by 56%: Increased CEO summit executive participation by 68%; Increased RTO participation by 200%; Increased Travel Week exhibitor participation by 19% and buyer participation by 22%; Increased Media Forum exhibitor participation by 33% and media participation by 38%
	Explore the feasibility of developing a Travel Week Americas geared to South American buyers.	Roundtable feedback sessions conducted in fall '22. Currently evaluating costs / benefits.
Big Screen	Execute 20 in-market activations	Executed 55 screenings in 50 cities (4897 Attendees)

NATIONAL TRAVEL & TOURISM STRATEGY ALIGNMENT

	Goals	End of Year Status
<p>Support National Travel and Tourism Strategy</p>	<p>Support federal initiatives to execute the new National Travel and Tourism Strategy and catalogue pertinent efforts with the Tourism Policy Council</p>	<p>Engaged with USG on dozens of joint promotional efforts around the world</p> <p>Provided USG with platforms to share updates with domestic partners, global travel trade, and media</p> <p>Promoted ESTA and Global Entry mobile apps across channels to help facilitate travel to and within the USA</p>
	<p>Ensure consumer campaigns and initiatives support the National Travel and Tourism Strategy approach to promote the United States as a premier destination grounded in the breadth and diversity of its communities</p>	<p>Integrated multicultural and accessibility considerations into campaigns, including influencer trips, United Stories, and GoUSA TV programming</p> <p>Consumer campaigns featured 361 unique destinations in the creative that promote to, through, and beyond the gateways</p>
	<p>Align relevant initiatives, especially those targeting beyond-the-gateway destinations and new tourism product...to ensure diverse, inclusive, and accessible tourism experiences by supporting the development of diverse tourism products that benefit under-served communities and populations.</p>	<p>On track to promote rural and urban areas equally, as reported each year in the annual report</p> <p>New travel product development efforts included: MegaFams and product fams; development of bookable itineraries; facilitating B2B connections for partners</p>

CORPORATE & FINANCIAL GOVERNANCE

	Goals	End of Year Status
Financial	Maintain the highest level of corporate and financial governance through achievement of an unqualified audit with no management letter	Achieved an unqualified audit with no management letter for FY2022
	Unlock \$100 million in federal matching funds by collecting at least \$50 million in cash contributions and the balance in in-kind contributions	On track to achieve goal
	Manage overhead costs to no more than 10% of the total expenditure budget	8.86% (YTD)
Legal	Achieve 100% compliance with the Travel Promotion Act, as amended, and corporate bylaws	On track for 100% compliance with competitive procurement policy, all organizational policies, and the Travel Promotion Act
Governance	Explore an enterprise-wide ESG initiative for FY2023 and beyond	Engaged in internal and external dialogue regarding definitions, roles, and other analysis



USA

VisitTheUSA.com

Brand USA



FY2024 Launch



Staci Mellman
SVP, Integrated Marketing



Cassidy Bailey
VP, Partner Engagement
& Marketing

MARKETING REPORT

- FY2024 Consumer Campaign
- NFL Partnership
- SXSW
- Brand USA Travel Week U.K. & Europe

USA

VisitTheUSA.com

Brand USA

More than
open roads,
the freedom.

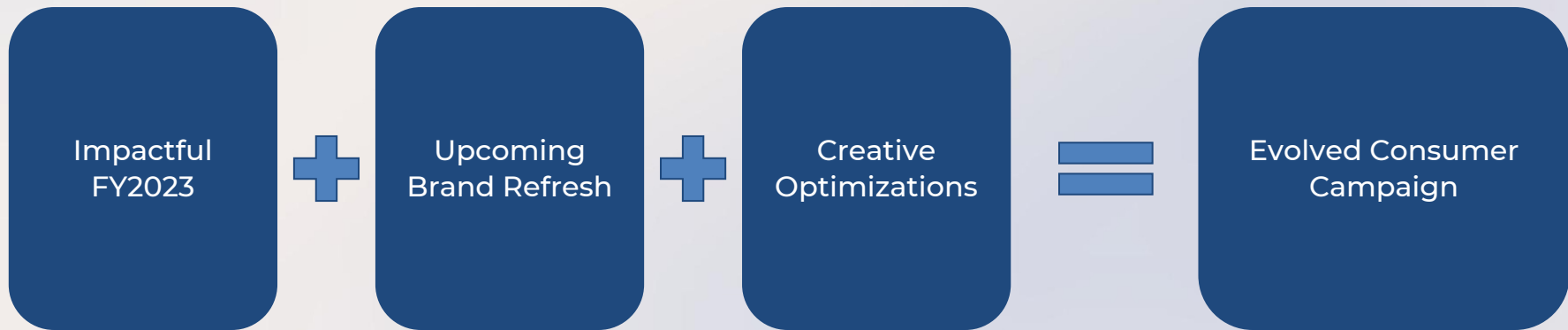
ROUTE 66, ARIZONA

More than
small towns,
the big smiles.

#RUITA, COLORADO

FY2024 Consumer Campaign: Experience It All

SITUATION



CAMPAIGN GOALS



To increase consideration of the USA as a travel destination



To raise the profile of the USA in the competitor set



To communicate a sense of urgency to travel to the U.S.



A man and a woman are smiling and looking at each other. The man is on the right, wearing a dark shirt, and the woman is on the left, wearing a white ribbed sweater. They are both looking down at something they are holding together. In the background, several hot air balloons are visible against a light sky. The overall scene is warm and romantic.

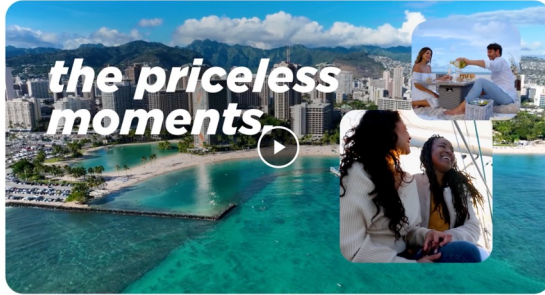
Experience it all.

In our previous campaign, we declared, "This is where it's at." Now, with "Experience it all," we aim to empower people to imagine and immerse themselves in the diverse and enriching experiences US has to offer.

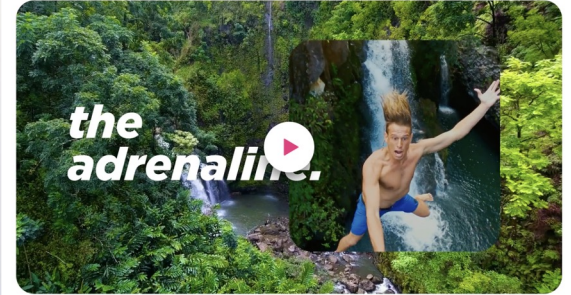
Our campaign emphasizes that a trip to the US isn't just about reaching your destination. It's about discovering a travel experience that's tailored to your desires and consistently exceeds your expectations. It's not just about the places you visit; it's about the emotions, stories, and lasting moments you create.



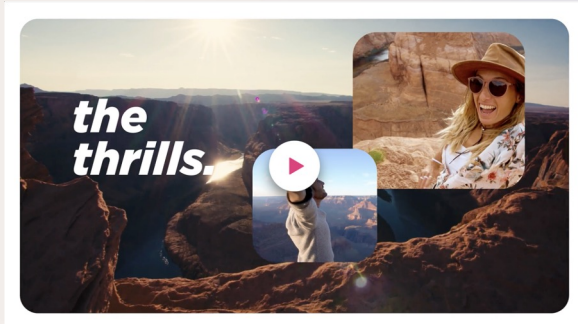
Culture Questors



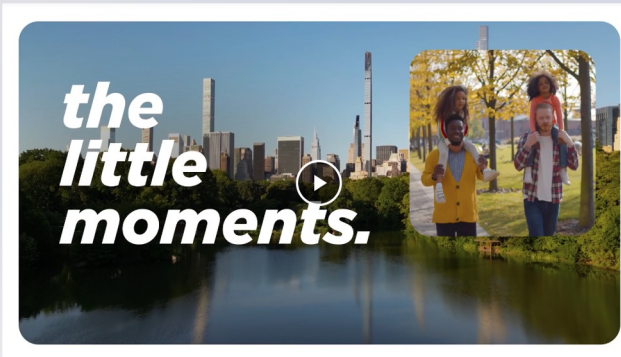
Glamorous Getaways



Excitement Seekers



Outdoor Enthusiasts

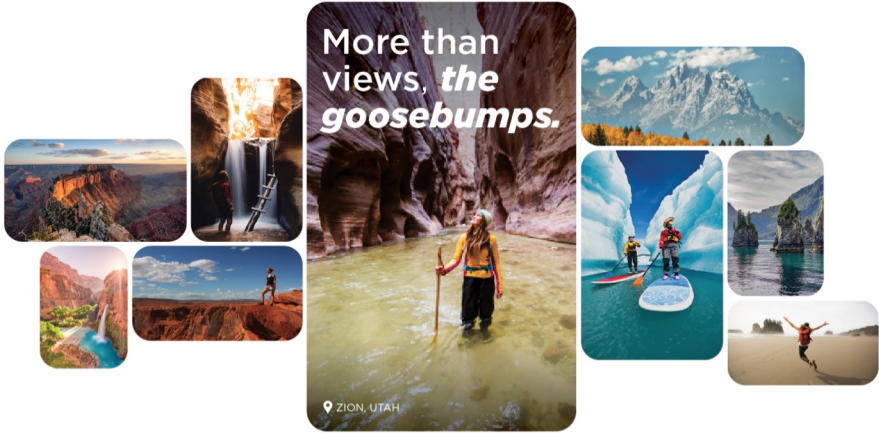


Family time



Experience it all.

BRINGING THE CAMPAIGN TO LIFE




More than views, *the goosebumps.*

ZION, UTAH

From coast to canyon, there is a USA for every explorer. **Experience it all.**

USA
VisitTheUSA.com



More than national parks, *the shared adventures.*

LEARN MORE

YOSEMITE, CALIFORNIA

USA
VisitTheUSA.com

More than historic sites, *the new traditions.*



Experience it all.

WASHINGTON, DC

USA
VisitTheUSA.co.uk

TIMING

FY24 Campaign Launch

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
CANADA	Experience It All	Experience It All	Experience It All	Experience It All	Experience It All						Experience It All	Experience It All
MEXICO	This is Where It's At				Experience It All						Experience It All	Experience It All
UK				Experience It All	Experience It All		Experience It All	Experience It All	Experience It All	Experience It All	Experience It All	
GERMANY		Experience It All		Experience It All	Experience It All		Experience It All	Experience It All				
AUSTRALIA	This is Where It's At			Experience It All	Experience It All	Experience It All	Experience It All	Experience It All				Experience It All
BRAZIL	This is Where It's At					Experience It All	Experience It All	Experience It All			Experience It All	Experience It All
FRANCE	Experience It All	Experience It All			Experience It All	Experience It All		Experience It All	Experience It All			
INDIA			Experience It All	Experience It All	Experience It All	Experience It All	Experience It All					
SOUTH KOREA						Experience It All	Experience It All	Experience It All		Experience It All	Experience It All	Experience It All
COLOMBIA				Experience It All	Experience It All	Experience It All				Experience It All	Experience It All	Experience It All
JAPAN	Experience It All	Experience It All	Experience It All				Experience It All	Experience It All	Experience It All			

 = This is Where It's At

 = Experience It All

Touchdown for Brand USA

International NFL Campaign



COME VISIT. BECOME A FAN.
Cheer-worthy experiences from coast to canyon.





BRAND USA'S STRATEGIC PARTNERSHIP WITH THE NFL

Brand USA's Partnership with the NFL

- This partnership positions Brand USA as the Lead Partner of the NFL in the UK and Ireland, and as the Official Partner of the NFL in Germany

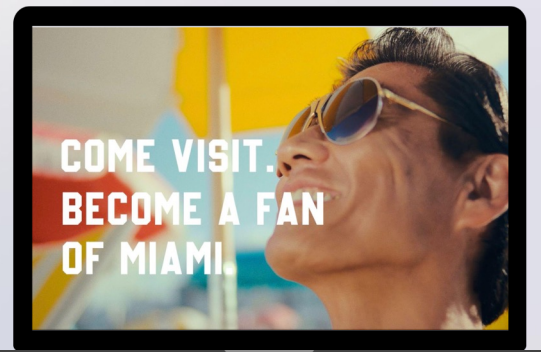
Global Reach

- With this partnership, Brand USA gains access to the NFL's extensive broadcast network, spanning 200 countries and available in 25 languages

This partnership amplifies Brand USA's global reach and enhances our presence in key international markets.



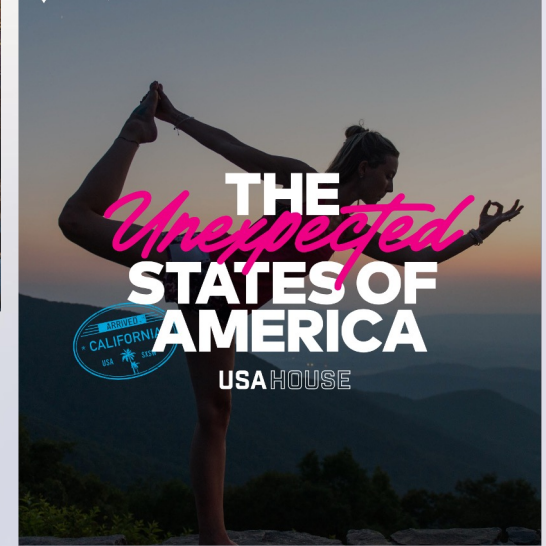
NFL CAMPAIGN: INTEGRATING COOP PARTNERSHIPS



SXSW SYDNEY - OCTOBER 15-22, 2023



USA HOUSE **SXSW** SYDNEY





THE *Unexpected* STATES OF AMERICA

A group of seven people, four women and three men, are standing behind a black metal railing. They are positioned behind a long, bright pink banner that spans the width of the railing. The banner features the text 'THE Unexpected STATES OF AMERICA' in white. 'THE' is in a bold, sans-serif font, 'Unexpected' is in a cursive script, and 'STATES OF AMERICA' is in a bold, sans-serif font. The background behind the group is dark with green ferns. The railing is set against a dark, industrial-looking structure.

A photograph of the USA House event at SXSW Sydney 2023. The scene is set at dusk in a city with modern skyscrapers in the background. In the foreground, a brick building with a white balcony is partially visible. The main focus is a large, dark, modern structure with glass walls. Inside, people are seated at tables, and a sign reads "THE STATES OF AMERICA". To the right, a white van and a blue car are parked. People are walking around the area. The text "WELCOME TO USA HOUSE SXSW SYDNEY 15-21 OCTOBER 2023" is overlaid in white, bold, sans-serif font on the left side of the image.

**WELCOME TO USA HOUSE
SXSW SYDNEY
15-21 OCTOBER 2023**



USA

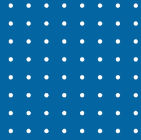
VisitTheUSA.com

Brand USA

Brand USA Travel Week U.K. & Europe

BRAND USA TRAVEL WEEK

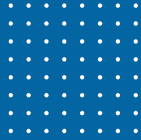




**BRAND USA
TRAVEL WEEK**

Strategic opportunities

- Increase product development and destinations visited
- Garner earned media for Brand USA and our stakeholders
- Develop stakeholder engagement



Thought leadership

- Sports Tourism
- Accessibility
- Sustainability
- Luxury
- Storytelling
- Aviation
- Consumer Trends
- Public Policy
- Tourism Exchange USA
- Industry leadership insights

ALL TRACKS IN NUMBERS

796
ATTENDEES



163
EXHIBITOR
ORGANIZATIONS

158
BUYER
ORGANIZATIONS

82
MEDIA
ORGANIZATIONS

20
MARKETS

7
VENUES

6
EVENING EVENTS

4
SPONSORS

5,620
PRE-SCHEDULED
APPOINTMENTS



12
MARKET
UPDATES



21
ENRICHMENT
SESSIONS



58
ENRICHMENT
SERIES SPEAKERS



TRAVEL WEEK IN NUMBERS

594



ATTENDEES

142

EXHIBITOR ORGANIZATIONS

205

EXHIBITOR ATTENDEES

174

BUYER SCHEDULES

221

BUYER ATTENDEES

12

RTO ORGANIZATIONS

3

VENUES

4

EVENING EVENTS

4

SPONSORS

4,402

PRE-SCHEDULED
APPOINTMENTS



12

MARKET
UPDATES



37

ENRICHMENT
SERIES SPEAKERS



8

MONDAY SESSION
SPEAKERS



Exhibitor, RTO Survey & Buyer Highlights

The most important goal for exhibitors and buyers was to “**Meet with buyers/exhibitors in pre-scheduled matchmade appointments.**” The most important goal for RTO exhibitors was to “**Connect with new buyers.**”

99%

of exhibitors and **100%** of RTO respondents were very satisfied or satisfied with the quality of buyers they met with during the week.

97%

of exhibitor respondents prioritize the one-to-one appointments over enrichment.

93%

of buyer respondents would recommend the event to an industry colleague / peer.

94%

thought their meetings with the RTO helped achieve their goals with that audience.

Exhibitor, RTO & Buyer Survey Feedback

What they liked most about the event

*"I was pleasantly surprised at the number of appointments I had, and I had a good mix of new and existing clients to meet with."
(Exhibitor)*

*"Vetted buyers - zero no shows! First time in my 20 year tradeshow history."
(Exhibitor)*

"I liked that we had 5 appointments only, and were able to create our own schedule to meet with the most important to our company." (RTO)

"Brilliant calibre of buyer attendees, great venue and setup, as usual above and beyond on the small details to help smooth running and clear info for attendees." (Exhibitor)

*"I appreciate that all destinations are treated equally at the show and that the meeting kinks from 2022 seemed to be ironed out."
(Exhibitor)*

"Very well organised, intimate and got to see everyone we needed to see, evening events great too." (Buyer)

MEDIA FORUM IN NUMBERS

113 MEDIA FORUM
ATTENDEES



48 EXHIBITOR
ATTENDEES

65 MEDIA
ATTENDEES

1,124
PRE-SCHEDULED
APPOINTMENTS



6
MARKETS



3
EVENING
EVENTS



2
MEDIA
BREAKFASTS



Exhibitor Survey Highlights

The most important goal for exhibitors was to **“Meet with media in pre-scheduled matchmade appointments.”**

90%

of exhibitors rated the quality of media as “good”.

94%

of respondents thought the quantity of meetings was “just right”.

83.4%

of respondents would recommend the event to an industry colleague or peer.

Exhibitor Survey Feedback

What they liked most about the event

"Top quality, good appointments."

"The parity in which destinations are presented, which takes the focus off subjective preference of styles and on the substance of each destination's story."

"It's an efficient way to meet with European media in one location in a short time. Time and money saver! The appointments were just the right length."

"I liked the variety of countries and publications represented."

"Meeting with the media in appointments and learning more about them."

CEO SUMMIT IN NUMBERS

48 CEO
ATTENDEES



17 MEDIA ATTENDEES

3
VENUES



2
EVENING
EVENTS



2
MEDIA
BREAKFASTS



35
1:1 AIRLINE
MEETINGS



1
SPONSOR



21
ENRICHMENT
SERIES SPEAKERS



59
PRE-SCHEDULED
CEO INTERVIEWS



CEO Survey Highlights

95%

of respondents were very satisfied or satisfied with the event.

95%

of respondents would recommend the event to a colleague or peer.

90%

of respondents would attend the event in the future.

CEO Survey

What they liked most about the event



"Hearing from industry leaders and learning more about aviation was the best part."

"Airline overviews were fantastic and their data was outstanding."

"The location of the summit was great and convenient; the content and expertise of the speakers was excellent."

"Quality of information was of a high level and many speakers were inspirational."

"The enrichment sessions were very good, meetings with media also solid. Dinner at The Savoy was outstanding."

"I spent a day doing travel week appointments and that was very valuable. I also find it valuable to discuss issues or ideas with colleagues."


"I thought the programming and theme-ing were done extremely well. It took a minute, as a first-timer, to understand the flow of it all, but the communications did make it easier. The staff were very evident throughout."

Media coverage highlights

Media Coverage Highlights

TRAVELWEEKLY

Interview: Brand USA chief executive Chris Thompson



By Robin Searle | October 16, 2019, 08:00


The boss of America's marketing organisation talks to Robin Searle about plans for the future and conference in the UK market

Travel Weekly, U.K.
Reach: 150,000

VOYAGES & STRATEGIE

Succès record pour la Brand USA Travel Week U.K. & Europe !

Brand USA célèbre la plus grande Brand USA Travel Week U.K. & Europe jamais organisée et se réjouit de recevoir à Londres en 2019.




Voyages & Stratégie, France
Reach: 7,752

ttg

BRAND USA: 'WE'RE REALLY OPTIMISTIC ABOUT HITTING 2019 LEVELS NEXT YEAR'

By GARY HARRIS

With visitor numbers and airift almost back to 2019 levels, Brand USA is on a roll as it begins UK and Europe Travel Week in London.



By GARY HARRIS, with the media agency and marketing 2019 Events, and Hoffman


TTG, U.K.
Reach: 200,000

LA AGENCIA DE VIAJES

Brand USA: turismo accesible y sostenibilidad, ejes del futuro

En la Brand USA Travel Week, empresas y destinos han sido invitados a no permitir que el miedo impida mejorar sus servicios para personas con discapacidades.

10 de septiembre de 2019



Los paneles en una sesión sobre accesibilidad revelaron que las empresas están pasando la oportunidad de ser el primer servicio a bordo de la cadena de suministro de productos turísticos del mundo.

Ladevi, Spain
Reach: 500,000


TTG

Ultimo aggiornamento da: 02/10

13 ottobre 2019 10:28 | [L'Espresso](#)

Brand Usa, vicini al recupero del numeri del 2019

di Luca Cordero



TTG Italia, Italy
Reach: 55,000

LARAZÓN

El organismo que lidera el turismo en EE UU quiere un millón de turistas españoles en 2025

Ese es el objetivo marcado por el ente público-privado Brand USA, 300.000 más que el récord prepandémico



«El día de Nueva York con la estatua de la Libertad» | [Suscribirse](#) | [Desuscribirse](#)

BRUNO DE ANTONIO

Madrid, España | 02/10/2019 13:24
Última actualización: 02/10/2019 13:34

La Razón, Spain
Reach: 9,500,000

MEDIA OVERVIEW

31,213,165
AND COUNTING

**TOTAL REACH OF U.K. & EUROPEAN
EARNED MEDIA ARTICLES**



47
AND COUNTING

**ARTICLES GENERATED ACROSS U.K. &
EUROPEAN TRADE AND CONSUMER OUTLETS**



Attendee Quotes: Live

"This is **definitely the best trade event we do** in terms of offering great opportunities to further **develop relationships** we have as well as make new ones and at the right time of year." - Lisa Chamberlain, **Travel Oregon** (Travel Week Exhibitor)

"**Very well structured** and the **volume of buyers** from various countries as well as **volume of Suppliers** (is what I liked most about this event)." - Sarah Regan, **Bonotel** (Travel Week RTO)

"I came to Travel Week when it started in 2019 as an exhibitor on the trade side, and this year I came as part of the Media Forum for the first time. I've had lots of **great meetings** and it's been a **really good opportunity to meet with journalists from all over Europe**." - Mary Rittmann, **Visit Tucson** (Media Forum Exhibitor)

"This is my third time at Travel Week, and **it's always a great opportunity to build relationships** with journalists and U.S. colleagues. **It helps us get an international perspective on what's happening with business in Europe, while talking a little more about what's happening in our destination**." - Elliott Ferguson, **Washington DC** (CEO Summit Executive)

"It's my third time at Travel Week, and **it keeps getting better**. The **appointments are really useful**, and they're a good length of time so you can cover a lot. I've got lots of **new information and ideas**, so **I'm very happy** – for me the aim is to find new itineraries and get the latest updates, and it's been a great way to do that. **The location is also great, and I hope to be back next year!**" - Jose Kraan, **UStavel.nl, the Netherlands** (Travel Week Buyer)

"It's my first Travel Week, and I'm really enjoying it. For me, the really nice thing is the **relaxed nature** of it – it's much more **casual and intimate** than some of the bigger events, and you've got time to gather your thoughts in between meetings. **The enrichment sessions are great as well**. The **meetings are invaluable**, and it's always useful finding out what's new in the destinations and what they want to push. The USA is a key destination for JRNY; we cover a U.S. story in every issue, and we'd cover even more if we could." - Kav Dadfar, founding editor, **JRNY, U.K.** (Media Forum Media)

"**This is one of the best shows we do**. We love that it's smaller, and we really get to **build strong relationships** with our clients here. All of our **appointments have been really good** – you can tell buyers are excited their business is coming back, and many of them are looking for new product to sell, so they're really interested in places that are undiscovered as well as those that are more familiar." - Sandy Price, **Visit Oklahoma City** (Travel Week Exhibitor)

REGISTRATION OPENS EARLY 2024



BRAND USA
TRAVEL WEEK



U.K. & EUROPE 2024

OCTOBER 21-24, 2024
etc. venues County Hall | London



USA

VisitTheUSA.com

Brand USA

Governance & Nominating Committee



Jake Conte
VP, General Counsel

GOVERNANCE & NOMINATING COMMITTEE

- Vote on Officers*
 - Chair
 - Vice Chair(s)
 - Secretary
 - Treasurer
 - Executive Director
 - Assistant Secretary
- Committees
 - Audit
 - Conflict of Interest
 - Governance and Nominating Committee

2024

SPRING

Washington, DC | MARCH 21–22

SUMMER

Napa Valley, CA | JULY 23–24

FALL

Washington, DC | NOVEMBER 18–19

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FY2024 Board of Directors Meetings



Questions & Answers



MEETING ADJOURNED

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