



Brand USA International Marketing Outlook Hawai'i Tourism Conference



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AGENDA

- **Brand USA 101**
- **State of International Visitation**
- **Marketing the USA with Brand USA**
 - **Digital Asset Management DAM**
 - **Social Media**
 - **GoUSA TV**
 - **VisittheUSA.com**
 - **Co-Ops**
 - **Global Trade Landscape**

A scenic photograph of a rocky coastline. The foreground is dominated by a large, dark blue rectangular overlay containing white text. To the right, a massive, reddish-brown rock formation features a natural cave opening. A person in a yellow kayak is visible inside the cave, paddling on the calm water. The background shows a clear blue sky with some clouds and a power line tower. The overall mood is serene and adventurous.

Brand USA

101

Our Role in the Industry



**Where
Brand USA
Fits In**

USA

VisitTheUSA.com

Brand USA

Regional DMOs

State DMOs

Local DMOs



State of

International
Visitation

National Travel and Tourism Strategy Goals:

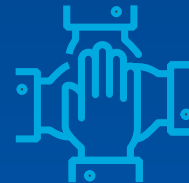
- To welcome 90 million annual international visitors by 2027.
- For those international visitors to spend \$279 billion annually.



**Global Consumer
Campaigns**



Travel Trade Outreach



**Cooperative
Marketing Programs**



INTERNATIONAL VISITATION
MORE IMPORTANT THAN EVER BEFORE

International Inbound Spending 2023

\$226B

SPENT ON TRAVEL TO & WITHIN THE USA

January –
December 2023

+31%

Over 2022

Spending

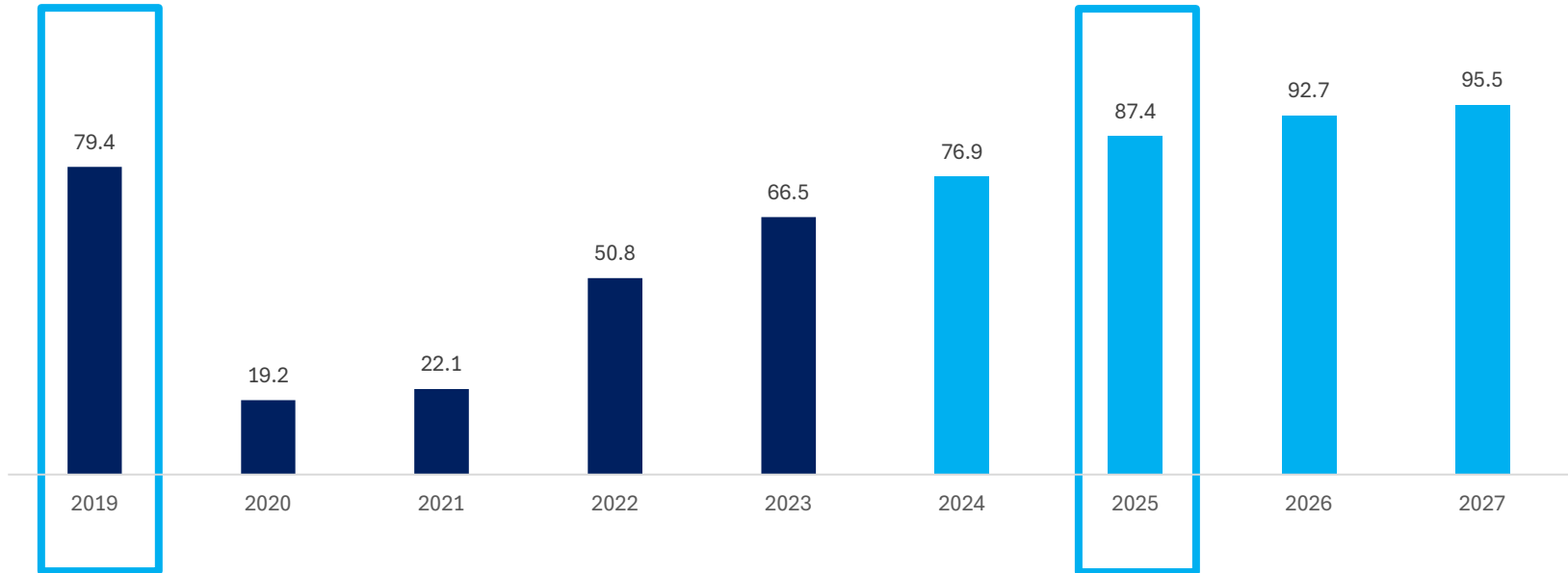
\$619M

Daily



U.S. inbound travel forecast to surpass pre-pandemic levels in 2025

Visitation in millions

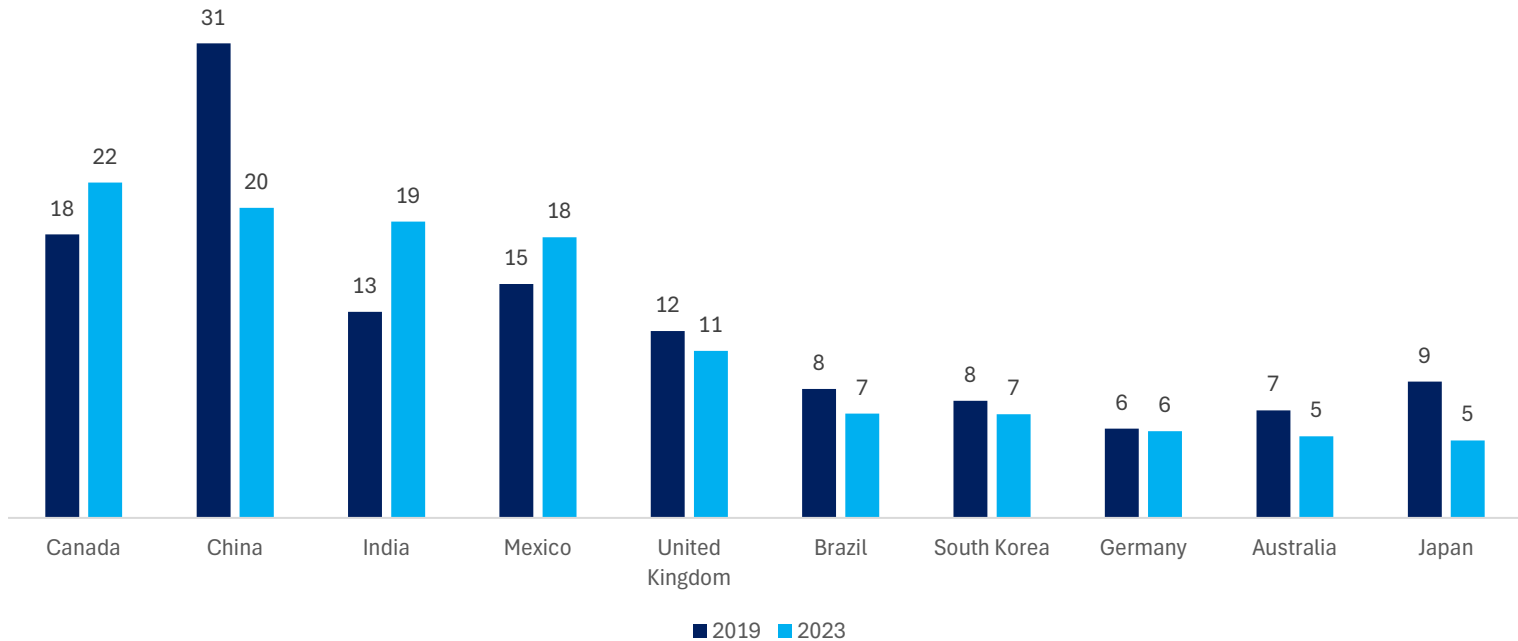


2024 Year to Date Overseas Arrivals

	Arrivals ↓	YOY Change
United Kingdom	2,590,065	4%
India	1,554,020	30%
Germany	1,292,854	12%
Japan	1,202,620	34%
Brazil	1,200,311	22%
France	1,160,172	10%
South Korea	1,143,634	12%
China	1,121,562	61%
Italy	756,667	18%
Colombia	673,128	20%
Australia	653,460	10%
Spain	597,674	14%
Argentina	465,622	16%
Netherlands	421,483	12%
Dominican Republic	342,499	11%

Spending: Top Markets 2023

Spending in \$billions





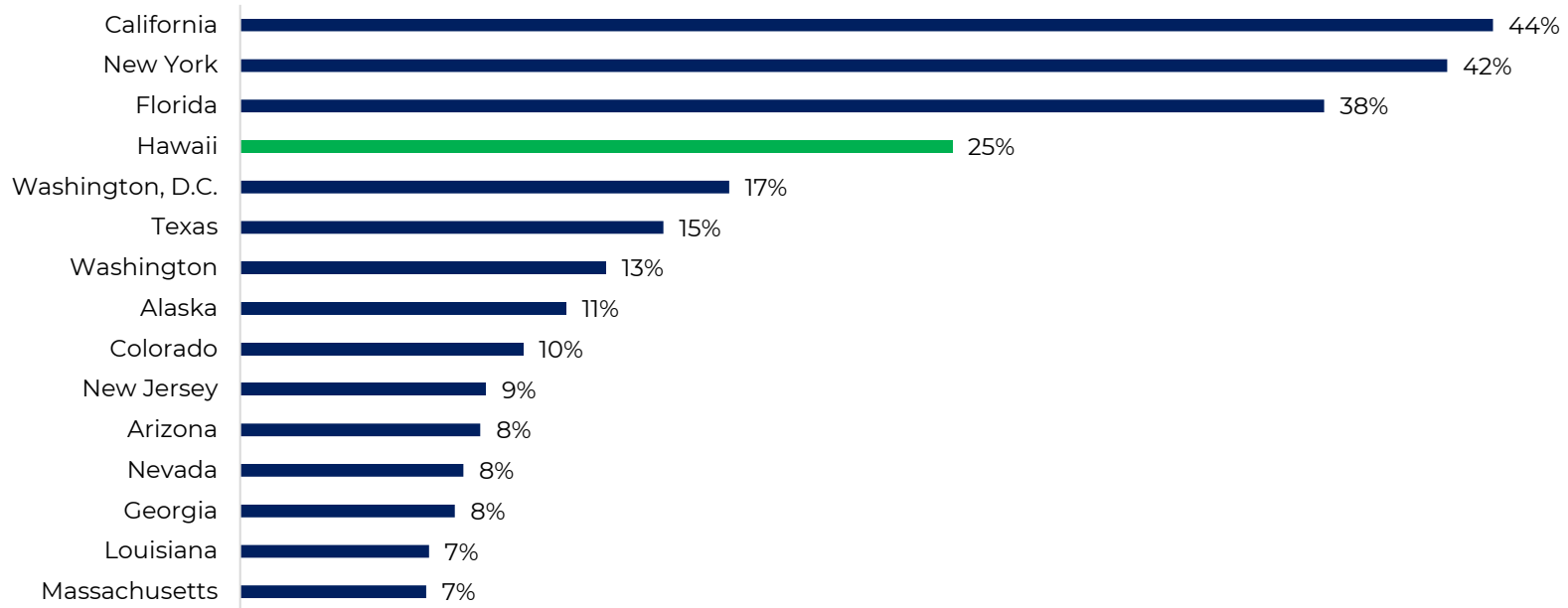
MARKET INTELLIGENCE

Characteristics of the USA



United States: Top 15 States and Territories of Interest

California, New York, and Florida are the top 3 states of interest among respondents who expressed a likelihood to visit the USA sometime in the future. Hawai'i ranks 4th.



Q: Please select which of the following U.S. states and territories you are interested in visiting on a future overnight leisure trip to the United States.

Base: Respondents likely to visit the United States sometime in the future, N=23,693

United States: Interest in Hawai'i by Country

Japan and South Korea expressed the highest interest in visiting Hawaii sometime in the future, followed by Australia and Sweden.

U.S. State/Territory	% Interested in Visiting
TOTAL RESPONDENTS	25%
Japan	44%
South Korea	41%
Australia	35%
Sweden	31%
Norway	29%
Canada	29%
Denmark	29%
Italy	27%
New Zealand	27%
India	25%
Germany	24%
United Kingdom	24%

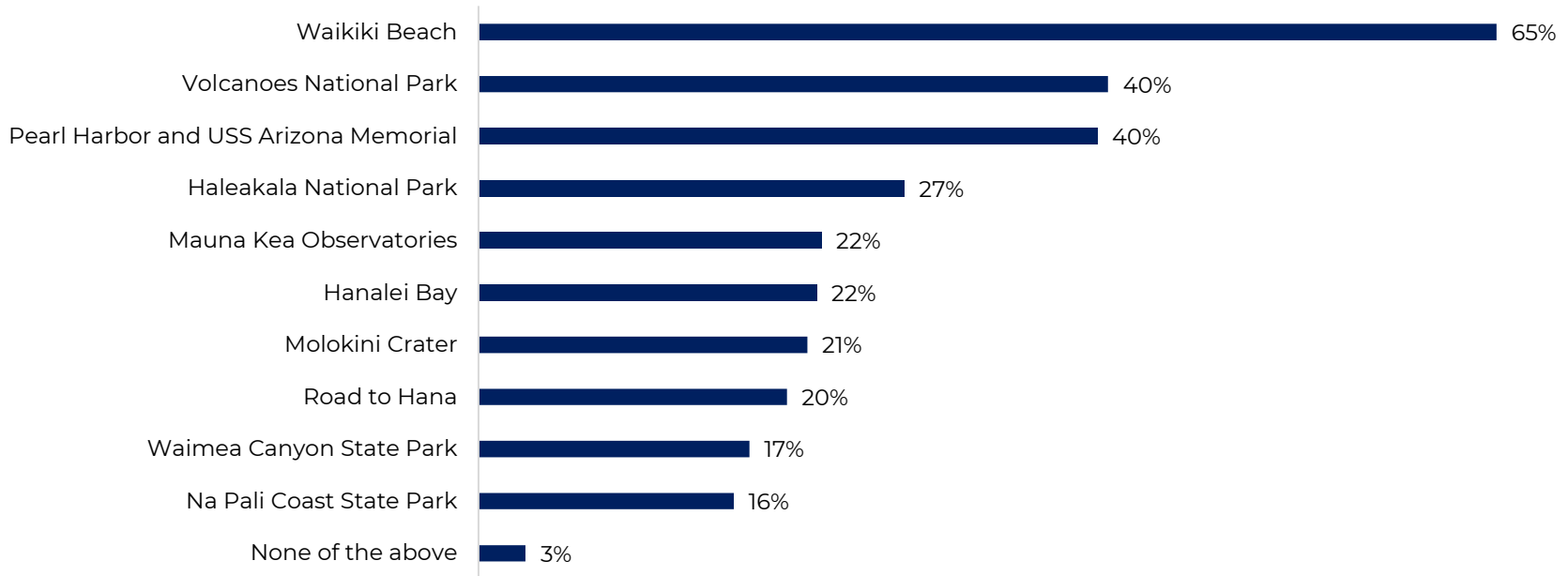
U.S. State/Territory	% Interested in Visiting
Brazil	23%
Mexico	23%
Colombia	23%
France	23%
Spain	23%
Chile	21%
Ireland	20%
China	19%
Belgium	19%
Argentina	19%
Peru	16%
Netherlands	16%
Ecuador	15%

Q: Please select which of the following U.S. states and territories you are interested in visiting on a future overnight leisure trip to the United States

Base: Respondents likely to visit the United States sometime in the future, N=23,693 - % Hawai'i

Hawai'i: Top Attractions of Interest

Travelers who expressed an interest in visiting Hawai'i were asked about the specific attractions they would like to visit. Waikiki Beach received the highest level of interest (65%), followed by Volcanoes National Park and Pearl Harbor/USS Arizona Memorial (40% each).



Q: Please select which of the following attractions you are interested in visiting on a overnight leisure trip to the United States?

Base: Respondents interested in visiting Hawai'i, N=5,911

Marketing

Marketing the
USA and Hawai'i



**It's more important than ever to be top of mind for consumers
and to raise the USA within their travel consideration set.**







Digital Asset Management DAM



hawaii

Grid List | Display 25 Items | Sort by Date U... | Zoom

226 to 250 of 3336 Select Page

CATEGORIES LIGHTBOXES FILTERS

- Entire Library Current Category
- Download
 - Descriptions
 - Titles / File Names
 - Comments
 - Category Names
 - Cognitive Metadata
 - Attributes
 - Document Text

File Type

Rating

Status, Events and Dates

Action and User

Colors

Text in Images

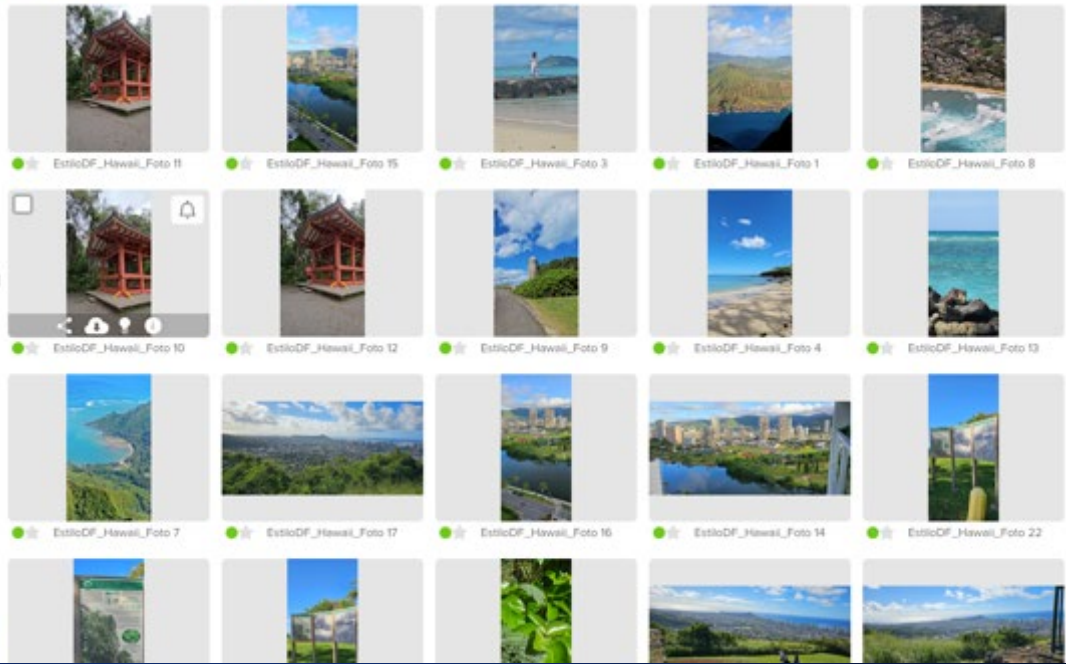
Document Text

Custom Attributes

Saved Searches

Please name your search query. Saved searches can be found under this facet.

Clear Apply



An aerial night view of a coastal city, likely Honolulu, Hawaii. The image shows a dense cluster of high-rise buildings on the left, illuminated with warm lights. A sandy beach runs along the coast, with palm trees and other vegetation. The ocean is a deep blue, and the sky is a dark twilight blue. In the background, a large mountain is visible. The overall scene is vibrant and scenic.

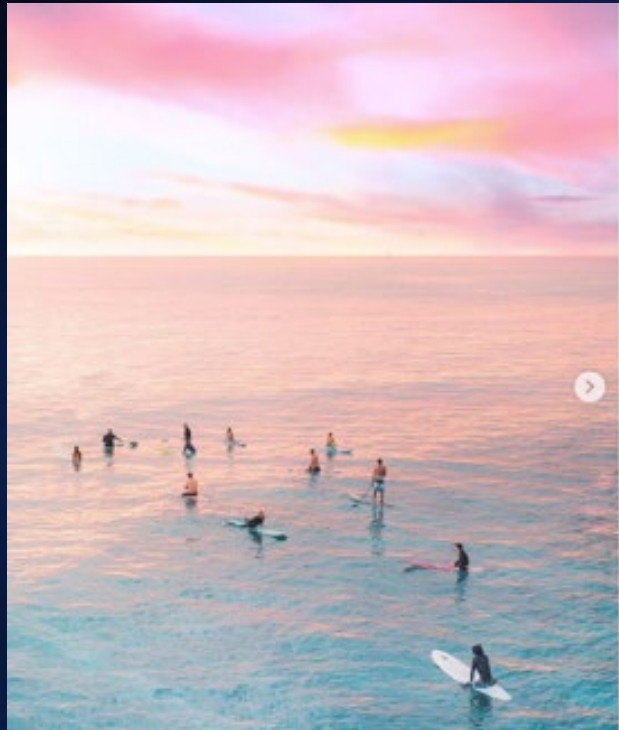
USA

VisitTheUSA.com

Brand USA

Social Media

Social Media Inclusion



 **visittheusa** • Follow
Hawaii

 **visittheusa** Enter your surfing era and celebrate World Ocean Day in Hawaii! 🌴

Dive into the surf culture of the Aloha State with this ultimate guide to catching the perfect wave while protecting our oceans.

Surf spots to explore:

- 🌊 Head to Waikiki Beach for beginner-friendly waves
- 🌊 Catch barrels at Banzai Pipeline, one of Hawaii's most iconic surf breaks
- 🌊 Test your skills at Honolulu Bay, known for its epic swells and crystal-clear waters


Ocean conservation tips:

- 🌊 Respect marine life by keeping a

♥️ 💬 📌

Liked by **floridaspacecoast** and others
June 8



 **Go USA**
April 19

Memorable adventures, culture and history, delicious food, and breathtaking views you've never seen before, Maui, Hawaii has it all 🌴




Check out these recommended places below:

- 🌳 Haleakala National Park with amazing views
- 🌅 Haleakala Visitor Center with sunrise
- 🥾 Hiking the Pipewai Trail
- 🏠 Historical Spot (ao Gorge State Park
- 🍸 Ladder bar on Front Street in Lahaina

Let's go to Maui this spring!

#VisitTheUSA #マウイ #ハワイ #海

👤 See original 🗑️ Rate this translation



👁️ 10K

236 comments 190 shares

Social Media Inclusion



yun0_travelplanner · Follow
Paid partnership with [visittheusa](#) Original audio

yun0_travelplanner #광고 꼭 저장해야 하는 하와이 여행팁 7가지💖
(본문 하단에 무료 일정표 링크도 소개해드릴게요👉)

다음 여행으로 신나는 몸놀이는 물론, 예쁜 자연경관을 눈에 담을 수 있는 곳을 찾는다면?
정답은 바로 하와이입니다.🌺🌿

제가 다녀온 5박 6일 하와이 여행에서 가장 기억에 남는것은 아래 3가지인데요!
-가슴이 뭉클해지는 노을 구경하기
-수천 마리의 물고기와 스노클링하기
■ 로맨틱한 오션뷰 레스토랑에서 식사하기

하와이 여행을 앞두고 준비하기 막막한 분들을 위해
위 3가지 필수코스 포함
꼭 하고와야하는 10가지를 정리해두었으니,



Visit The USA · March 28 · [Follow](#)

Overview **Comments**

ALOHA thrill-seekers! 🌺Kauai, Hawaii offers a dose of vitamin sea and sensational weather!

Blue Ocean Adventures sets you up for a thrilling Zodiac tour along the Nāpali Coast. Travellers will have the chance to discover hidden sea caves and catch a view of dolphins, sea turtles, and Humpback Whales. The Pacific Ocean's version of a Planet Earth episode! 🌊

The tropical paradise also provides an awesome helicopter ride over the Nāpali Coast and a snorkeling experience that is seriously worth doing!

Tag a friend you would bring along for the ride!

[@genahghator](#)

#VisitTheUSA #Hawaii #Kauaiadventures #Kauaifeel #Kauaihawaii
See less

Most relevant

Brandon Whitaker
My mom before she past when to kauai and she told me I must go now I must go

22w · Like · Reply · Edited

Visit The USA replied · 2 Replies

Social Media Inclusion

Want to be featured?

Tag @VisitTheUSA to share your story
#VisitTheUSA



GOUSA TV

A photograph of a redwood forest. The scene is dominated by massive, ancient-looking tree trunks with deeply furrowed bark. Sunlight filters through the dense canopy of green leaves, creating a dappled light effect on the forest floor. In the lower right foreground, two people are standing on a path of brown leaves and ferns. One person is wearing a bright yellow hooded jacket and blue overalls, and the other is wearing a dark jacket and blue jeans. They are both looking towards a particularly large tree trunk, with their arms slightly outstretched, emphasizing the scale of the forest.

Go **USA** **TV**

Because every place has a story.

Platforms



SAMSUNG
TV Plus



LG

plex



chromecast



FreeCast[®]

firetv

sling

ROKU



MXPLAYER

OTT
STUDIO

TeleUP

androidtv

mitv+

rlaxx

Netgem TV

TCL

Rakuten

REWARDED
IT PAYS TO WATCH .tv

ZEAS

VIDAA

Authentic, Compelling Storytelling

Want to be Featured?

- **Story arc.** The storyline must have a concrete beginning, middle, and end for viewers to follow, as well as engaging emotion through drama, conflict, fun, or comedy
- **Builds a unique sense of place** by featuring cultural elements such as food, music, sports, tradition, or other attributes
- **Motivates a viewer to say: “I want to go do that thing, in that place, with those people!”**



Visit the USA.com





The official travel site of the USA.



Destinations ▾ Trips ▾ Experiences ▾

Paddleboarding adventures along the Waikiki Beach shore

Hawaii

Paddleboarding adventures along the Waikiki Beach shore



Unmistakable islands, unforgettable experiences

From the hustle and bustle of Oahu to the romance of Maui and off-the-beaten-path pursuits on Lanai, the Hawaiian Islands offer enough to see, do and feel to fill a lifetime's worth of dreams. So where do you go? Hawaii's spectacular beaches and lush valleys offer endless outdoor experiences, including surfing, hiking, helicopter tours, paddle sports, whale-watching and zip lining. You can also swim with manta rays at night, explore down tunnels in old sugar plantations and walk a lunar landscape at Garden of the Gods. Choose your island and let the memories begin.



The official travel site of the USA.



Destinations ▾ Trips ▾ Experiences ▾

Maui

Secluded Red Sand Beach on Kaunohu Bay near Hana

Major Airports:
Kahului (OGG)
Lanai Airport (LNY)

States:

Immersed in the beauty of shimmering seas and simple pleasures

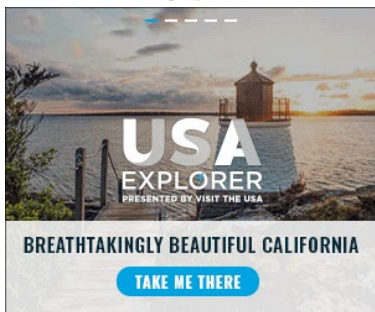
On Maui, there's no wrong answer to "What shall we do today?" Wherever you turn, there's something to see and do, something fun and active, something cultural and historic, something indulgent, something amazingly scenic. This is where island dreams came true, whether they involve sitting on a gorgeous beach watching the waves, getting on one of the world's most beautiful courses, exploring underwater, discovering charming small towns or



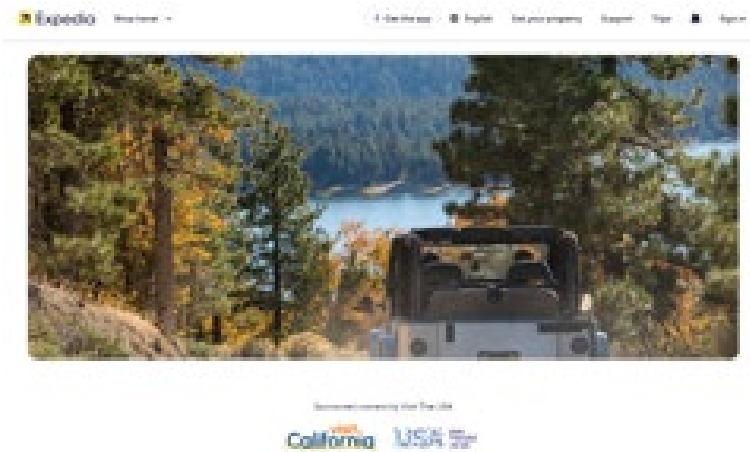
Co-ops

Creative Examples

Programmatic Carousel Ad Unit
Featuring up to 5 Tiles



Home Page Example



The best of California

Discover everything that California has to offer. From world-class beaches to stunning mountain views, there's something for everyone in the Golden State.

<p>Los Angeles</p> <p>With more than 300 years of history and 19 miles of coastline, Los Angeles is a vibrant city with endless entertainment and cultural options.</p>	<p>San Francisco</p> <p>There's no shortage of great things to experience in this iconic city, from world-class dining to breathtaking views.</p>	<p>San Diego</p> <p>From the world's most beautiful beaches to world-class museums, San Diego has it all.</p>	<p>Anaheim</p> <p>Discover the magic of Disneyland Resort, a world-class vacation destination for all ages.</p>	<p>Burbank</p> <p>Experience the heart of Hollywood in Burbank, with world-class dining and entertainment.</p>
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Tile Links to Destination Content in the ITC

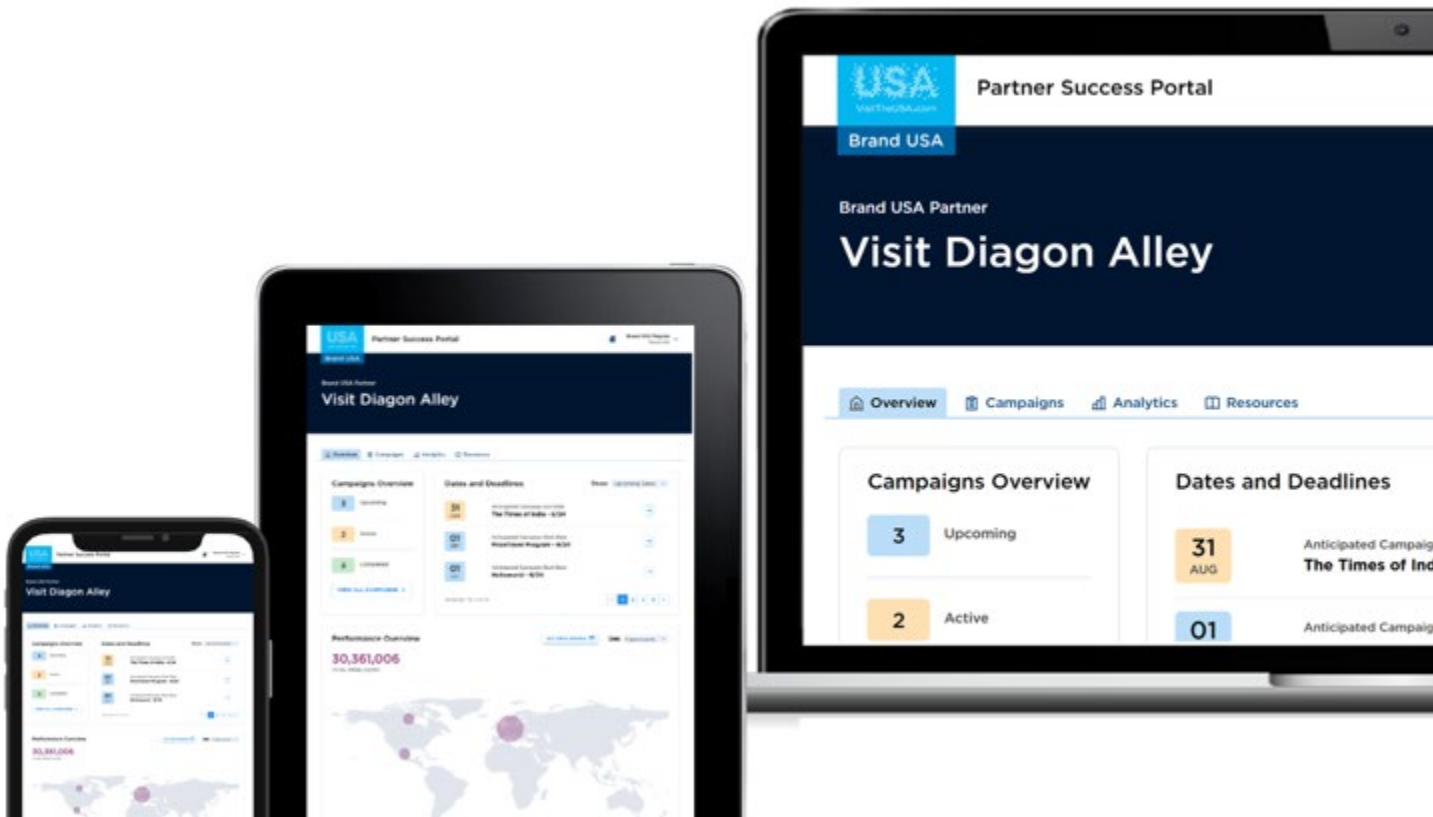


A tropical landscape featuring several tall palm trees and lush greenery. In the foreground, there is a calm body of water reflecting the sky and trees. The scene is set under a clear blue sky with a few wispy clouds. A dark brown building is partially visible on the right side, nestled among the plants.

Brand USA

Partner Success
Portal

PARTNER SUCCESS PORTAL



The logo consists of the letters 'USA' in a white, pixelated font on a blue square background.

VisitTheUSA.com

Brand USA

Global Trade

What does the trade team do?



- Maintains relationships with trade partners
 - Travel agents, tour operators, OTAs, airlines, receptives, Visit USA Committees
- Provide opportunities for our U.S. partners to engage with the travel trade
- Educate our U.S. partners on key international markets
- Conduct in-market tour operator campaigns
- Bring key travel trade to the USA to experience it first-hand
- Train and educate the travel trade on the USA
- Product development

GLOBAL REPRESENTATION IN 20 MARKETS

THE AMERICAS

Mexico
Mexico City

Brazil
São Paulo

ASIA

China
Shanghai

India
New Delhi

Japan
Tokyo

South Korea
Seoul

Southeast Asia
Tai Pei
Singapore

EUROPE

United Kingdom/Ireland
London

Germany, Austria, & Switzerland
Munich

France
Paris

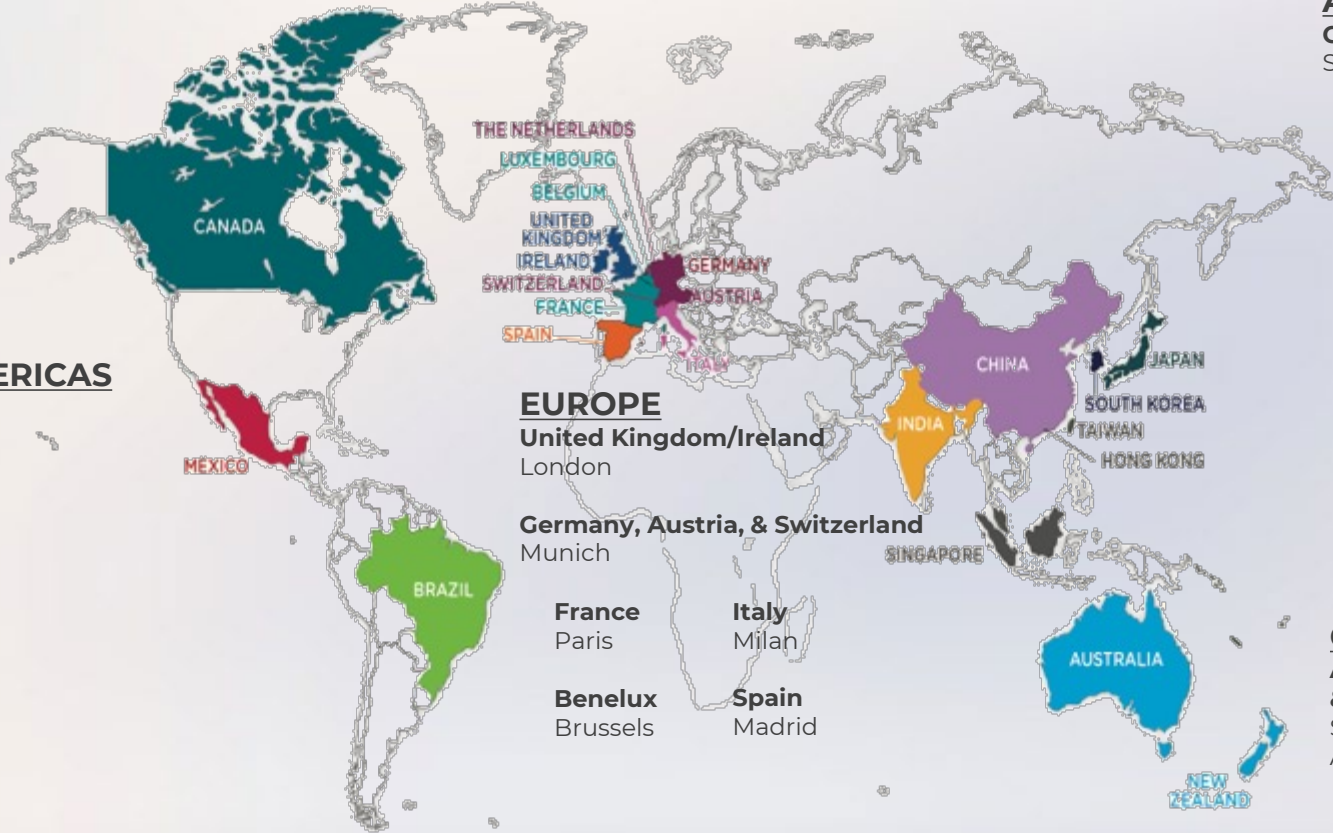
Italy
Milan

Benelux
Brussels

Spain
Madrid

OCEANIA

Australia & New Zealand
Sydney
Auckland



Challenges



Hawai'i (and all the USA) is expensive.



Lack of direct flights, connectivity, and high flight prices.



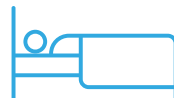
Some markets unsure if Hawai'i is open for business after Maui wildfires.



Long haul trip for most markets.



Agents have low confidence/don't know how to sell all the islands nor how to book specific experiences.



High accommodation costs and increasing resort fees make it more expensive.

Strengths



Strong affinity for and familiarity of HI, especially from Asia markets.



Seen as a luxury destination in several markets.



Matches with the increasing request and priority of sustainable tourism.



Very popular for honeymooners and milestone birthdays.



Compelling destination for niche segments such as surfing, ecotourism, and wellness.



Seen as a brag-worthy destination for many.

Brand USA Opportunities

Increasing connections with the travel trade

- Sales Missions & B2B Days
- Roadshows
- TravelWeek Europe
- Fams & MegaFams

Increasing destination knowledge

- Sales Missions
- Roadshows
- USA Discovery Program
- Webinars & Trainings
- Fams & MegaFams

Additional B2B and B2C exposure

- Brand USA Co-Op Opportunities
- SXSW Sydney



NEWS RELEASE

Brand USA and U.S. Customs and Border Protection Bring Global Entry Mobile Enrollment to Japan and South Korea, Enhancing Travel for Visitors

Aug 20, 2024

SHARE





USA HOUSE THE STATES OF AMERICA

SOV

TRADE MISSIONS AND FAMS: FY24

Jan 21-25, 2024

India Mission → 1,672 B2B meetings

Jan 29-Feb 2, 2024

Mexico Mission - 1,990 B2B meetings

Feb 22-24, 2024

Australia B2B → 1,320 B2B meetings

March 11-15, 2024

South America Mission → 1,596 B2B meetings

April 12-18, 2024

Canada MegaFam → covering 12 different U.S. states and Washington, D.C.

June 3-7, 2024

Canada Connect → 900 B2B meetings

July 8-12, 2024

Japan Mission → 713 B2B meetings

July 15-18, 2024

South Korea Mission → 276 B2B meetings

Sept. 23-30

U.K./Ireland MegaFam → 12 states, 20 cities

FY24: 22 confirmed fams covering 23 different U.S. states, Washington, D.C. and Puerto Rico

FY25 SCHEDULE

Missions & B2B Days



Save the Date

Jan 13-17

Mexico Sales Mission

Jan 19-24

India Sales & Media Mission

Feb 10-11

New Zealand Expos

Feb 13

Australia B2B

March 17-21

South America Mission

April 28-May 2

Canada Connect East

May 20-23

Canada Connect West

July 21-25

Japan & Korea
Sales Mission (TBC)

September

China Sales Mission (TBD)



FY25 SCHEDULE

Other Events

Oct. 13-19, 2024

SXSW Sydney

Oct. 21-24, 2024

Travel Week U.K. & Europe

Oct. 29-Nov. 4, 2024

South Korea MegaFam

March 24-28, 2025

Mexico Roadshow

March 23-April 4, 2025

The Great USA Road Trip
Europe

April 1-8, 2025

LATAM MegaFam

May 13-20, 2025

UK/Ireland/Europe MegaFam

May 20-22, 2025

IMEX Frankfurt

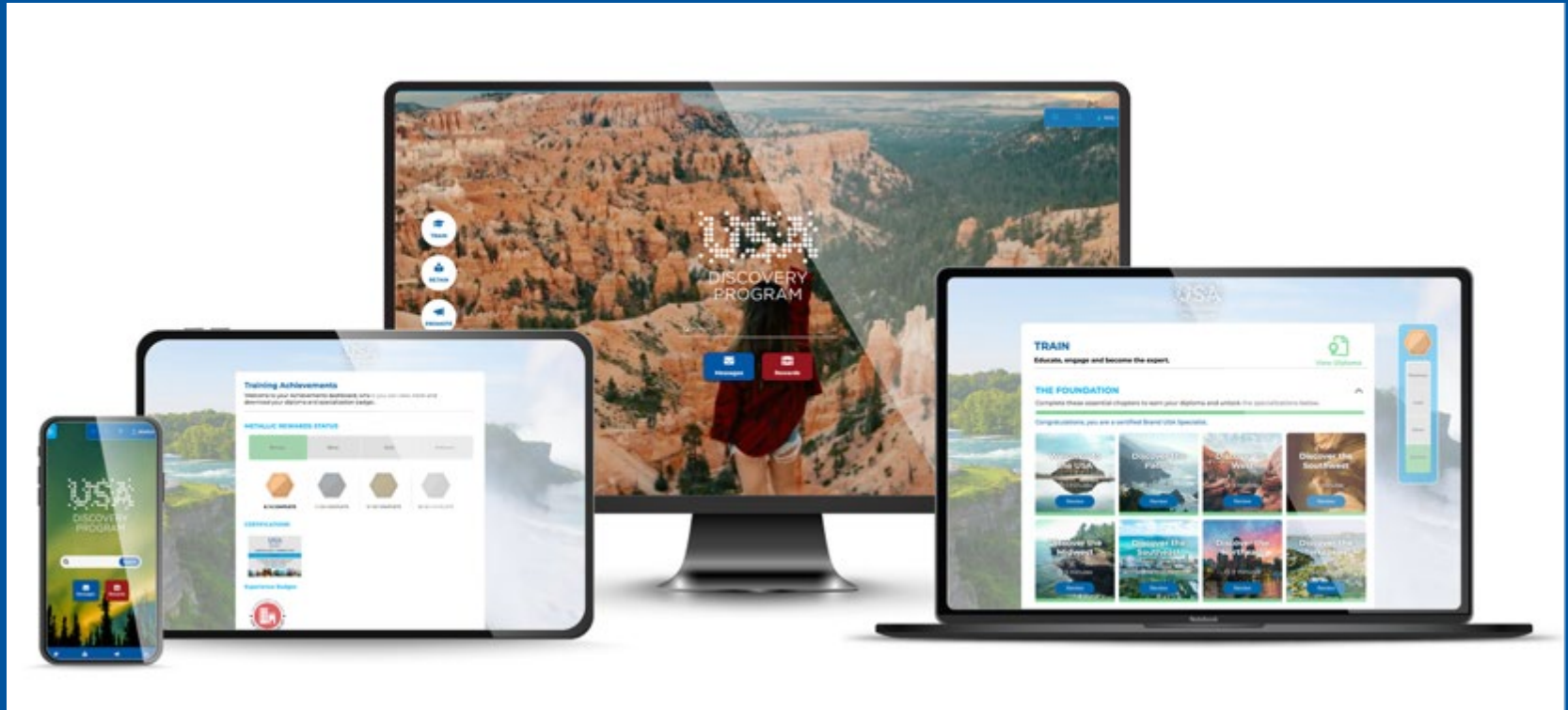
July 2025

The Great USA Road Trip
Australia

September 2025

Germany MegaFam

USA DISCOVERY PROGRAM RELAUNCH





Takeaway

Top 3
Takeaways

Top 3 Take Aways



**Send your content to
Brand USA**



**Engage with the travel
trade teams for exposure**



We are a resource!



Thank you.
