

New Brand USA campaign targeting Italian travelers for trips to United States

Campaign features travel-trade website, FAMs, agent training, in-market representation

Brand USA, the destination-marketing organization for the United States, is investing in a multi-dimensional strategy to enhance the appeal of the USA as a premier tourism destination for Italian travelers.

“Italy is a key component of the U.S.-bound travel market from Europe, a market that represents our largest overseas source of visitors,” said Christopher L. Thompson, Brand USA president and CEO. “As such, we are accelerating our effort to tell Italian travelers about the boundless experiences that await them when they go to, through and beyond our gateways.”

Brand USA, in January, named a new representation firm, Hills Balfour, for the overall European market. To sharpen its Italian focus, Hills Balfour is partnering with Milan-based Interface Tourism Italy, a marketing, public relations and representation agency that works

exclusively in the travel and tourism industry.

Also in January, Brand USA launched a new section of its VisitTheUSA website – geared specifically for travel-trade professionals. This online hub is replete with photos and videos. It features U.S. itineraries, information about each of the 50 states and five territories, visa and entry guidelines, information for receptive-tour operators, and health, safety and travel tips.

February brought the introduction of Brand USA’s GoUSA TV, a first-of-its-kind, travel-entertainment TV network that is available on smart-TV platforms, which tap into Internet connections to receive stream programming through Roku, Apple TV and Amazon Fire TV. Brand USA is using GoUSA TV to present international travelers with storytelling content that depicts authentic, diverse U.S. travel experiences. These experiences reflect four categories of current GoUSA programming: great outdoors, road trips, food and drink, and culture and events.

Brand USA’s second, feature-length, IMAX documentary – “America’s Musical Journey” – is set for worldwide release. It had a premier U.S. screening in mid-February. The new film, narrated by Morgan Freeman, follows singer-songwriter Aloe Blacc as he traces the musical heritage of the United States

through visits to such music-rich cities as New Orleans, Chicago, New York, Nashville and Memphis (Tennessee), and Miami.

Brand USA partnered with MacGillivray Freeman Films, an independent, award-winning filmmaker from Southern California to produce "America's Musical Journey." In 2016, the same collaboration led to the global release of "National Parks Adventure," a tribute to the U.S. National Park Service and a celebration of America's great outdoors. Named best film of the year by the Giant Screen Film Association, the IMAX production prompted travelers around the world to consider visiting the USA.

Current plans

As 2018 unfolds, the Brand USA Italy team will continue its promotional activities and programs designed to cultivate the outbound Italian travel market. The team will:

- Participate at the TTG Incontri, Italy's leading, business-to-business travel and tourism exposition, Oct. 10-12 in Rimini. This 55th annual tradeshow typically draws about 2,500 exhibitors with 150 destinations represented.
- Organize two trade FAM trips for product managers from Italy to the USA.

- Host a series of travel-agent training sessions throughout Italy.
- Create cooperative opportunities for trade marketing.

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Story by Gerald H. Levin

Brand USA