



Brand USA

CO-OP

Brand USA Originals VISIT THE USA: TRIPS 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 as the trusted source for inspiring visitation to the United States and driving international travelers to partners' destinations. By participating on the new site as part of the Trips section, regions, states and cities can come together to support itinerary-driven content that will reach consumers in the process of looking for inspiration and ideas for their next big trip.

NEW Trips Page

The all-new Trips section 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 engagement in the market of your choice, plus extensive organic promotion. *Page mock-ups below are FPO and will not necessarily reflect final website design.*



Intro & Trip Map

Compelling trip overview with information on length and distance of trip plus a map that plots trip stops with ability to jump to specific destinations within this trip

Locator Map

Provides location context within the state or region.

Trip Stops Content

Each stop on the trip features a hero image and description of the local experience. Can include an image gallery or embedded video directly relevant to the blurb.

Partners can also link direct to preferred travel trade sites via CTA's promoting booking opportunities as text in the right-hand sidebar. Requires use of approved CTA template.

Related Trips Module

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

Trip Footer & Sponsor Link

Features state, regional sponsor or trade partner official link

Highlights

- ✓ Guaranteed audience engagement in market of choice
- ✓ CTA's linking to travel trade partners to generate booking opportunities.* Requires use of approved CTA template
- ✓ SEO optimization Circulation module (no dead-ends on site)
- ✓ Responsive design for all platforms (desktop, tablet & mobile)
- ✓ Priority placement on 2 Trips Spots
- ✓ Sidebars - links to official sites for more info on trip experiences
- ✓ Ability to feature multiple thematically or geographically related destinations

**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



Visit The USA Content & Distribution Packages

Visit The USA Trips Packages & Partner Investment	Content Features - Trips					
	Itinerary-Based Content with Translations	Trip Map with Jump-to Functionality	User Generated Content or Supplied Photo Gallery	Video Embed Option	Link to Partner's Site (in Sidebar)	State/Region Link
Trips Page (Available to Regions and States) \$7,500	4- to 7-day itineraries featuring overnight stops in a minimum of 4 distinct destinations. Trip ideas require Brand USA approval.	✓	✓	✓	✓	✓

Trip Pages-included with above investment	Content Marketing and Promotions				
	Homepage Promotion	USA Spotlight	Sitewide Promotion	Traffic Generation	Organic Promotion
1 week Hero Gallery ; 1 week Trips Drop down*	1 week USA Spotlight	3 Months Featured Priority Placement in all organic	1,500 Clicks (Outbrain and/or Taboola)	Featured Experience module and "Choose Your Adventure"; State & City Experience & circulation modules; Experience Landing Page with category based filters; Trips circulation module	

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

Additional Traffic Generation Media Opportunities

Content Marketing Packages

- 6,000 Clicks* - includes 3 months on-site promotion - \$5,000+
- 9,000 Clicks* - includes 6 months on-site promotion - \$7,250+
- 12,500 Clicks** - includes 1 year on-site promotion - \$9,500+

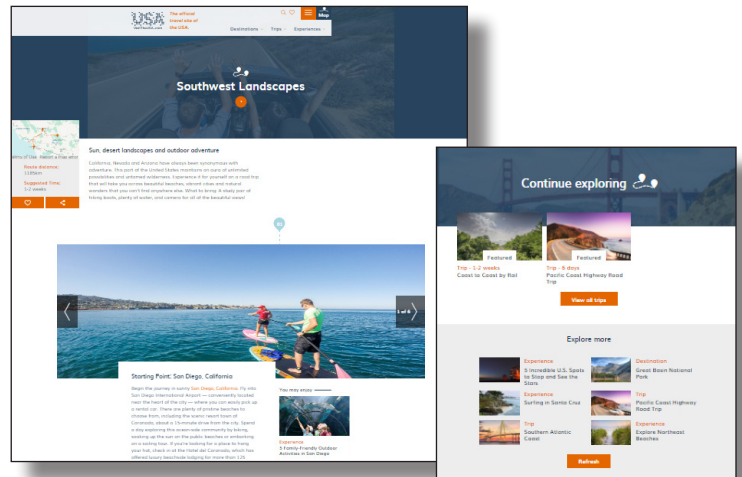
*Choice of up to 2 markets - equal clicks/market

**Choice of up to 3 markets - equal clicks/market

+Rates not applicable for direct billing

Optional Content Updates:

\$2,000 fee to cover translations



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 once all trip destinations are confirmed.

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

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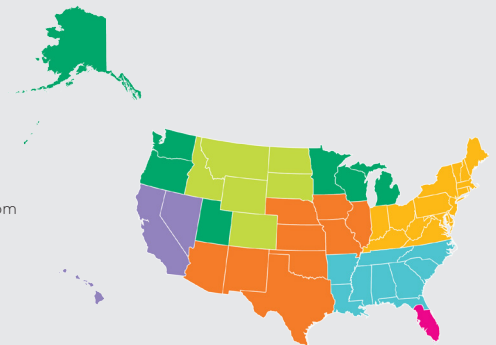
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Program marketed with MILES