



VisitTheUSA.com

Brand USA

CO-OP

# Brand USA Originals VISIT THE USA: DESTINATION PAGE

**Destination Page** States and cities have the opportunity to showcase your destination through a destination page on the VisitTheUSA and GoUSA global sites. Pages include photo and video gallery, overview module, must-see places, Google map integration, trip ideas, official DMO links, links to destination experiences, and related content module.

## Highlights

- ✓ Guaranteed traffic in market of choice
- ✓ SEO optimization
- ✓ Responsive design
- ✓ Related content and intuitive search to enhance user experience

Now includes content on China site\*!



	New Partners		Content Refresh + Marketing	
Partner Investment	\$10,000		\$8,500	
Page Type	STATES	CITIES	STATES	CITIES
Featured Content with Translations	Up to 500 words		Update up to 500 words	
Photos in Header Gallery	Up to 10 photos		Update 5 photos	
Video in Hero Gallery & Featured Content	✓		✓	
Branding on Page	2 opportunities to include Partner links, Logo and CTA in "Official Travel Info" section		Updates to existing Partner links + CTA	
Fun Facts Carousel	Up to 3 Fun Facts		Update 1 Fun Fact	
Homepage Promotions*	1-week in Hero Gallery (spot #2/3), 1-Week in USA Spotlight Promotion		1-Week in USA Spotlight Promotion	
Paid Promotions: Outbrain/Taboola	4,000 clicks in market of choice		3,500 clicks in market of choice	
Organic Promotions	3-Mos. Featured Priority placement in all areas of organic promotion		1-Mos. Featured Priority placement in all areas of organic promotion	
Must-See Module**	Up to 10	N/A	Update 5	N/A
Events	N/A	Up to 12 events (one per month)	N/A	Update up to 6 events
Trip Advisor "Things To Do" section	N/A	✓	N/A	✓

\*In select target market

	Additional Opportunities	
Partner Investment	Digital Opportunities	Package Components
\$1,750	Translate Existing English Content to China site*	1-2 Pages
\$1,500		3+ Pages
\$2,000	Optional Content Updates	Update up to 150 words, 5 photos and factually incorrect copy
Complimentary	Courtesy Content Updates	Opportunity to update factually incorrect copy, up to 2 images + captions, links, up to 1 Fun Fact + up to 1 Event

## PROGRAM SUMMARY

### Market Availability:



**Dates Active in Market:**  
Ongoing

**Opportunity & Materials Close Date:**  
Ongoing

Contact your Brand USA or Miles Representative for Details

