



VisitTheUSA.com

Brand USA

CO-OP

Brand USA Originals VISIT THE USA: CITY PAGE

Brand USA's global websites have been relaunched, incorporating an all-new user-centric, visually exciting design. Compelling improvements will help these best-in-class websites expand on their role as the trusted source for inspiring visitation to the United States and driving international travelers to partners' destinations.

Enhanced City Page

All-new enhanced City Pages allow cities to showcase their destinations with features including a hero photo gallery, video, event listings, TripAdvisor "Things to Do" feed, and circulation modules to keep users exploring the destination's unique experiences. All new and upgraded partner opportunities include a digital content marketing strategy to guarantee engagement in the market of your choice, plus extensive organic promotions. *Page mock-ups below are FPO and will not necessarily reflect final website design.*

Photo & Video Gallery

Featuring up to 10 elements (depending on package level).

Locator Map

Provides location context within the state and region.

Overview Module

Includes intro and up to 3 fun facts rotating through the carousel.

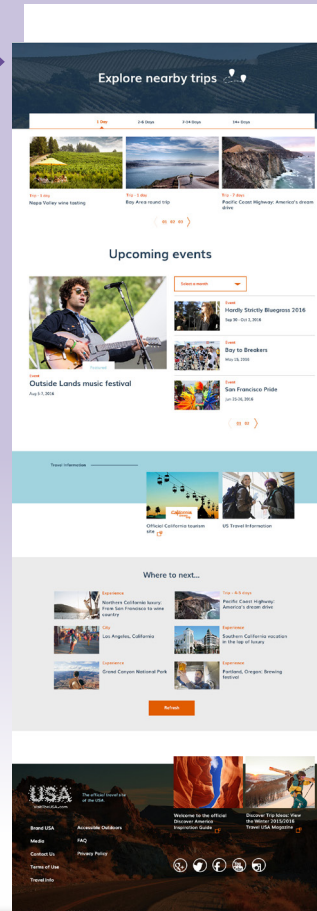
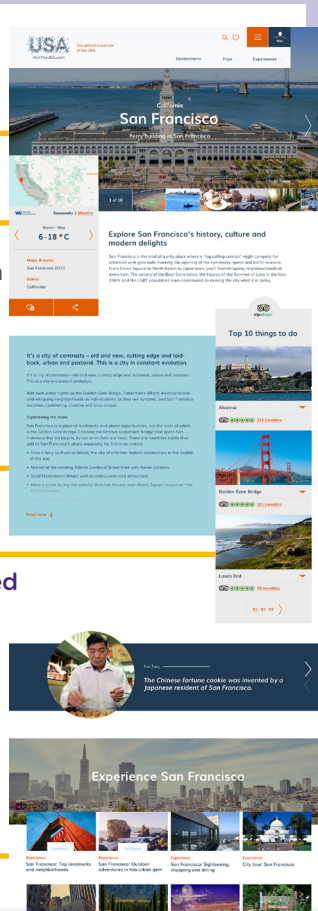
TripAdvisor "Things to Do" Feed

Links to dynamic feed of user generated content highlighting the "Top 10 things to Do" in the featured city. Reviews not included.

Destination Experiences

Local experiences, including destination and attraction partner content.

Content from within the city will appear first.



Trip Ideas

Multi-day trips featuring the destination and local attractions and sights.

Upcoming Events

Highlights monthly marquee events with links to their site.

Official Links

Links to city's website. Includes logo placement.

Partners can also link direct to preferred travel trade sites of their choosing via CTA's promoting booking opportunities. Requires use of approved CTA template.

Where to Next Module

Related content encourages visitors to discover additional content and travel ideas.

Standard Footer with Links

Links to current Inspiration Guide and country specific multi-channel e-books.

Highlights

- ✓ Guaranteed audience engagement in market of choice
- ✓ CTA's linking to travel trade partners to generate booking opportunities*
- ✓ Filters that personalize content by user
- ✓ SEO optimization
- ✓ SEO optimization
- ✓ Circulation module (no dead-ends on site)
- ✓ Responsive design for all platforms (desktop, tablet & mobile)
- ✓ Intuitive search to help consumers find relevant information

**Inclusive of existing Brand USA/Expedia campaign pages offered through Multi-Channel program participation using approved CTA template*

PROGRAM SUMMARY

Market Availability



Dates Active in Market:
Ongoing

Materials Close Date
Ongoing



Cities with Existing Enhanced Page - Upgrade now with new features and promotions for only \$4,500!

Visit The USA Content & Distribution Packages

Visit The USA City Packages & Partner Investment	Content Features								
	Featured Content with translations	Photos in Header Gallery	Preferred Call-to-Action in one Frame within Header Gallery	Video in Hero Gallery	Link to Partner's Site	Partner Logo	Partner Events Module	TripAdvisor "Things to Do"	Fun Fact Carousel
Enhanced City Page \$7,000/\$4,500*	Up to 450 words	Up to 10	✓	✓	✓	✓	City Selects marquee events within Brand USA guidelines	✓	✓

**Cities who have invested in Enhanced City Page can upgrade for only \$4,500 to take advantage of new content features and marketing.*

Enhanced City Pages - included with above investment	Content Marketing and Promotions			
	Homepage Promotion	USA Spotlight	Traffic Generation	Organic Promotion
	1 week Hero Gallery	1 week USA Spotlight	1,500 Clicks (Outbrain or Taboola)	On main navigation and on relevant state and trip pages

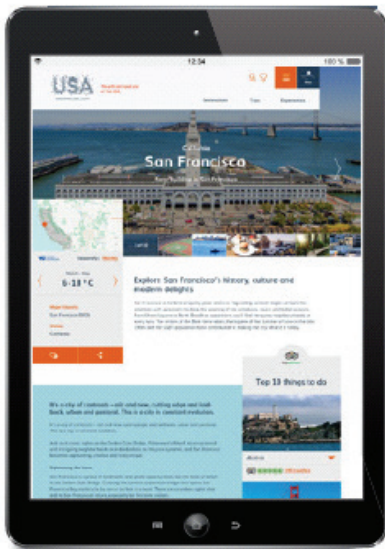
Additional Traffic Generation Media Opportunities

Content Marketing Packages

- 9,000 Clicks** - \$6,000
- 12,500 Clicks** - \$8,000
- 25,000 Clicks*** - \$15,000

**Choice of up to 2 markets; equal clicks per market
 ***Choice of up to 3 markets; equal clicks per market
 +Rates not applicable for direct billing
 Optional Content Updates:
 \$2,000 fee to cover translations

Visit The USA site languages include: English and French for Canada; English for Australia, India, Sweden, and the United Kingdom; Spanish for Chile, Mexico, and Colombia; Portuguese for Brazil; French for France; German; Korean; Japanese



Materials Specifications

All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

For questions, please contact:
 Chad Brockhoff at Materials-Due@MilesPartnership.com

Deadline

Please allow 2 months for production time.

GO USA China Web Opportunities

Expand your reach to the fastest growing market of visitors to the U.S. with Brand USA's Chinese language sites - GoUSA.cn and GoUSA.tw. **Click here** for more information and ask your global marketing executive for details.



CONTACT INFORMATION

A Brand USA Representative or Paul Winkle

Senior V.P., Global Marketing for Miles
 Paul.Winkle@MilesPartnership.com
 941-342-2325 (office) | 941-724-5437 (mobile)

Miles Global Marketing Executives

- John DeLeva**
John.DeLeva@MilesPartnership.com
206-679-1798
- Angie Zok**
Angie.Zok@MilesPartnership.com
904-687-9352
- Irish Carroll**
Irish.Carroll@MilesPartnership.com
941-320-6447
- Mitch Knothe**
Mitch.Knothe@MilesPartnership.com
208-869-5178
- Julie Armstrong**
Julie.Armstrong@MilesPartnership.com
804-467-1464
- Debi Saldana**
Debi.Saldana@MilesPartnership.com
210-723-9957
- Demetria Clemons**
Demetria.Clemons@MilesPartnership.com
818-517-2595

