## TABLE OF CONTENTS

### SECTION 1: A MESSAGE FROM BRAND USA & PARTNERSHIP OVERVIEW

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 3    | Message from Brand USA  
Christopher Thompson, President and CEO |
| 4    | Message from Brand USA  
Thomas Garzilli, Chief Marketing Officer |
| 5    | Partner Overview |
| 6    | Co-Op Overview |

### SECTION 2: BRAND USA & EXPLORE MINNESOTA PARTNERSHIP

<table>
<thead>
<tr>
<th>Page</th>
<th>Multi-Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Germany Fall 2018</td>
</tr>
<tr>
<td>10</td>
<td>Germany Spring 2019</td>
</tr>
<tr>
<td>11</td>
<td>China Fall 2018</td>
</tr>
<tr>
<td>12</td>
<td>China Spring 2019</td>
</tr>
<tr>
<td>13</td>
<td>UK Winter 2019</td>
</tr>
</tbody>
</table>

### SECTION 2B: BRAND USA & EXPLORE MINNESOTA CO-OP PARTNERSHIP

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 15   | Explore Minnesota FY2019  
Partner Recommendation Overview |
| 16   | Global Inspiration Program |

### SECTION 2C: BRAND USA & EXPLORE MINNESOTA TRADE INITIATIVES

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>Brand USA Travel week</td>
</tr>
<tr>
<td>20</td>
<td>Essentially America</td>
</tr>
<tr>
<td>21</td>
<td>Cooperative Marketing Media</td>
</tr>
<tr>
<td>22</td>
<td>USA Discovery Program</td>
</tr>
</tbody>
</table>

### SECTION 3: BRAND USA & EXPLORE MINNESOTA CONTINUED EXPOSURE

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Visit The USA Social Media</td>
</tr>
<tr>
<td>26</td>
<td>Go USA Social Media</td>
</tr>
<tr>
<td>27</td>
<td>Ask A Local</td>
</tr>
<tr>
<td>28</td>
<td>“Hear The Music” Campaign</td>
</tr>
<tr>
<td>29</td>
<td>Euronews</td>
</tr>
<tr>
<td>30</td>
<td>Brand USA Insider Guides</td>
</tr>
<tr>
<td>31</td>
<td>Consumer Earned Media</td>
</tr>
</tbody>
</table>

### SECTION 4: BRAND USA FY2019 UPDATES

<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 34   | FY2019 VisitTheUSA.com  
Overall Performance |
| 35   | Brand USA FY2019 Overview |
A MESSAGE FROM BRAND USA’S PRESIDENT & CEO

Christopher Thompson

Dear Explore Minnesota,

For nearly 10 years, Brand USA has worked to fuel our nation’s economy by inspiring the world to visit the USA. And we are proud to say our partners have been by our side every step of the way to help deliver on this promise. With the support of more than 900 contributing travel brands and destination partners, our collaborations continue to be shining examples of what we can accomplish, together.

We are energized by the fact that these efforts since 2011 have had a significant impact, helping welcome nearly 7 million incremental visitors to the USA, who spent $27.8 billion, which generated $47.7 billion in total economic impact, and supported an average of nearly 52,000 incremental jobs a year. We know we could not have accomplished these results without our best-in-class partnerships at the local, state and national levels.

We’re pleased to present this customized Year in Review to highlight our cooperative accomplishments and successes in FY2019.

Thank you for your steadfast efforts to attract and welcome international visitors.

Together, we are marketing the USA!
A MESSAGE FROM BRAND USA’S CHIEF MARKETING OFFICER
Thomas Garzilli

To our partners at Explore Minnesota,

As the nation’s destination marketing organization, we take pride in our role of being the nation’s storyteller – inspiring visitors from all over the world to experience the limitless travel opportunities the U.S. has to offer. Our ability to promote these facets of the U.S. travel and tourism industry is a direct result of the ongoing support of our partners. Year over year, we continue to add value to our partners through a variety of marketing initiatives and consumer, trade and cooperative programs. What we get in return is a bolstered U.S. economy, innovative campaigns and best-in-class partnerships.

Since 2012, Explore Minnesota has been by our side supporting a myriad of marketing initiatives and programs, further enhancing the image of the U.S. travel and tourism industry. This year in review report explores the impact and results of our invaluable partnership with Explore Minnesota over the past year. We look forward to forging ahead, together, and continuing our collaborative momentum to showcase the very best the U.S. has to offer to international travelers.

Thank you for your continued support!

Sincerely,
FY2019

EXPLORE MINNESOTA
Partnership Objectives

In FY2019, Brand USA worked collaboratively with Explore Minnesota to drive visitation from targeted international markets through:

▶ **CREATIVE DEVELOPMENT:** Creative, inspirational destination storytelling through Brand USA’s consumer initiatives such as content on VisitTheUSA.com.

▶ **MEDIA:** Leveraging the scale of Brand USA’s buying power, media relationships and reach to drive incremental international visitation to Minnesota. Brand USA worked with Explore Minnesota across such programs as Multi-Channel programs in China, Germany and the UK markets.

▶ **MARKET RESEARCH:** Harnessing Brand USA’s original market research insights helps Explore Minnesota deploy the right messages through the right channels at the right time.

▶ **TRAVEL TRADE:** Enhancing existing awareness in targeted international markets, through education, promotion and products to establish a trade foundation and cultivate an active consumer presence.

TheBrandUSA.com • 5
EXPLORE MINNESOTA PARTNERSHIPS

Brand USA and Explore Minnesota drove interest to a diverse set of Minnesota destinations in key international markets through collaboration via Brand USA cooperative marketing.

FY19 participants included:

BLOOMINGTON CONVENTION & VISITORS BUREAU

MEET MINNEAPOLIS

VISIT DULUTH

VISIT SAINT PAUL
SECTION 2

BRAND USA & EXPLORE MINNESOTA PARTNERSHIP
Germany is one of the top volume markets to the U.S., and Brand USA continues to provide partners with innovative international marketing opportunities. This Multi-Channel campaign was designed to reach consumers at the right time, with the right message and in the right place. The new digital media channels provided an integrated marketing approach to engage consumers and ultimately drive activation.

<table>
<thead>
<tr>
<th>Print</th>
<th>Google Display Network</th>
<th>Expedia Activation Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>300,000 Total Distribution</td>
<td>252,590 Impressions</td>
<td>169 Post-View/Click Hotel Room Nights</td>
</tr>
<tr>
<td>2,733 Total Clicks</td>
<td>1.08% CTR</td>
<td>$19,777 Post-View/Click Gross Hotel Bookings</td>
</tr>
</tbody>
</table>

Print Sample

Google Banner Ad Sample

Expedia Activation Campaign Sample
MULTI-CHANNEL SPRING 2019

Germany

Print

- Total Distribution: 300,000

Google Display Network

- Impressions: 244,534
- Total Clicks: 2,517
- CTR: 1.03%

Expedia Activation Campaign

- Post-View/Click Hotel Room Nights: 257
- Gross Hotel Bookings: $34,819

TheBrandUSA.com • 10
The China Fall 2018 Multi-Channel campaign offered opportunities for partners to create greater awareness around their destination and its experiences, as well as further engage audiences through video across China’s leading trip planning, social and video platforms.

- **Total Media Impressions**: 115.2M
- **Total Editorial Views**: 766,000
- **Total Media Clicks**: 649,185
- **Partner Banner Ad Impressions**: 2.9M
- **Partner Banner Ad Clicks**: 1,580
- **Partner Banner Ad Impressions**: 1.1M

**CLICK TO VIEW**
Brand USA continues to stay ahead of the curve in China’s ever-evolving media landscape. In 2019, partners benefited from exposure on leading social and booking platforms as well as through inflight entertainment systems on China’s local/regional airlines, reaching highly qualified Chinese travelers. This program generated greater awareness of U.S. destinations and experiences among affluent Chinese consumers in tier 1 and 2 cities as they planned their long-haul travel.
The UK Multi-Channel program’s robust digital, print, social, traffic generation and activation campaign ensured that targeted messaging reached international travelers through the media they consumed most. Customized calls-to-action took consumers from inspired to desired to booked – generating real, measurable results.

**Print**
- 300,000 Total Distribution

**Google Display Network**
- 215,990 Impressions
- 2,251 Total Clicks
- 1.04% CTR

**Expedia Activation Campaign**
- 575 Post-View/Click Hotel Room Nights
- $85,883 Post-View/Click Gross Hotel Bookings

**Facebook Social Media**
- 2.6M Carousel Impressions
- 590 Partner Tile Link Clicks

---

GDN Banner Ad Sample

FB Carousel Sample
SECTION 2B

BRAND USA & EXPLORE MINNESOTA CO-OP PARTNERSHIP
Brand USA & Explore Minnesota leveraged their strategic partnership to extend customized marketing opportunities to Explore Minnesota industry partners. By integrating our efforts together, we focused and amplified the welcoming message of Explore Minnesota in key international markets.

Explore Minnesota’s core co-op programs for partners in FY2019 included:

### Global Inspiration Program

The official U.S. travel guide (in print and digital) is a foundational marketing tool distributed in over 50 countries and translated into 9 different languages.
GLOBAL INSPIRATION PROGRAM

VISIT THE USA
EXPLORE AMAZING DESTINATIONS AND EXPERIENCES

PRIMARY MARKETS

- Germany
- France
- India
- Ireland

>BOLD/VIBRANT PARTNER DESTINATION IMAGE HERE

GLOBAL INSPIRATION PROGRAM

- Launched in over 50 countries with 13 editions in 9 languages
- Print distribution through Brand USA pavilions at global trade shows, U.S. Embassy channels, travel agent locations and targeted consumer distribution
- Digital reach through eGuide editions as well as custom digital editions for travel trade partners
- NEW Mobile Takeover Ads available in Australia, Brazil, Canada, Germany and the UK

465,000 Print Impressions*

17.2 Digital Impressions*

*Brand USA Overall Results
SECTION 3

BRAND USA & EXPLORE MINNESOTA TRADE INITIATIVES
Brand USA is proud to showcase the unique features and experiences of partner destinations, including Explore Minnesota, through impactful pavilions at travel trade shows around the world.
Essentially America is the leading international consumer travel magazine about leisure travel to the USA. Essentially America’s distribution is uniquely aimed at bringing repeat travelers to the USA.
Brand USA and Explore Minnesota participated in the following*:

**AMERICA JOURNAL**

---

**NUR IN MINNESOTA**

Minnesota is one of the “Land of 10,000 Lakes” known for and offers unique activities and adventure on water or land. From vibrant cities to unspoiled nature, from historical legendary places to modern attractions, Minnesota is a truly magnificent Great Lakes State. Unforgettable and authentic experiences await you, from the North Woods to the shores of Lake Superior and on the Mississippi River. Your adventure awaits – only in Minnesota.

**Duluth**
- The city on a hill overlooking the world’s largest freshwater lake, Lake Superior, offers beautiful nature, gastronomy, outdoor adventures, and fantastic views.

**Bloomington**
- The hub of America and Nickelodeon Universe at the Mall of America is a must-visit destination. The Mall of America is home to more than 400 stores, a 10-screen cinema, and a host of dining options.

**Saint Paul**
- Minnesota’s capital city offers more of the Mississippi River than any other city, the longest stretch of Victoria homes in the USA, and a notorious gangster past.

**Minneapolis**
- The perfect blend of nature and culture. Cycling routes, lakes, parks, and the Mighty Mississippi are just a stone’s throw from sports venues, museums, and theaters.
The USA Discovery Program is Brand USA’s official online travel agent training tool. It helps the travel industry be inspired and get accredited as USA Specialists by teaching them about the diverse destinations and experiences available in the USA.

Agents learn geographical information about regions, states and territories to become a Regional Expert. Agents can then earn special badges as well as custom partner badges. Unique features of the program include MegaFam integration, peer-to-peer learning and live events and webinars.

<table>
<thead>
<tr>
<th>MARKET</th>
<th>406 Total Users Passed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia &amp; New Zealand</td>
<td>96</td>
</tr>
<tr>
<td>Brazil</td>
<td>11</td>
</tr>
<tr>
<td>China</td>
<td>3</td>
</tr>
<tr>
<td>France &amp; Germany</td>
<td>151</td>
</tr>
<tr>
<td>India</td>
<td>151</td>
</tr>
<tr>
<td>Italy</td>
<td>4</td>
</tr>
<tr>
<td>Mexico</td>
<td>74</td>
</tr>
<tr>
<td>South Korea</td>
<td>7</td>
</tr>
<tr>
<td>UK &amp; Ireland</td>
<td>9</td>
</tr>
<tr>
<td>Global</td>
<td>406</td>
</tr>
</tbody>
</table>
SECTION 4
BRAND USA & EXPLORE MINNESOTA
CONTINUED EXPOSURE
VISIT THE USA SOCIAL MEDIA
FY2019 Global Exposure

Brand USA engages with its 7 million+ social community on a daily basis through our always-on social media strategy. Through a robust content mix, we communicate the breadth of experiences that the USA has to offer.
Brand USA shares Minnesota’s story with an active, vibrant community of pre- and post-travelers on the GoUSA-branded WeChat and Weibo pages.

- **WeChat Followers**: 166,019 as of Oct. 1, 2019
- **Weibo Followers**: 890,035 as of Oct. 1, 2019
- **YOUKU Followers**: 939 as of Oct. 1, 2019
“Ask a Local,” Brand USA’s documentary-styled campaign, shares amazing, authentic travel experiences through the voices and faces of U.S. residents.

- Features local personalities telling and sharing their favorite places, experiences and attractions
- Destinations featured on Ask A Local landing page on Visit The USA global sites
- Brand USA’s content and distribution strategy drives consumers to engage with this authentic travel content

**MARKET**

<table>
<thead>
<tr>
<th>Country</th>
<th>Impressions</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRANCE</td>
<td>3</td>
<td>54</td>
</tr>
<tr>
<td>GERMANY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDIA</td>
<td>3</td>
<td>54</td>
</tr>
</tbody>
</table>

*Brand USA Overall Results*
Brand USA’s music-driven consumer campaign, “Hear The Music”, features a local musician who showcases the destination’s cultural diversity and unique visitor experiences. Minnesota-focused content is featured across the Brand USA consumer ecosystem, including digital, social, OTT and website(s).
Brand USA created a digital and social media campaign with Euronews to portray the essence of the USA through the lens of music across 10 cities in the USA. The series, “Notes from the USA,” followed two international musicians, one from France and the other from Ireland, as they unmask the USA’s musical creative spirit and its ability to be a central character in popular culture.
BRAND USA INSIDER GUIDES
Trade Initiatives

Brand USA Insider Guides are self-drive itineraries that are promoted to receptive tour operators to add product and promote on their channels.

The Brand USA Insider Guides live on Brand USA’s Travel Trade website, which is a one-stop shop for the international travel trade industry including pre-built itineraries, destination images, a list of receptive tour operators, visa guidelines, videos and a U.S. education hub.

Explore Minnesota is featured in these three U.S. itineraries featured on the Travel Trade website*:

- On the Shores of the Great Lakes
- Rhythms of the River
- Minnesota/St. Paul & the Great Plains

* “as of” date (10/1/19)
The Visiting Journalist Program primarily focuses on working with prominent travel writers and influencers who contribute to consumer media outlets (print, digital and broadcast) and social media channels. All participants are fully vetted and pre-approved.

Brand USA continues to leverage its relationships with journalists and influencers through its ongoing schedule of familiarization tours. By doing so, Brand USA promotes destinations and travel experiences in every state, the District of Columbia and the five territories through extensive media coverage in both consumer and travel trade media.

In FY19, Brand USA’s 14 international markets coordinated 100+ multi-state itineraries for group and individual press trips. Minnesota was featured in two press trips.
BRAND USA FY2019 VISITTHEUSA.COM OVERALL PERFORMANCE

23.7 MILLION Pageviews*

18.3 MILLION Sessions*

“Into America’s Wild”
 During IPW 2019, Brand USA announced its third film for release in IMAX® and giant-screen theaters in collaboration with MacGillivray Freeman Films — “Into America’s Wild.” The film will lead international audiences on a cross-country journey of the USA’s great outdoors to showcase scenic byways, ancient homelands, little known trails, and hidden gems that form the natural tapestry of America.

“America’s Musical Journey”
 The initial success “America’s Musical Journey” resulted in the expansion of the music platform for fiscal year 2019, including the addition of 10 new featured artists and cities as part the “Hear The Music, Experience The USA” campaign. The film also premiered in four destinations: London, Sydney, Melbourne, and Sao Paulo, and won four awards: the HSMAI Adrian Award, three Silver ADDY Awards, and the Gold Medal at the New York Festivals TV and Film Awards.

“National Parks Adventure”
 Brand USA’s first, giant-screen film, “National Parks Adventure” is currently showing in more than 100 theaters globally and is available on Netflix, demonstrating the continued strong interest of viewers worldwide.
BRAND USA
FY2019 OVERVIEW

INNOVATIVE CONSUMER AND TRADE INITIATIVES

GoUSA TV
- In 2019, GoUSA TV became available for download globally on iOS and Android devices, which extends Brand USA’s strategy to immerse audiences in content that is both an entertainment and educational point of view of destinations and experiences available across USA. Brand USA also began adding episodic content to captivate viewers and entice them back to the channel.

United Stories
- In January of 2019, Brand USA along with Beautiful Destinations launched the creative campaign – United Stories, which utilizes mobile content creation labs to spotlight first-person perspectives of American culture via locals, influencers, and travelers alike. The content gathered conveys the warm and welcoming nature of Americans and from all corners of the U.S. and further amplifies the unique U.S. travel experiences, events, and attractions.

Mega Media Venture
- In fiscal year 2019, Brand USA, in collaboration with TravMedia and in partnership with Marriott International, American Airlines, and destination marketing organizations across the entirety of the United States, completed the first-ever large-scale media fam – Mega Media Venture. Brand USA invited 50 international journalists to the 50 states, five territories, and the District of Columbia yielding more than 60 global articles with a total advertising value of over $9 million by top-tier journalists from Australia, Brazil, Canada, China, EMEA, France, Germany, Hong Kong, Italy, Japan, South Korea, Mexico, New Zealand, and the United Kingdom.

Hear the Music, Experience the USA
- Building on the success of the film “America’s Musical Journey” and the 2018 campaign “Hear The Music, Experience The USA,” Brand USA expanded the integrated marketing campaign to include 10 talented artists whose hometown musical heritage has influenced their interpretation of two iconic American songs: “What I Like About You” by the Romantics and “Boogie Shoes” by KC and the Sunshine Band. Viewers get an authentic and experiential look into uniquely American sounds and utilizes the power of American music to promote the U.S. to international travelers.
BRAND USA
FY2019 OVERVIEW

EXPANDING GLOBAL CONNECTIONS

Brand USA Travel Week Europe

The first-ever Brand USA Travel Week Europe took place in London, U.K. This U.S.-immersive event showcases the diverse range of travel experiences available throughout the United States and provides a revolutionary business platform for U.S. suppliers to engage with key buyers across select international markets. The buyers represent companies with a strong interest in leveraging opportunities to grow arrivals to the USA. Brand USA also announced Brand USA Travel Week India will take place in October 2020, and Brand USA Travel Week Europe will return to London, U.K. in September 2020.

2019 U.S.-China Tourism Leadership Summit

In its 13th year, Brand USA joined the Ministry of Culture and Tourism of the People’s Republic of China to host the U.S. – China Tourism Leadership Summit. This year, under the theme of “culture and tourism,” the two entities convened in Seattle, Washington, to build and strengthen relationships between the U.S. and Chinese tourism industry leaders and government officials through dialogue and cultural engagement. Attendees were also able to experience several local attractions Seattle has to offer travelers.

USA Discovery Program

Brand USA announced the expansion of its signature USA Discovery Program, an award-winning online travel agent training platform, to France, Italy, Korea, and Spain. Soon, Brand USA teams in these markets, with the French site also being promoted in Belgium and Luxembourg and the Germany site being promoted in Austria and Switzerland, will work with the travel trade, travel media, and Visit USA Committees to promote the program.