

Brand USA is the public-private partnership responsible for promoting the United States as a premier travel destination. To increase international visitation to the USA, Brand USA attends trade shows such as World Travel Market—the leading global event for the travel industry. Held annually in London, this business-to-business event provides networking opportunities for more than 50,000 senior travel industry professionals.

CHALLENGE

Brand USA sought to redesign its international booth to:

- Inspire travel to the United States.
- Cultivate partnerships in the tourism industry.
- Position Brand USA as the nation's preeminent destination marketing organization.

The booth needed to:

- Be modular to accommodate varying size and shape requirements at each event.
- Use quality construction to ensure durability during construction and deconstruction at multiple events.
- Complement Brand USA's domestic and global branding.

SOLUTION

Debuted at World Travel Market, the new booth positions the USA as a dynamic destination, engages attendees and cultivates partnerships, and showcases Brand USA's accomplishments.

Novak Birch designed a welcoming, interactive booth that generates interest in U.S. travel by offering an authentically American visitor experience—which aligns with Brand USA's program celebrating the National Park Service's centennial anniversary. To recognize this milestone, the booth features:

- Large, vibrant images of national parks.
- An interactive trivia quiz that tests attendees' knowledge of national parks.
- A photo booth where attendees can have photos taken in front of park images and share the images via social media.

The booth ensures visitor engagement with:

- Comfortable interior design that maximizes usability and ensures smooth traffic flow.
- A second story that doubles the booth's footprint and offers private conference space.
- Interactive elements that draw attention to the booth and collect visitor data.

RESULTS

- **Increased Partner Participation:** 115 partners participated in our 2015 pavilion, an increase of 39 partners over 2014.
- **Meetings:** Over 70 business meetings were held at the event.
- **Social Media Engagement:** 52,700 impressions, 105 retweets, and 178 likes during the week of the event.
- **Media Coverage:** Interviews with: ABTA, Travel Mole, TTG, Travel Weekly, Selling Travel, and Travel Channel.
- **PR Exposure:** The U.S. ambassador visited the Brand USA pavilion and met with partners.
- **Partner Success & ROI:** These testimonials offer examples of our partners' success:
 - > Larry Horwitz, Executive Director of Historic Hotels of America—Historic Hotels Worldwide: "Brand USA made it possible for us to reach out to the international tourist market for the first time in 25 years. We have 262 historic hotels in 46 states, the U.S. Virgin Islands, and Puerto Rico. Without Brand USA, we couldn't have launched an international marketing campaign. They've made it easy for us to launch campaigns in Brazil, Germany, the UK, China, and Japan. They've opened up opportunities for us to be here at World Travel Market. This is tremendous for our hotels across America—and it's all because of Brand USA's efforts."

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- > Harry Hastings, Joint Managing Director and Co Founder of Ocean Holidays: "We've grown our UK operation by 50% year-over-year thanks to our partnership with Brand USA. I can proudly say that to say we're looking at 300% growth since the middle of 2013. And on our road to 2020, we'll be looking to drive our business to over 100,000 passengers to the States, currently at just over 25,000. Working with Brand USA has been full of opportunities. We're looking forward to working with the team both stateside and here in London."
- **Increased U.S. Revenue:** Over the past two years, Brand USA's marketing and trade show efforts, including this event, have generated:
 - > \$2 million incremental international visitors.
 - > \$6.5 billion in additional international visitor spending.
 - > \$15 billion in total economic impact.
 - > 50,000 incremental jobs per year.
 - > More than 500 partners and 94% partner program retention rate.