



Brand USA Originals MULTI-CHANNEL PROGRAM: INDIA

The U.S. Department of Commerce projects tourism from India will increase by 47% from 2014 to 2021. Now is the time to leverage Brand USA's marketing efforts in India to grow your travel brand in this key market. Aligned with Brand USA's consumer marketing efforts in 2018, this is an opportunity for U.S. destinations and travel suppliers to reach out to qualified consumers with inspirational messaging that will result in increased visitation.

Be a part of this Brand USA's annual India campaign with new marketing channels!

Travel USA Print & Digital Insert

A broadsheet newspaper insert produced by The Times Group featuring US travel content is one of the most effective ways to reach consumers in India, to inspire travel and engage with them.



The Times of India - ET Panache Travel
- India's No. 1 National Daily

IN MARKET: February 1, 2018

Distribution in 12 Key Markets:

Bombay	Calcutta	Chandigarh
Delhi	Chennai	Jalpur
Bangalore	Hyderabad	Indore
Pune	Ahmedabad	Lucknow

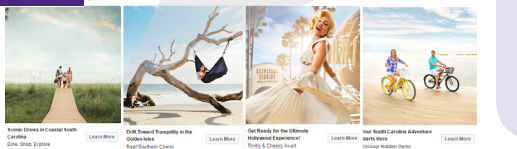
692,600 total distribution - 3Xs greater than 2017

Storytelling & Website Traffic **facebook.**

Benefit from Brand USA's strategic partnership with Facebook, a leading social platform for travel marketers. Partners will be able to align their message with Brand USA's Facebook consumer campaign, which will create even stronger results. Using newly introduced image-based ad units, partners have a new way to tell their story and reach qualified consumers.

- Media placements align with top-performing targeting from Brand USA campaigns
- Three-week campaign to generate quick and timely results during the height of travel planning
- Carousel ad format provides partners with more creative real estate to tell their story to the right audience
- Highly visual and engaging ad unit - may include video (tier 1 & 2 buys)
- Drives traffic to your content on site, delivering strong CTRs
- Packages include dedicated and shared messaging - depending on level of participation

Estimated 8,600,000 Impressions per Unit



Expedia Global Activation Partner

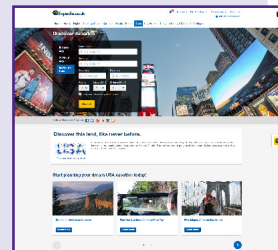
Brand USA's partnership with Expedia brings a strategic approach to enhance the activation and tie into the campaign as a whole. This multi-prong marketing approach is showing positive booking results for many of our partners.

Benefits include:

- Overarching digital campaign for consumer engagement with Expedia's Visit The USA landing page - estimated \$125,000 in media support in India; approximately 8.33MM impressions
- Co-branded Expedia display ad campaigns driving to dedicated partner landing pages
- Brand USA's match with Expedia included in campaign investment, depending on level of participation
- Consistent metrics and timely results

Expedia delivers 2.6 million unique monthly visitors*

*January 2016 ComScore, Inc. rankings



Six-Week Content Traffic Generation Campaign

- Traffic is driven directly to your content on GoUSA.in or to your localized website via the Google Display Network
- Increase in clicks with 5,000 to 15,000 guaranteed clicks, depending on level of participation
- The Google Display Network reaches 90% of Internet users worldwide and includes more than 2 million publisher sites
- GDN's unique affinity audiences allows for audience-based targeting and big reach. Using the Travel Affinity model, your display ads will reach a more qualified audience most likely to travel. This includes "learnings" from Brand USA's overall marketing strategies
- Proven model with high CTRs - clicks guaranteed

5,000 to 15,000 clicks

PROGRAM SUMMARY

Market Availability



India

Dates Active in Market:

Winter 2018

February - March 2018

Number of Programs:

1

Program Availability:

Winter 2018

Program Launch: February 2018

Opportunity Close Date: October 6, 2017

Materials Close Date: October 13, 2017



MULTI-CHANNEL PROGRAM: INDIA

India Multi-Channel Campaign Rates

New Partner Benefit: Up to 80% increase in Expedia media impressions - no incremental cost

Partner Tiers	Investment	Print & Digital Insert	GDN Traffic Generation: Clicks/ Estimated Impressions	Facebook Carousel Ad Unit	Estimated Facebook Clicks	Expedia Activation Partner Marketing****
Tier 1 <i>This package may be shared by up to 3 partners</i>	\$40,700	Full Page in 8-PG Broadsheet Insert	15,000/1,700,000	1 Dedicated Ad Unit - 4 Tiles*	29,000	- Responsive, custom landing page with offers sourced by Expedia (one page per co-op) - 900,000 co-branded display ads driving to your custom page - Inclusion on GoUSA.in Page linking to your custom page
Tier 2	\$20,500	Half Page in 8-PG Broadsheet Insert	8,000/1,000,000	Tile Number 2 position in one unit**	15,000	- Dedicated hotel search results page (one per co-op) - 415,000 co-branded display ads driving to your Hotel search results page - Inclusion on GoUSA.in page linking to your Hotel search results page
Tier 3	\$11,900	Quarter Page in 8-PG Broadsheet Insert	5,000/750,000	Tile Number 3 or 4 position in one unit***	N/A	- Inclusion on GoUSA.in page linking to your Hotel search results page

Facebook Notation: Impressions and CTR are based on estimates; creative must adhere to Brand USA image and content guidelines

*Dedicated co-branded Brand USA carousel ad unit - total of 4 tiles

**Co-branded Brand USA carousel ad unit - partner receives the second tile position; remainder of tiles will include other partners that are thematically or geographically related

*** Co-branded Brand USA carousel ad unit - partner receives the third or fourth tile position; remainder of tiles will include other partners that are thematically or geographically related

**** Offers for DMOs are populated based on current inventory available in Expedia's ecosystem. For non-DMO participants, please see your representative for information about featuring product.

PRICES ARE NET

India Multi-Channel Campaign Timing*

JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEPT 2018	OCT 2018	NOV 2018	DEC 2018
Core Campaign											

*Program execution is dependent on minimum partner participation

Summary Of Packages & Reporting

Tier	Estimated Digital Impressions*	Total Estimated Clicks*	Print Content Creation	Reporting
Tier 1	11,200,000	44,000	Full Page in 8-PG Broadsheet Insert	- Campaign report will include partner-specific digital ad campaign performance as well as a print summary - Facebook carousel ad unit impression and engagement metrics; partner tile clicks - Expedia partner-specific digital ad campaign impression and click metrics and activation report**
Tier 2	1,430,000	23,000	Half Page in 8-PG Broadsheet Insert	- Campaign report will include partner-specific digital ad campaign performance as well as a print summary - Facebook carousel ad unit impression and engagement metrics; partner tile clicks - Expedia partner-specific digital ad campaign impression and click metrics and activation report**
Tier 3	750,000	10,500	Quarter Page in 8-PG Broadsheet Insert	- Campaign report will include partner-specific digital ad campaign performance as well as a print summary - Facebook carousel ad unit impression and engagement metrics; partner tile clicks - Expedia partner-specific activation report**

*Estimated total impressions and clicks from GDN, Facebook and Expedia campaigns

**Measurements include room nights booked and total gross revenue for bookings; one per co-op

Materials Submission Requirements

- For any questions or needs, please contact MC-Materials-Due@MilesPartnership.com
- All supplied photos must adhere to Brand USA guidelines and are subject to Brand USA approval

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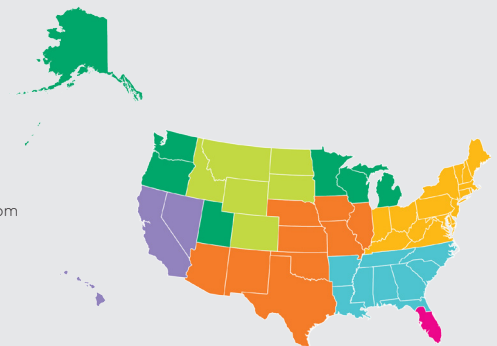
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Program marketed with MILES