



VisitTheUSA.com

Brand USA

CO-OP

Brand USA Originals

VISIT THE USA: STATE 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 State Page

All-new enhanced State Pages allow states to showcase their destinations with features including a hero photo gallery, video, "must-sees" 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).



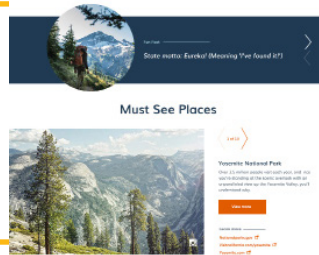
Overview Module

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



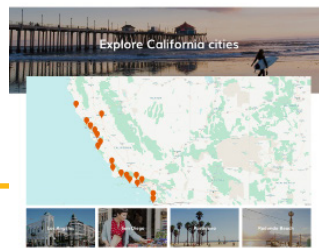
Must-See Module

Curated list with links to more information on VisitTheUSA or other language specific channels.



Google Map Integration

Drives users to explore additional on-site city and park content.



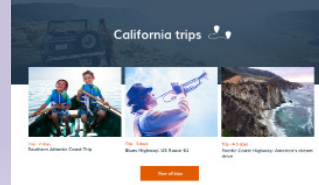
Destination Experiences

In state and nearby experiences, including destination and attraction partner content.

Content from within the state will appear first. If additional content is not available, nearby experiences will also be featured.

Trip Ideas

In state and nearby experiences, including destination and attraction partner content. Can include multiple cities/experiences and/or multi-day itineraries.



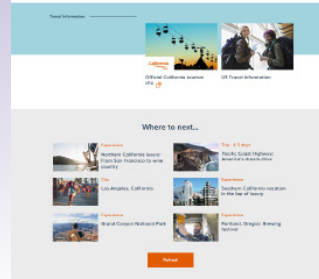
Official Links

Links to state 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 message.

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 message*

PROGRAM SUMMARY

Market Availability



Dates Active in Market:

Ongoing



Materials Close Date

Ongoing

Visit The USA Content & Distribution Packages

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

Visit The USA State 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	Video in Featured Content	Link to Partner's Site	Partner Logo	Partner "Must-See" Module - video included	Fun Fact Carousel
Enhanced State Page \$7,000/\$4,500*	Up to 450 words	Up to 10	✓	✓	✓	✓	✓	State selects within Brand USA guidelines	✓

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

Enhanced State 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 and/or Taboola)	On main navigation and on relevant city and trip pages

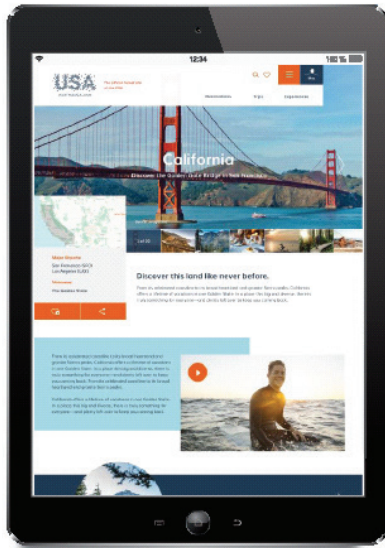
Additional Traffic Generation Media Opportunities

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. Ask your global marketing executive for details.

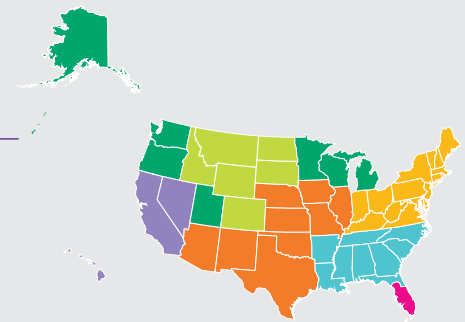


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Program marketed with MILES