



VisitTheUSA.com

Brand USA

CO-OP

# Brand USA Originals VISIT THE USA: TRIPS PAGE

A **Trips Page** is the ideal space for regions, states and cities to come together to showcase regional or statewide trips featuring overnight stays in multiple destinations. All trips pages include a digital content marketing strategy to guarantee traffic in the market of your choice, plus extensive organic promotion.

## Highlights

- ✓ Guaranteed traffic in market of choice
- ✓ SEO optimization
- ✓ Feature multiple destinations in one article
- ✓ Responsive design
- ✓ Interactive scrolling follows trip progression

### New Partners

<b>Partner Investment</b>	<b>\$10,000</b>
<b>Page Type</b>	<b>TRIPS</b>
<b>Featured Content with Translations</b>	Up to 5 stops - 200 words per stop
<b>Photos</b>	Up to 6 photos: 1 hero image + 1 per trip stop
<b>Video in Hero Gallery &amp; Featured Content</b>	Include video content directly related to trip
<b>Branding on Page</b>	2 opportunities to include partner links, logo and CTA in "Official Travel Info" section
<b>Homepage Promotions*</b>	1-week in Hero Gallery (spot #2/3), 1-Week in USA Spotlight Promotion
<b>Paid Promotions</b>	Outbrain/Taboola 3,700 clicks in market of choice
<b>Organic Promotions</b>	3-Mos. Featured Priority placement in all areas of organic promotion

### 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 - includes all languages
\$1,600	Additional Trips Stops	Add one stop + image on road trips page (up to 200 words)
Complimentary	Courtesy Content Updates	Opportunity to update factually incorrect copy, up to 2 images + captions, links

\*In select target market

## PROGRAM SUMMARY

### Market Availability:



**Dates Active in Market:**  
Ongoing

**Opportunity/Materials Close Date:**  
Ongoing

Contact your Brand USA or Miles Representative for Details



Now includes content on China site\*!

