



Brand USA Originals MULTI-CHANNEL PROGRAM: GERMANY

Germany is one of the top volume markets to the US and Brand USA continues to provide partners with innovative international marketing opportunities. This multi-channel campaign is designed to reach consumers at the right time, with the right message and in the right place. The new digital media channels provide an integrated marketing approach to engage consumers and ultimately drive activation.

Reach the German audience and impact incremental visitor arrivals to your destination!

Travel USA Print & Digital Insert

This stunning, content-rich travel magazine includes destination-specific messaging and targeted distribution.

- Digital version available at VisitTheUSA.de
- Print insert is distributed via travel magazine and leading German newspaper



WELT am SONNTAG
200,000 CIRC.
April 2018

GEO SAISON
115,000 CIRC.
April 2018

PUBLICATIONS AND DATES ARE SUBJECT TO CHANGE WITH NOTICE

315,000 total print distribution

Content Traffic Generation – 6 Week Campaign

- Traffic is driven directly to your content on VisitTheUSA.de or your localized website via the Google Display Network
- 2,500 to 7,000 guaranteed clicks*
- The Display Network reaches 90% of Internet users worldwide
- GDN's unique affinity audiences allows for audience based targeting. Using the **Travel Affinity model**, your ads reach a broad, qualified audience and benefits from Brand USA's overall marketing strategies.

*VARIES BASED ON LEVEL OF PARTICIPATION



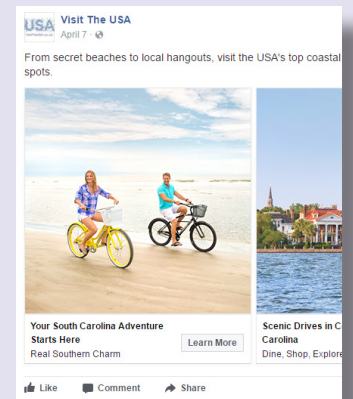
2,500 to 5,000 total engagements* – More than 3x the number of engagements compared to 2016

Storytelling & Website Traffic

facebook.

Benefit from Brand USA's strategic partnership with Facebook. You are able to align your message with Brand USA's Facebook consumer campaign, using newly introduced image-based carousel ad units, which offer a new way to tell your story and maximize results.

- 3-week campaign to generate quick results during the height of travel planning
- Carousel format provides the real estate to tell your story to your ideal audience
- Highly-visual and engaging ad unit – may include video
- Packages include shared messaging on the carousel unit*



1 Million Estimated Impressions per Unit

Global Activation Partner

Brand USA's partnership with Expedia provides an effective strategy to enhance the activation results for overall campaign. This multi-prong marketing approach consistently demonstrates proven results

- Overarching digital campaign for consumer engagement with Expedia's Visit The USA landing page – estimated \$125,000 in-country media;
- Co-branded Expedia display ad campaigns driving to dedicated partner landing pages – offering an **80% increase** in Expedia media impressions at no incremental cost



In Spring 2017 the Germany campaign measured more than \$1.5 million in gross bookings that converted directly post-view or post-click of an Expedia Multi-Channel campaign ad.

*Expedia DE Internal booking data 2017

PROGRAM SUMMARY

Market Availability



Germany

Dates Active in Market:

Spring 2018
April - June 2018



Program Availability:

Spring 2018
Program Launch: April 2018
Opportunity Close Date: December 8, 2017
Materials Close Date: December 15, 2017

Germany 2018 Spring Multi-Channel Campaign Rates

New Partner Benefit: Up to 80% increase in Expedia media impressions - no incremental cost

Partner Tiers	Investment	Print & Digital Insert	GDN Traffic Generation: Clicks/Estimated Impressions	Facebook Carousel Ad Unit	Estimated Facebook Clicks	Expedia Activation Partner Marketing****
Tier 1	\$41,400	2-Page Spread	STATE: 6,000/1,000,000 CITY: 7,000/1,200,000	STATE: Tile number 1 position in one ad unit* CITY: Tile Number 2 position in one unit**	STATES: 2,500 CITIES: 1,500	- Responsive, custom landing page with offers sourced by Expedia (one page per co-op) - 900,000 co-branded display ad impressions driving to your custom page - Inclusion on "Visit The USA" landing linking to your custom page
Tier 2	\$20,900	Full Page	4,000/1,000,000	Added-Value: Tile 3 or 4 position in one unit***	N/A	- Dedicated hotel search results page (one per co-op) - 415,000 co-branded display ads driving to your hotel search results page - Inclusion on "Visit The USA" landing page linking to your hotel search results page
Tier 3	\$11,800	Half Page	2,500/650,000	N/A	N/A	- Inclusion on "Visit the USA" landing page linking to your hotel search results page

PRICES ARE NET

Note for Co-op Partners: The Tier 1 package includes a tile in a Facebook carousel unit, a component that cannot be evenly divided between partners within a co-op; each tile offers the opportunity to include one image and one link

Facebook Notation: impressions and CTR are based on estimates; creative must adhere to Brand USA Image and content guidelines

*Co-branded Brand USA carousel ad unit - state partner receives the first tile position; remainder of tiles will include other partners that are thematically or geo-graphically related

**Co-branded Brand USA carousel ad unit - city partner receives the second tile position; remainder of tiles will include other partners that are thematically or geo-graphically related

*** Added-Value - co-branded Brand USA carousel ad unit - partner receives the third or fourth tile position; remainder of tiles will include other partners that are thematically or geo-graphically related

****Offers for DMOs are populated based on current inventory available by country in Expedia's eco-system. For non-DMO participants, please see your representative for information to feature product. Measurements include room nights booked during campaign period; total gross revenue for bookings

Germany Multi-Channel Campaign Timing*

JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEPT 2018	OCT 2018	NOV 2018	DEC 2018
			Core Campaign								

* Program execution is dependent on minimum partner participation

Materials Submission Requirements

- For any questions or needs, please contact MC-Materials-Due@MilesPartnership.com
- All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

Additional Information

To learn more about Brand USA programs, please visit: BrandUSA.MilesPartnership.com

CONTACT INFORMATION

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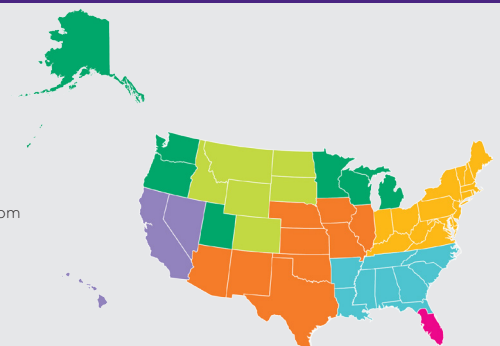
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Program marketed with MILES