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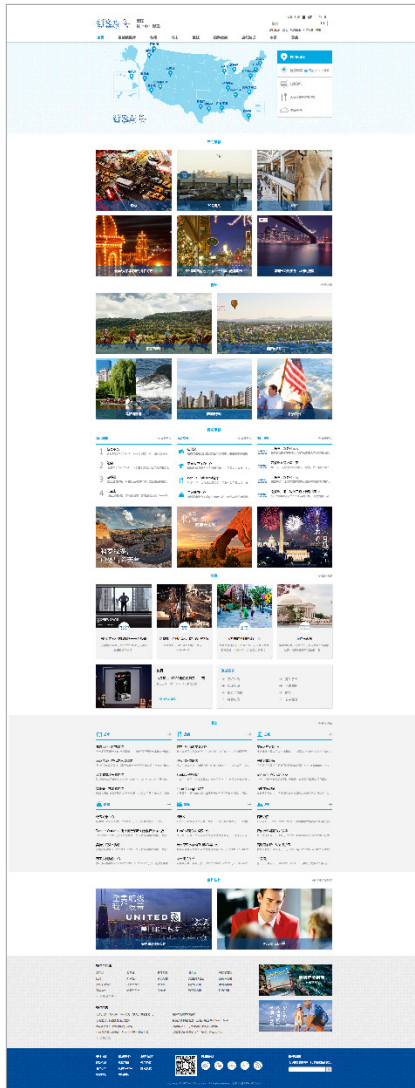
Brand USA

CO-OP

Brand USA Originals

# GO USA CHINA WEB OPPORTUNITIES

Reach potential travelers in China – the top market for visitors to the USA – with a responsive Chinese website that’s optimized for mobile and desktop. Designed and managed by Hylink, China’s largest independent digital agency and Brand USA’s new digital agency in China, the website will effectively introduce your destination or brand to a highly sought-after target audience that’s ready to travel.



GoUSA.cn Homepage

### Navigation

Users can search by interests or geography

### Interactive Map

Users preview unique content that you provide and can directly access your destination or brand’s activity listings

### Destination Partner Promotion

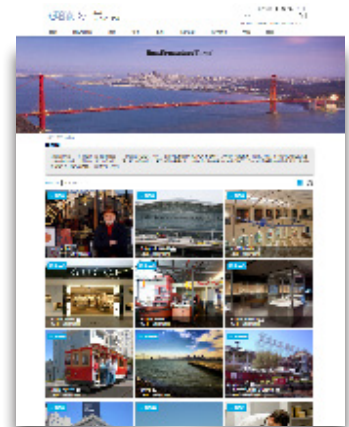
Featured experience listings and destination banner ads will drive traffic to your page on the site

### Brand Partner Promotion

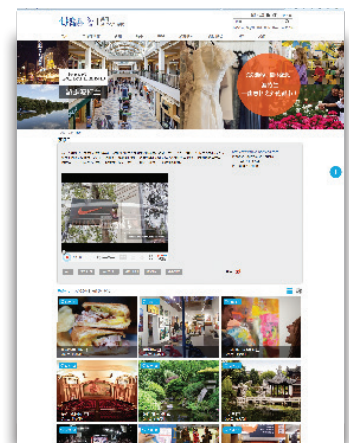
Featured promotions link to your brand’s page or microsite

### Added Value

As determined by Brand USA, footer links and other media banners can add value by providing additional exposure to your page



Campaign Page Example



Custom Site Example, for reference purposes only



## PROGRAM SUMMARY

### Market Availability



China



Taiwan



Hong Kong

### Dates Active in Market

Year-round promotions



### Number of Programs

Unlimited

### Program Availability

DMO and non-DMO industry partners can participate

GoUSA Packages	Video & Photo Gallery Included	Custom URLs	Experience Listings	Homepage Promotion	Social Media on GoUSA Channels	Featured Blog Posts on GoUSA Sites	Links to Chinese Social Networks**	Custom Design for Banners	Quarterly Reporting	Search Keywords - NEW -	Search Engine Optimization - NEW -
<b>Campaign Page</b> \$18,000 (value: \$39,000)	✓	✓	up to 10*	1 month featured tile promo	1 post/month for 3 months	1* per quarter	N/A	N/A	✓	\$500 Baidu Search Credit	One-time during setup
<b>Campaign Page - Renewal Option</b> \$7,500 (value: \$30,500)	✓	✓	up to 10*	1 month featured tile promo	2 posts/month for 3 months	1* per quarter	N/A	N/A	✓	N/A	One-time during renewal
<b>Custom Subsite</b> \$60,000 (value: \$137,800)	✓	✓	up to 50*	3 months featured tile promo	5 posts/month for 6 months	1* per quarter	✓	✓	✓	\$1,000 Baidu Search Credit	One-time during initial setup
<b>Custom Subsite - Renewal Option</b> \$20,000 (value: \$70,800)	✓	✓	up to 25*	3 months featured tile promo	1 post/month for 6 months	1* per quarter	✓	✓	✓	N/A	One-time during renewal

Translations and localizations included for both Simplified and Traditional Chinese for use on GoUSA.cn and GoUSA.tw respectively.

\* Experience listings and blog content must be provided by the partner and will be translated and localized by Brand USA's China agency, Hylink

\*\* Social links available only to partners with current Chinese social media or who have contracted for one of the Social Media packages.

## Features Include:

Both GoUSA.cn and GoUSA.tw are mobile-friendly sites and each partner's page will be optimized for mobile.

**Experience Listings:** Designate detailed features, places, attractions and activities unique to your destination or brand to drive traveler interest. Consumers can add these activities to their wish lists and itineraries for planning travel to the U.S.

**Featured Blog Posts on GoUSA:** Content provided by your team will be localized by Brand USA's new China agency, Hylink, to create long-form blog articles to be featured on the homepage and blog landing page <http://www.gousa.cn/blog>

**Custom Design for Banners:** Brand USA's China team will create custom banners, with a local China touch, for the header of your microsite; includes 5-10 hours of localized design work for your microsite

**Custom Subsite:** Includes up to six unique tabs/content pages focused on your destination or brand, includes creation of an About Us description, Contact Us information and custom mosaic for filtering by interest; your logo featured on all experiences



City Page Example,

## CONTACT INFORMATION

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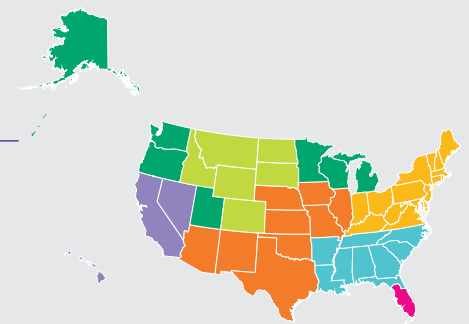
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Program marketed with MILES