



USA TRAVEL SHOW 2022



KARIN GERT NIELSEN

CEO, Atlantic Link & MD,
Discover America

Program

11.30-13.00	Keynote Speeches
13.00-13.30	Lunch
13.30-16.30	Free-flow Workshop
16.30-17.30	Reception

SCANDINAVIA & FINLAND



- **19% increase of seat capacity in 2022** summer programs compared to pre-pandemic
- USA is the **#1 long haul destination** for visitation from the Nordic market
- **1.4 million arrivals** into the USA in 2019 (84% repeaters)
- **4th largest European market** in terms of arrivals with 4% of the population traveling to the U.S.
- Strong spenders: **#1 in spend** per visitor in Europe
- Average length of stay **20 days** in 2019 (Germany 16.9, France 15.0, UK: 11.9)
- **100% online market** – most used channels for inspiration: Search engines, travel company websites, and airline websites

AIRLIFT FROM SCANDINAVIA & FINLAND



5 NORDIC GATEWAYS

CPH, HEL, KEF, OSL, STO



7 AIRLINES

SAS, Finnair, Play, Icelandair,
Norse, Delta & United



19 AIRPORTS

In the U.S. can be reached
from our region

U.S DESTINATIONS WITH DIRECT CONNECTIONS

CA: Ontario, San Francisco, Los Angeles

FL: Orlando, Ft. Lauderdale, Miami

NY: Newark, JFK, Stewart

IL: Chicago

MA: Boston

WA: Seattle

CO: Denver

DC: Washington

MD: Baltimore

AL: Anchorage

MN: Minneapolis

OR: Portland

NC: Raleigh Durham

POST-PANDEMIC TRAVEL TRENDS



BOOKING BEHAVIOUR

Tour operators/travel agency more important to travelers due to the uncertainty regarding changing travel restrictions, sickness, or other unforeseen events.



(STILL) AN ONLINE MARKET

Still an online dominated market; most travel companies have bookable products online. Research is still made online.



NEW COMP SET FOR USA

Canada (SAS and Air Canada direct daily routes to Toronto), Middle East & Australia

The number of travelers who would book packages directly through a tour operator **has increased by 20.7%**

Welcome

CYNTHIA BROWN

Acting Deputy Chief of Mission,
U.S. Embassy



Welcome

JULIE HEIZER

Acting Director,
National Travel &
Tourism Office





INTERNATIONAL
TRADE
ADMINISTRATION

International Travel Update

Nordic Markets Annual USA Travel Show



Presented by:

julie heizer

**National Travel & Tourism Office
International Trade Administration
U.S. Department of Commerce**



Overview

- Current State of the U.S. Travel and Tourism Industry
- Data Visualization Tools
- Looking Ahead

COVID's Effect on Travel and Tourism

- In 2020, travel and tourism GDP declined by 42.9% from 2019.
 - This decline accounted for more than half (56%) of the overall decline in U.S. GDP from 2019 to 2020.
- While domestic travel has recovered significantly, international inbound travel remains severely depressed, as does business travel.
- In November 2021, travel exports remained down 53% compared to November 2019.

Positive Indicators

- In December 2021, major hotel industry performance indicators were fully recovered (above December 2019) from the COVID-19-induced recession.
- With restrictions on international travel lifted on November 8, 2021, overseas arrivals to the United States more than doubled (+119%) from 775,000 in October 2021 to 1.7 million in December 2021.
- ESTA* approvals rose significantly (86%) from September/October 2021 to November/December 2021.

*ESTA is an automated system that determines the eligibility of visitors to travel to the United States under the Visa Waiver Program (VWP)

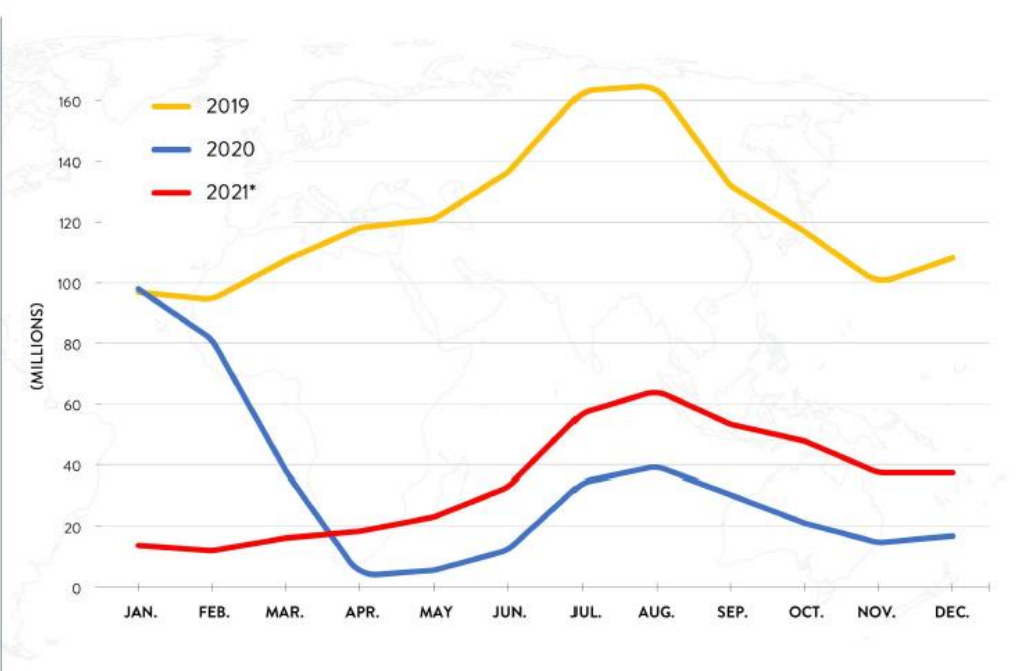
Global Travel Update...

Source: UNWTO, *Barometer* (September 2021)

International Tourist Arrivals by month

World

(million)



World/USA trends

- Record 1.47B arrivals in 2019. Down 73% in 2020, plus 4% in 2021...thus still down 72% versus 2019.
- Record \$1.47T receipts in 2019. Down 64% in 2020, will be flat in 2021.
- USA experience similar.
 - 2020 volume decline was a bit steeper (-76%);
 - 2021 recovery was stronger (+15%) thanks to Latin Am.



NORDIC Region Volumes

records in yellow

	B	C	D	E	F	G	H	I	J	K	L
2					2015	2016	2017	2018	2019	2020	2021
3	TOTAL ALL COUNTRIES				77,773,526	76,407,488	77,186,746	79,745,918	79,441,595	19,212,014	22,100,453
4		OVERSEAS			38,700,150	38,129,404	38,905,524	39,883,361	40,393,346	7,594,470	9,174,707
5			NORDIC REGION		1,478,828	1,374,215	1,354,679	1,332,920	1,236,248	202,514	117,072
6				Denmark	354,203	327,074	332,987	331,374	314,060	48,277	28,133
7				Finland	155,380	150,704	145,717	141,297	142,405	29,130	12,022
8				Iceland	56,554	57,856	66,357	73,361	60,241	8,963	8,450
9				Norway	324,394	278,000	287,407	280,565	267,930	42,204	21,591
10				Sweden	588,297	560,581	522,211	506,323	451,612	73,940	46,876

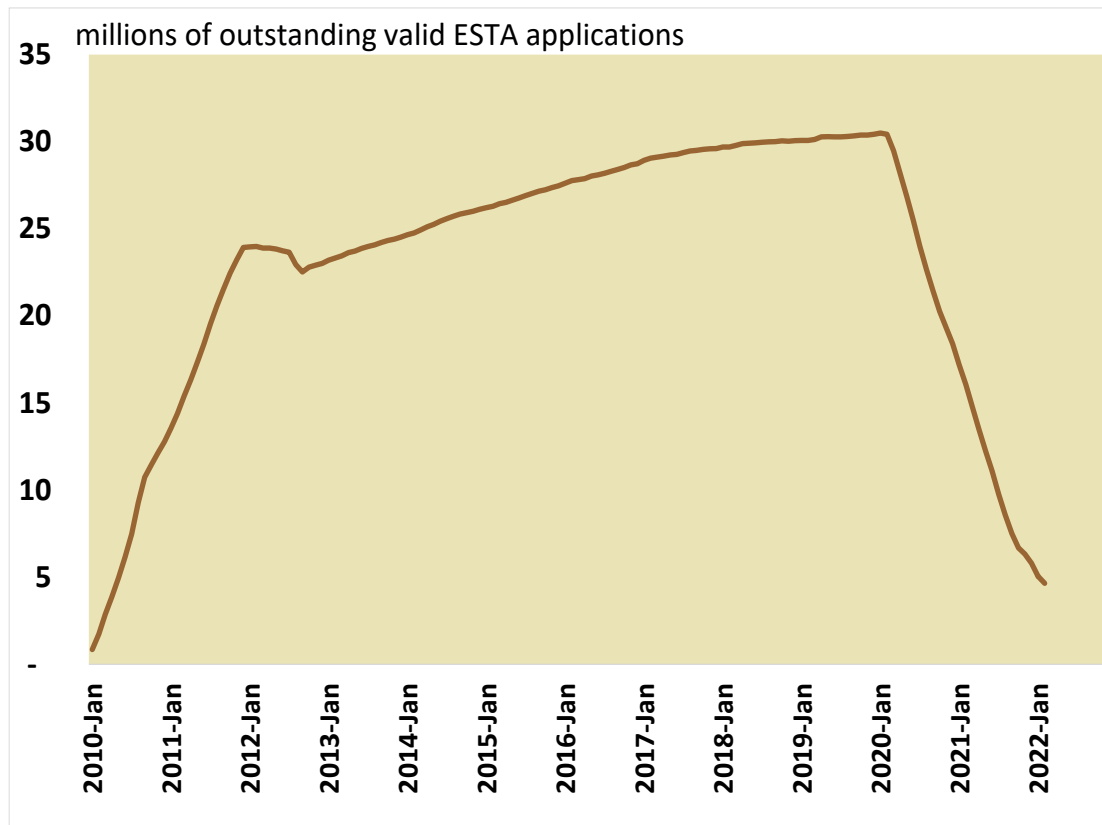
NORDIC Region Travel Exports

Sources: DOC Bureau of Economic Analysis; NTTO

			BEA	BEA	BEA	BEA	BEA	BEA	NTTO
			2015	2016	2017	2018	2019	2020	2021
\$millions									
Total Travel & Tourism Exports			\$5,648	\$5,118	\$4,944	\$4,767	\$4,341	\$886	\$599
	Travel (all purposes)		\$4,878	\$4,473	\$4,252	\$4,024	\$3,688	\$748	\$522
	Business		\$828	\$690	\$647	\$642	\$608	\$108	\$61
		Expenditures by Border, Seasonal, and Other Short-Term Workers	\$35	\$35	\$33	\$30	\$37	\$11	\$6
		Other Business Travel	\$793	\$654	\$614	\$612	\$571	\$97	\$54
	Personal		\$4,049	\$3,784	\$3,604	\$3,380	\$3,079	\$641	\$461
		Health Related	\$15	\$15	\$15	\$14	\$14	\$3	\$2
		Education Related	\$347	\$339	\$326	\$316	\$305	\$232	\$232
		Other Personal Travel	\$3,688	\$3,429	\$3,263	\$3,051	\$2,761	\$405	\$227
	Passenger Air Transportation		\$770	\$645	\$692	\$743	\$653	\$138	\$77

Outstanding Valid ESTA Approved Applications

validity of 01-24 months (millions)

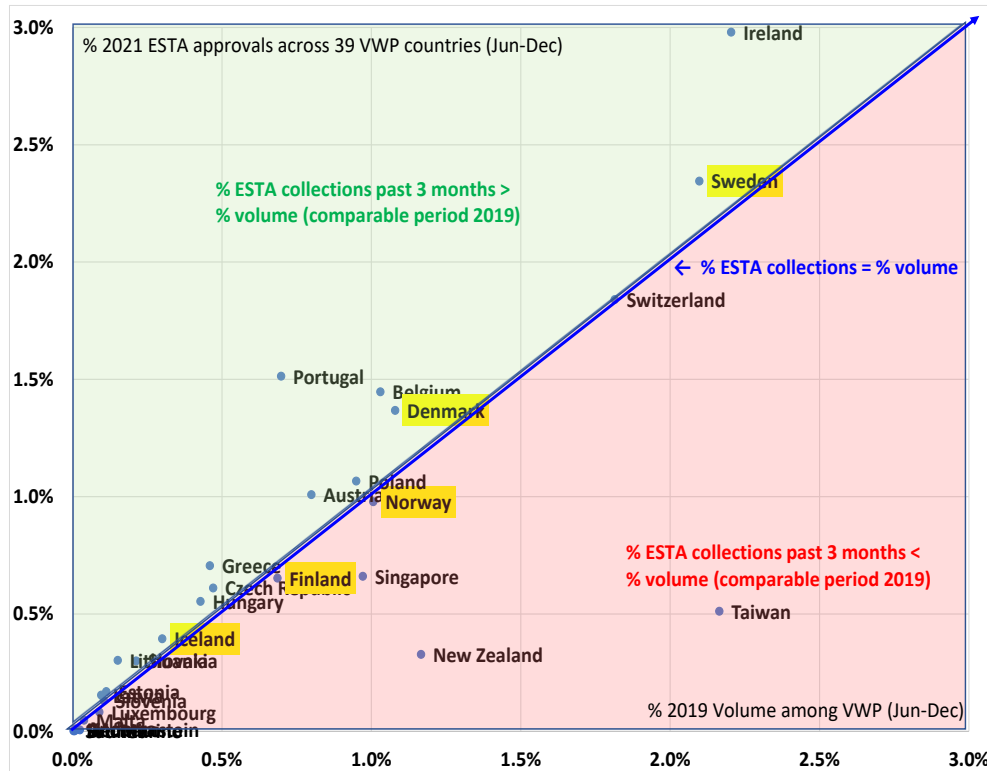


Source: U.S. Department of Homeland Security

- All 5 NORDIC countries are in the VWP program...
- ...thus requiring an approved ESTA application to visit the USA.
- Outstanding valid applications NOW is virtually zero.
- Best leading indicator of future travel to the USA—**EVER!**
 - advance read of data has never been “cleaner”... NORDIC citizens **MUST** get an ESTA approval before coming.

Share of ESTA Approvals vs. Share of Visitor Volume

2021 June-December ESTA vs 2019 July-January volume—0%-3% scale



- Leading indicator... comparing recent ESTA application shares to normal volume shares...
 - Countries in the red have lower ESTA shares than they “should” based on volume (bad).
 - Opposite for those in the green (good).
- Each of the Nordic countries are looking “OK” to “Good” at this time!
- So, monitoring this graph will tell how Nordic countries are...
 - 1) performing;
 - 2) & vs other countries.

Source: U.S. Department of Homeland Security

Economic Outlook for NORDIC Countries

GDP level indexed to 2019 = 100 (Source: IMF)

	2019	2020	2021	2022	2023	2024	2025	2026
WORLD	100	97	102	107	110	113	116	120
Denmark	100	98	102	105	107	109	111	113
Finland	100	97	100	103	105	106	107	109
Iceland	100	93	97	101	105	107	110	112
Norway	100	99	102	106	109	111	113	114
Sweden	100	97	101	105	107	110	112	114

- Nordic countries are already in good shape versus pre-Covid.
- GDP growth is similar and consistent, if not spectacular.
- But few large economy countries are...the WORLD average is strongly influenced by a few large and fast-growing countries such as China and India.
- So, this is good.

Profile of Nordic Region Visitors to the USA



- Comprehensive annual profile data for 2014-2020
- 2021 profile available late spring 2022
- Separate profiles for Denmark and Sweden
- Source: NTTO ongoing monthly ***Survey of International Air Travelers.***



INTERNATIONAL
TRADE
ADMINISTRATION

Profile of Nordic Region Visitors to the USA

<https://www.trade.gov/travel-and-tourism-research>

Travel and Tourism Research

trade.gov/travel-and-tourism-research

Official Website of the International Trade Administration

Home | Travel and Tourism Research

Statistics and Research Programs

The National Travel and Tourism Office is the official source for U.S. Travel and Tourism Statistics.

Travel & Tourism

Research

National Travel and Tourism Office

Disaster and Recovery Resources

Contact Us

Get Industry Updates

The National Travel and Tourism Office (NTTO) functions as the U.S. federal tourism office. A core responsibility is to collect, analyze, and disseminate international travel and tourism statistics. As a result, NTTO is charged with managing, improving, and expanding the system to fully account and report the impact of travel and tourism in the United States.

Contact the research team

For updates and news on the Travel Industry, explore our TI News Page.

Highlighted Statistics

NEW COVID-19 Travel Industry Monitor

NTTO's interactive data monitor that tracks the economic effects of COVID-19 on the travel industry.

ACCESS THE COVID-19 TRAVEL INDUSTRY MONITOR

Statistics and Research Programs

NON-U.S. INBOUND TRAVEL (VOLUME DATA)	U.S. OUTBOUND TRAVEL (VOLUME DATA)	STATISTICS OF INTERNATIONAL AIR TRAVELERS (SITA)	MARKET AND SECTOR PROFILES	SPENDING AND BALANCE OF PAYMENTS	TRAVEL AND TOURISM SATISFACTION ACCOUNT (TTSA)	FACT SHEETS AND REPORTS	NTTO MONITORS INTERACTIVE DATA TOOLS
---------------------------------------	------------------------------------	--	----------------------------	----------------------------------	--	-------------------------	--------------------------------------

Profile of Nordic Region Visitors to the USA

Market Profile: NORDIC										
Visitation Trends (Arrivals)										
	2000	2005	2010	2015	2016	2017	2018	2019	2020	
Total Arrivals (000s)	740	732	1,003	1,479	1,374	1,355	1,333	1,236	203	
Percentage Change Previous Year (%)	2	14	11	7	-7	-1	-2	-7	-84	
Spending Trends (Exports)										
Traveler spending is not available for this world region.										
Survey Respondent Sample Size and Volume Estimates										
[number of respondents]	2000	2005	2010	2015	2016	2017	2018	2019	2020	
Respondents	---	---	---	1,805	1,523	1,116	1,077	1,005	374	
<small>Notes: Survey respondent sample size reflects the total number of questionnaire records meeting the profile definition. Sample size for specific questions may be less than those shown above due to varying question response rates. All profile data are weighted by "Total Arrivals" visitor volume shown at the top of this page (person-trips), and thus 1) traveler profile segment volume can be estimated by multiplying the profile percentage for a given year by the Total Arrivals volume above; and 2) by implicit assumption, the total travel party has the same characteristics as the survey respondent (e.g. same trip purpose, same activities, same travel experience, etc.).</small>										
Country of Residence										
[percent of respondents]	2000	2005	2010	2015	2016	2017	2018	2019	2020	
NORDIC COUNTRIES	---	---	---	100.0	100.0	100.0	100.0	100.0	100.0	
Denmark	---	---	---	23.8	23.7	24.5	24.8	25.3	23.8	
Finland	---	---	---	10.5	10.9	10.7	10.6	11.5	14.4	
Iceland	---	---	---	3.9	4.3	4.9	5.5	4.9	4.4	
Norway	---	---	---	21.9	20.2	21.2	21.0	21.7	20.9	
Sweden	---	---	---	39.9	40.9	38.7	38.1	36.6	36.5	

- Nordic volume to the USA
 - was in decline for several years before Covid-19;
 - similar to overseas overall-- crashed 84% in 2020;
 - declined another 42% in 2021 to 117,000 visitors.
- All profile %s can be converted to volumes by multiplying by total arrivals volume.
 - 2019 Sweden is 36.6% * 1,236,000 = **452,000** (same as in slide #6)

Profile of Nordic Region Visitors to the USA

Trip Purpose

• • • • •

Main Purpose (one response) [% of	2015	2016	2017	2018	2019	2020
Business	9.2	7.3	10.0	9.4	9.5	10.8
Convention/Conference/Trade Show	8.5	9.2	8.7	7.8	7.7	7.5
Education	3.7	3.4	3.5	4.8	6.8	5.1
Health Treatment	0.2	0.3	0.1	0.1	0.0	0.0
Vacation/Holiday	61.3	62.2	59.5	57.9	55.1	46.8
Visit Friends/Relatives	16.6	17.2	17.6	19.7	20.6	28.3
Religion/Pilgrimages	0.2	0.3	0.5	0.0	0.0	0.9
Other	0.3	0.1	0.1	0.1	0.3	0.5

Profile of Nordic Region Visitors to the USA

Information Sources Used for Trip Planning

.....

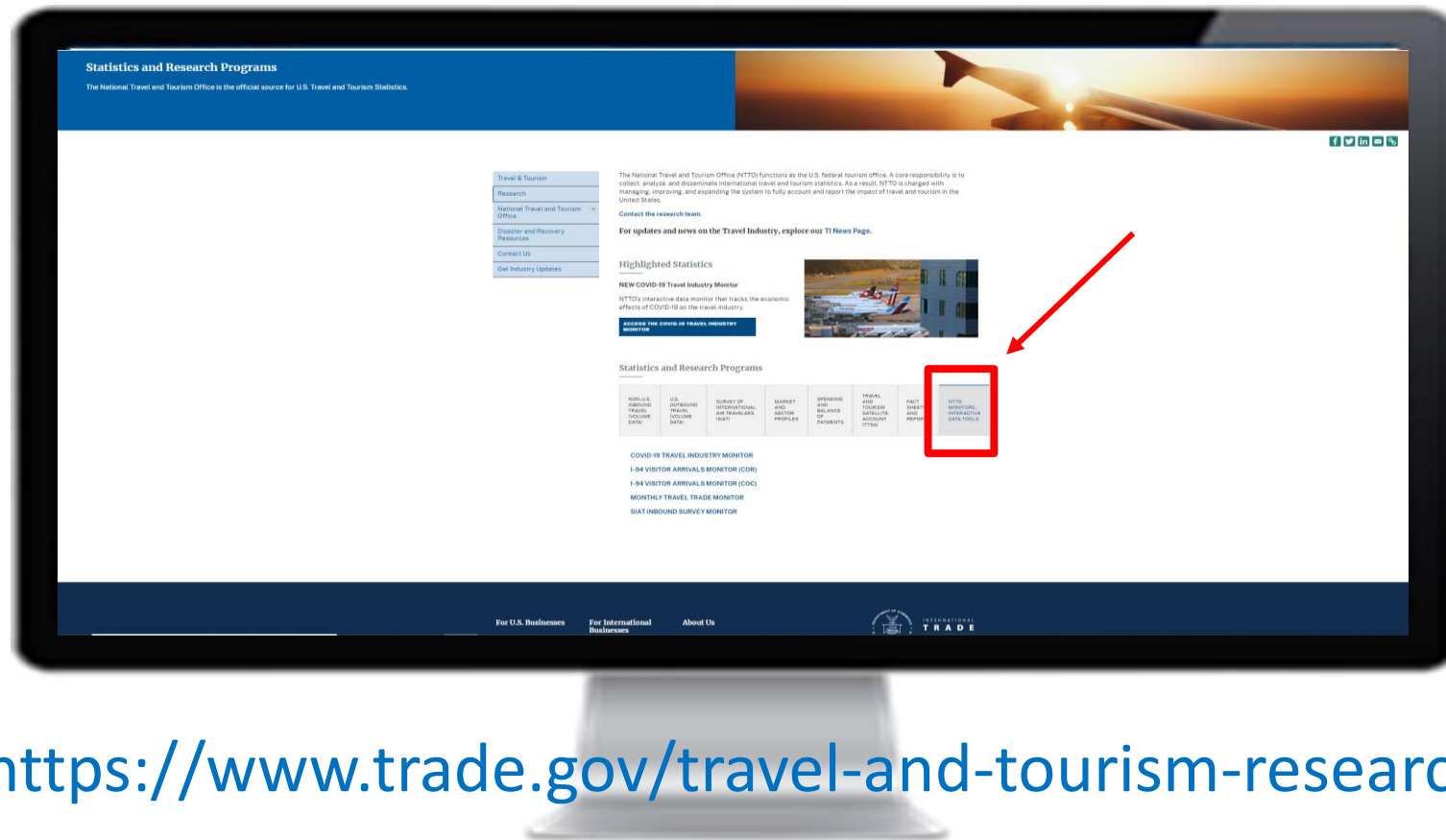
[percent of respondents]	2015	2016	2017	2018	2019	2020
Airlines	48.0	48.3	53.2	50.9	53.7	44.2
Corporate Travel Department	13.5	11.6	11.8	14.3	12.3	18.3
Personal Recommendation	21.7	26.8	27.7	30.0	25.9	21.9
Travel Agency (Online)	46.7	45.5	41.5	46.6	34.3	48.0
Travel Agency (Office)	15.0	14.8	14.2	14.6	12.2	8.5
Travel Office (National/State/City)	5.2	4.9	7.6	7.3	2.9	3.6
Tour Operator/Travel Club	4.3	4.0	4.5	5.0	2.5	3.4
Travel Guides	14.0	13.0	8.8	12.8	6.7	6.6
Other	5.3	5.1	4.3	3.8	5.3	2.6

Profile of Nordic Region Visitors to the USA

Select Traveler Characteristics

[various metrics]	2015	2016	2017	2018	2019	2020
Advance Trip Decision (mean days)	116	113	120	115	117	81
Advance Trip Decision (median days)	90	90	90	90	90	60
% Used Prepaid Package	6.4	6.8	5.4	5.3	4.9	10.3
% First International U.S. Trip	19.5	21.3	20.0	18.0	15.7	8.4
Length of Stay in the U.S. (mean nights)	17.5	14.9	16.6	13.9	20.0	15.6
Length of Stay in the U.S. (median nights)	10	9	10	9	9	10
U.S. Trips Past 12 Months (mean)	1.7	1.6	1.7	1.7	1.7	1.9
U.S. Trips Past 12 Months (median)	1	1	1	1	1	1
U.S. Trips Past 5 Years (mean)	---	---	---	---	---	---
U.S. Trips Past 5 Years (median)	---	---	---	---	---	---
Number of States Visited (% 1 state or less)	70.2	74.7	73.9	76.1	74.9	74.9
Number of States Visited (mean average)	1.5	1.4	1.4	1.4	1.4	1.3
Hotel/Motel (% used 1+ nights)	74.8	79.2	0.8	74.6	76.9	67.3
Hotel/Motel (mean average # of nights)	9.1	8.8	9.2	10.0	11.7	7.2
Travel Party Size (mean # of persons)	1.7	1.7	1.7	1.7	1.6	1.5
Gender (% Male-among respondents)	48.9	50.5	51.1	55.5	54.7	41.8
Household Income (mean average)	\$99,901	\$94,779	\$105,795	\$111,275	\$105,256	\$80,154
Household Income (median average)	\$90,000	\$80,000	\$83,865	\$95,693	\$90,042	\$65,000
Age: Female (mean average among respondents)	37.9	40.0	37.3	38.5	38.0	38.7
Age: Male (mean average among respondents)	40.9	40.4	41.2	42.8	43.2	40.9

NEW!! From NTTO Online NTTO Monitors-Interactive Data Tools



<https://www.trade.gov/travel-and-tourism-research>

NEW!! From NTTO

Online NTTO Monitors-Interactive Data Tools

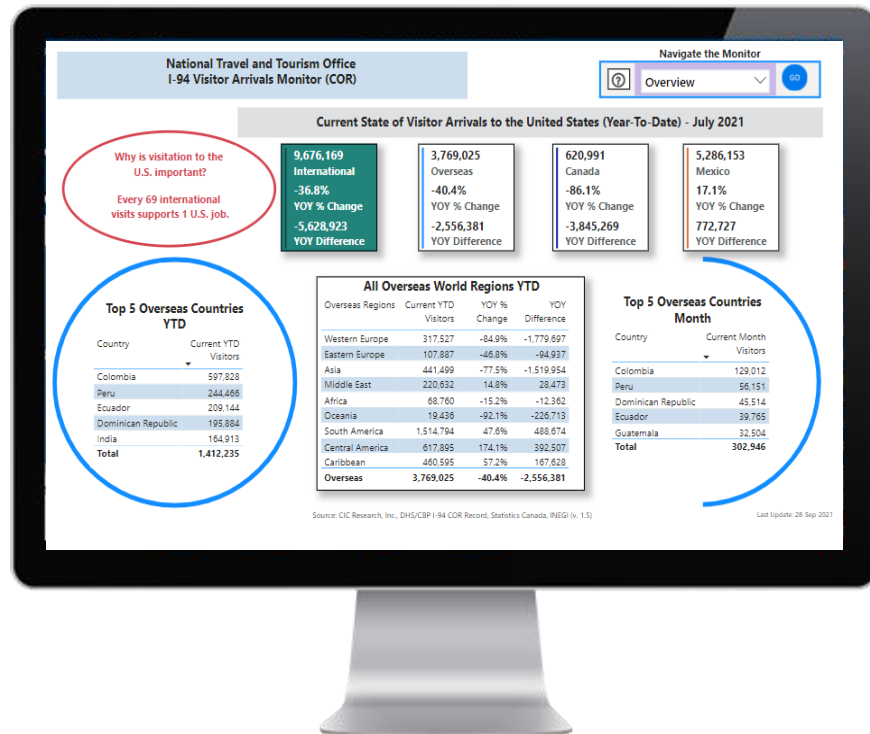


Covid-19 Travel Industry Monitor

- One-stop shop for the big picture;
- Covid cases, key economic indicators, international visitation, travel exports and imports, travel indicators, business and consumer sentiment;
- <https://www.trade.gov/data-visualization/covid-19-travel-industry-monitor>

NEW!! From NTTO (continued)

Online NTTO Monitors-Interactive Data Tools



I-94 Visitor Arrivals Monitor (COR)

- Key statistics on non-resident visits to the USA;
- Base: Country Of **Residence**;
- Filters: overview, visitors, port of entry, visa type, age groups;
- <https://www.trade.gov/data-visualization/i-94-visitor-arrivals-monitor-cor>

NEW!! From NTTO (continued)

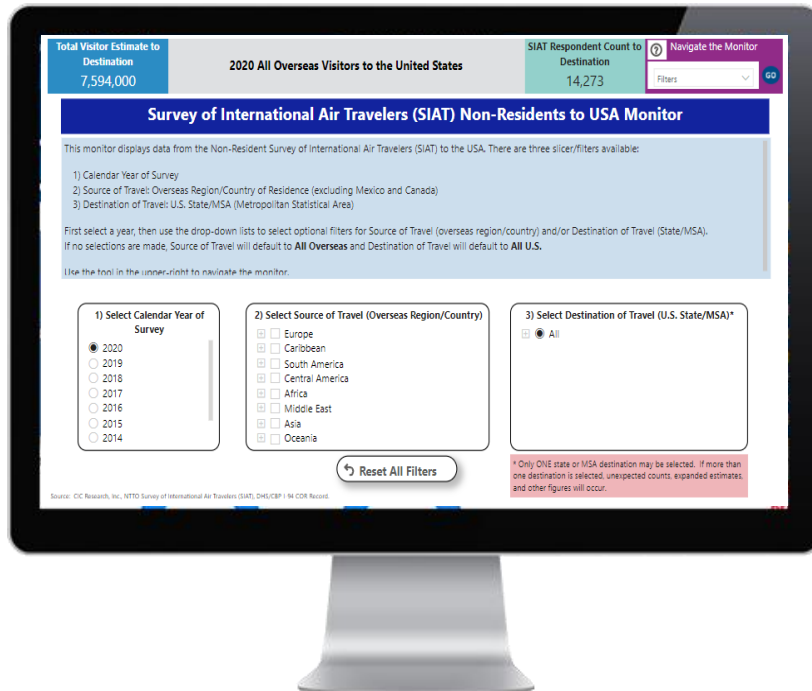
Online NTTO Monitors-Interactive Data Tools



- **Monthly Travel Trade Monitor**
 - Summary of travel and tourism-related exports, imports, and the balance of trade;
 - Dashboard, YTD data, balance of trade, share of exports, historical, annual + country;
 - <https://www.trade.gov/data-visualization/monthly-travel-trade-monitor>

NEW!! From NTTO (continued)

Online NTTO Monitors-Interactive Data Tools



■ SIAT **Inbound** Survey Monitor

- Query-able database of NTTO's *Survey of International Air Travelers* data;
- FROM world regions and countries TO the USA at the national, state, and MSA levels;
- Characteristics (filters): country of residence, trip planning, travel party, purposes/activities, accommodation/ transportation, destinations visited, and spending/income;
- <https://www.trade.gov/data-visualization/siat-inbound-survey-monitor>

NEW!! From NTTO (continued)

Online NTTO Monitors-Interactive Data Tools



■ SIAT **Outbound** Survey Monitor

- Query-able database of NTTO's *Survey of International Air Travelers* data;
- FROM USA at the national, state, and MSA levels TO the world regions and countries;
- Characteristics (filters): country of residence, trip planning, travel party, purposes/activities, accommodation/ transportation, destinations visited, and spending/income;
- <https://www.trade.gov/data-visualization/siat-outbound-survey-monitor>

NEW!! From NTTO (continued)

Online NTTO Monitors-Interactive Data Tools



■ APIS-I-92 Air Traveler Volume Monitor

- Query-able database of NTTO's *APIS* data of monthly international airline enplanements to/from the ;
- Characteristics (filters): month(s); foreign geography (world region /country/MSA/airport); U.S. geography (country/MSA/airport); US flag/foreign flag/general aviation/unknown)
- ✓ <https://www.trade.gov/data-visualization/apisi-92-monitor>



Monthly Data Releases



October 2021 Total International Travel Volume to and from the United States

October 2021 Total International Inbound Travel Volume (Visitor Arrivals) to the United States was 2,101,619 -- a Year-Over-Year Increase of 181.5%

October 2021 Total International Outbound Travel Volume (Visitor Departures) from the United States was 4,436,397 -- a Year-Over-Year Increase of 89.5%

Data recently released by the National Travel and Tourism Office (NTTO) show that in **October 2021**:

- Total non-U.S. resident international visitor arrivals (Overseas+Canada+Mexico) to the United States of 2,101,619 was the highest since August 2021, when the number of international visitor arrivals totaled 2,206,772.
- Seventh consecutive month that total international visitor arrivals to the United States increased on a year-over-year basis.
- Total international visitor arrivals to the United States of 2,101,619 increased 181.5% from October 2020 but was 31.4% of the 6,687,063 visitor arrivals in October 2019.
- Total U.S. citizen international visitor departures from the United States of 4,436,397 was the



December 2021 International Air Passenger Travel to and from the United States

Total Air Traffic Passenger Enplanements in December Increased 154% on a Year-Over-Year Basis

Increased air passenger travel between the United States and Europe

Data recently released by the National Travel and Tourism Office (NTTO) show that in **December 2021**:

U.S. - International air traffic passenger enplanements (arrivals + departures) totaled 12.985 million, up 154% compared to December 2020 but was 61.5% of the volume recorded in December 2019.

Originating Non-Stop Air Travel in December 2021

- Non-U.S. Citizen Air Passenger *Arrivals* to the United States, from foreign countries, totaled 2.960 million, +204% compared to December 2020 but was 52.6% of the 5.626 million arrivals in



November 2021 International Inbound Visitor Spending

International spending in the United States starting to outpace U.S. spending abroad

Data recently released by the National Travel and Tourism Office (NTTO) show that in **November 2021**:

- International visitors spent \$9.6 billion on travel to, and tourism-related activities within, the United States, an increase of 113% when compared to November 2020.
- Americans spent more than \$9.1 billion traveling abroad, yielding an ever-so-slight balance of trade surplus of \$450 million for the month—reversing the trend of four consecutive months of trade deficits in terms of travel and tourism.
- International visitors have spent more than \$69.7 billion on U.S. travel and tourism-related goods and services year to date (January through November), a decrease of 12% when compared to the same period last year; conversely, Americans have spent an estimated \$65.8 billion abroad, an increase of 46% when compared to the same period last year, yielding a balance of trade surplus of nearly \$3.9 billion year to date.

Composition of Monthly Spending (Exports)



How to Subscribe to TI News

<https://www.trade.gov/ti-news>

TI News

Travel Industry News from the National Travel and Tourism Office



TI News is an information service from Tourism Industries. Receive E-mail updates full of practical information and the latest news from Tourism Industries on international travel to and from the U.S.

TI News Archive by Date

[Click here to subscribe/unsubscribe to the NTTO TI News information service.](#)

2021



2020



2019



What's Ahead

- New five-year National Travel and Tourism Strategy
- New goal for international visitation and spending:
 - 90 million visitors
 - Spending \$279 billion annually
- Work streams around:
 - Promoting the U.S. as a Travel Destination
 - Facilitating Travel to and within the United States
 - Ensuring Diverse and Accessible Tourism Experiences
 - Fostering Resiliency in Travel and Tourism
- Federal Register Notice generated strong private sector input
- Strategy will be released in spring 2022



INTERNATIONAL
TRADE
ADMINISTRATION

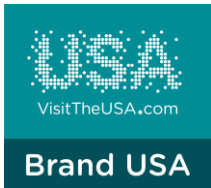
THANK YOU

Julie Heizer
Acting Director
National Travel and Tourism Office
julie.heizer@trade.gov

Welcome

TOM GARZILLI

Chief Marketing Officer,
Brand USA





Brand USA

USA Travel Show Copenhagen, Denmark

TOM GARZILLI
CMO, Brand USA



Brand USA's Role in Travel & Tourism in the USA



FY2021-2022 Framework



**State of
Readiness**



**Gating
Criteria**



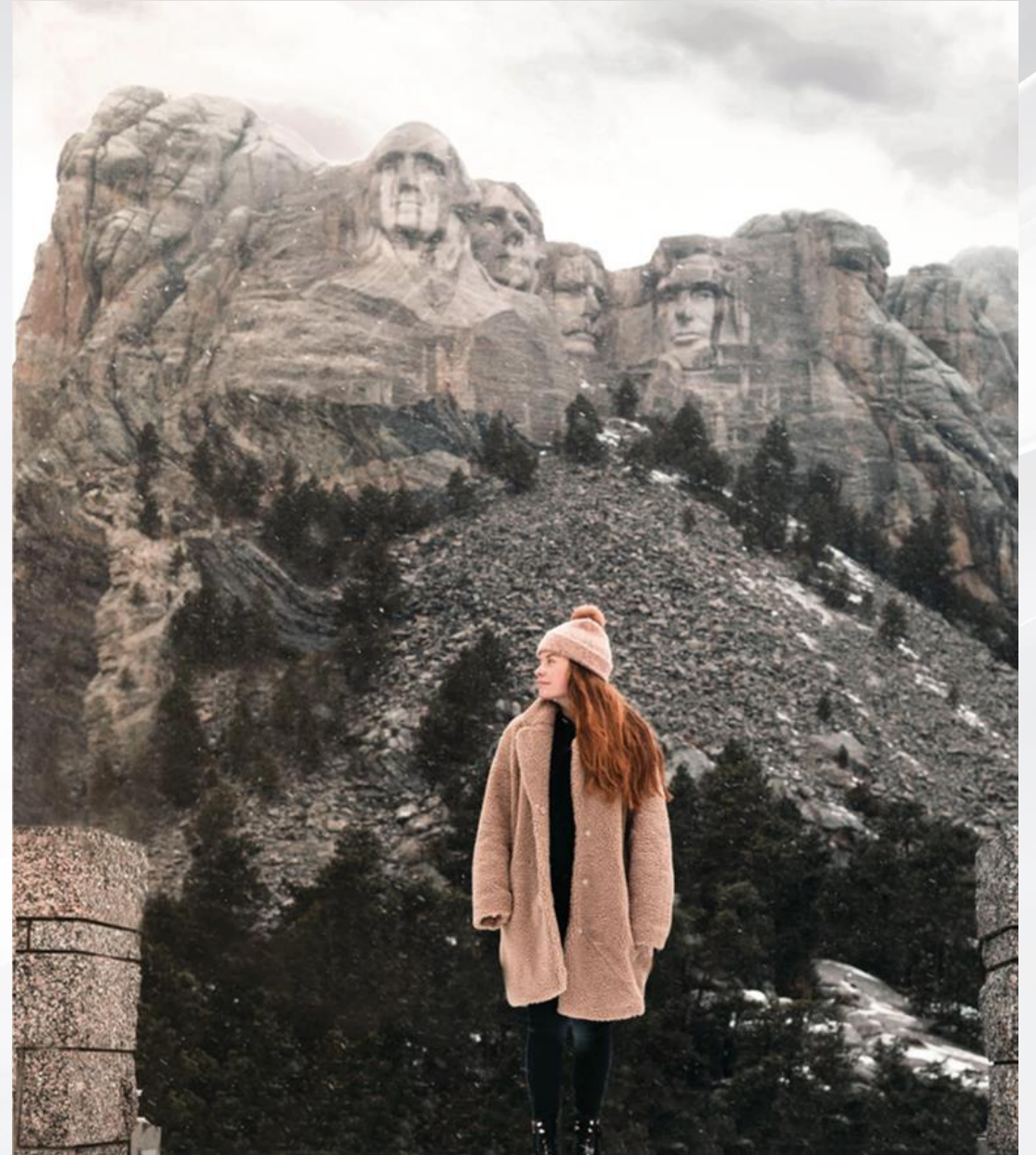
Recovery

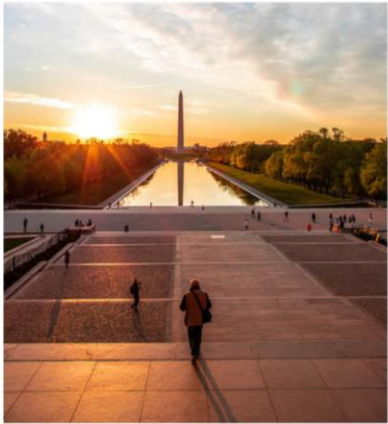
STRATEGIC PILLARS:

- Storytelling and Content Marketing
- Stakeholder Amplification



STRATEGIC PILLAR: Storytelling and Content Marketing





WE

- Inform
- Entertain
- Inspire

BY **COMMUNICATING**

- Possibility**-the promise-diversity, freedom
- Proximity**-value proposition
- Welcome**-tone of voice

MANY VOICES
MULTI-SCREEN



GoUSA_{TV}
Because every place has a story.

**MANY VOICES
MULTI-SCREEN**

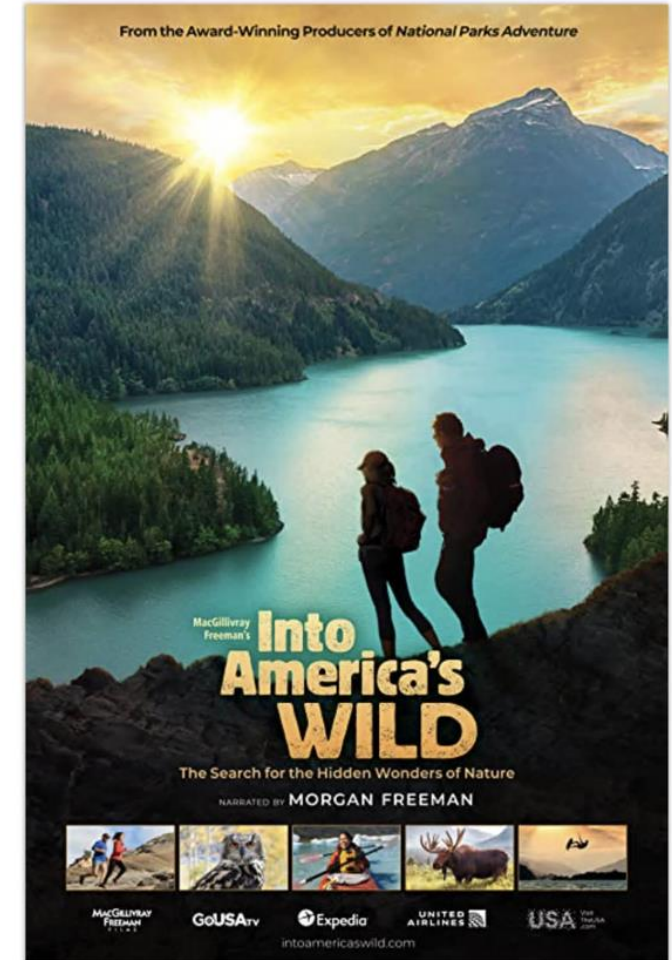
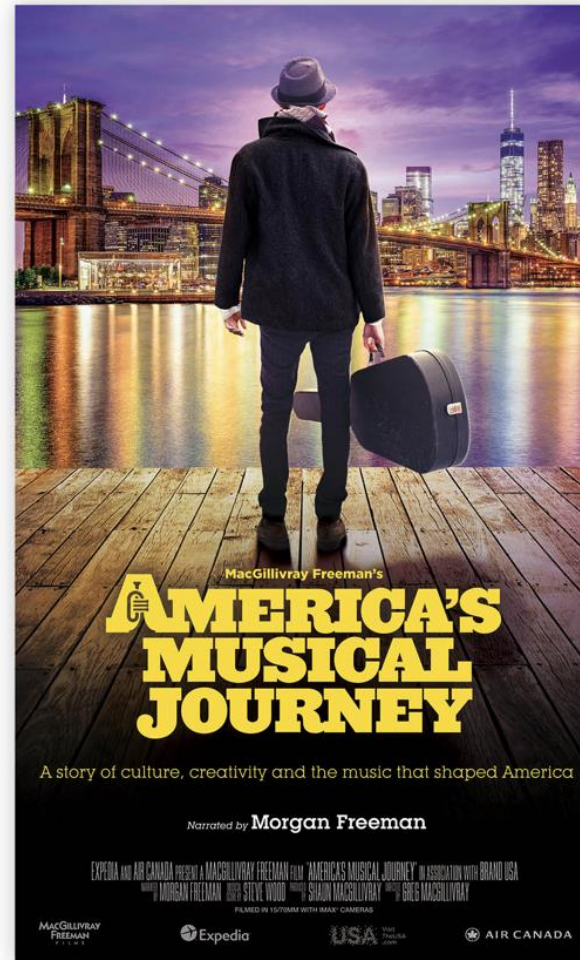
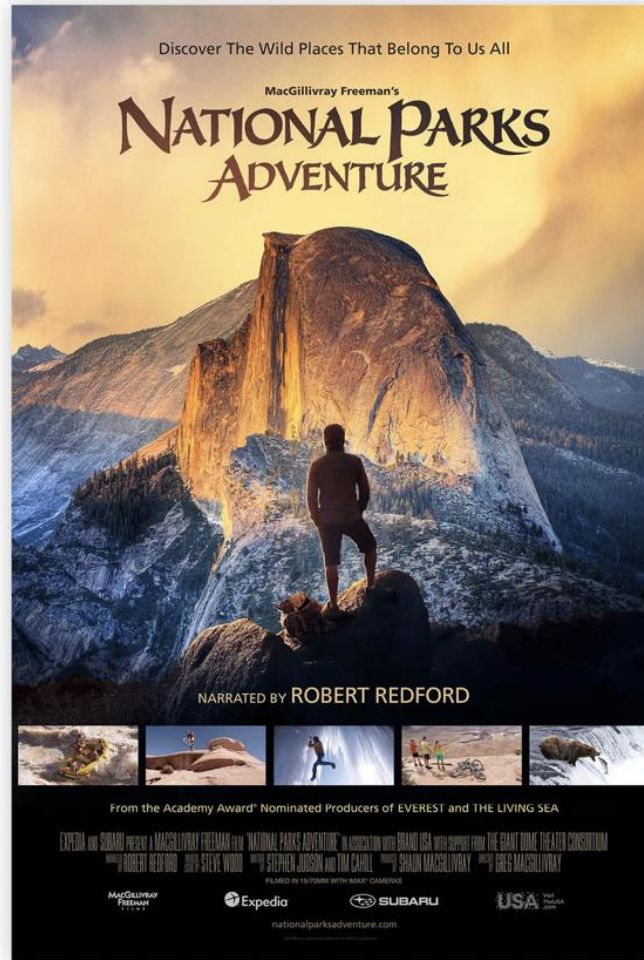




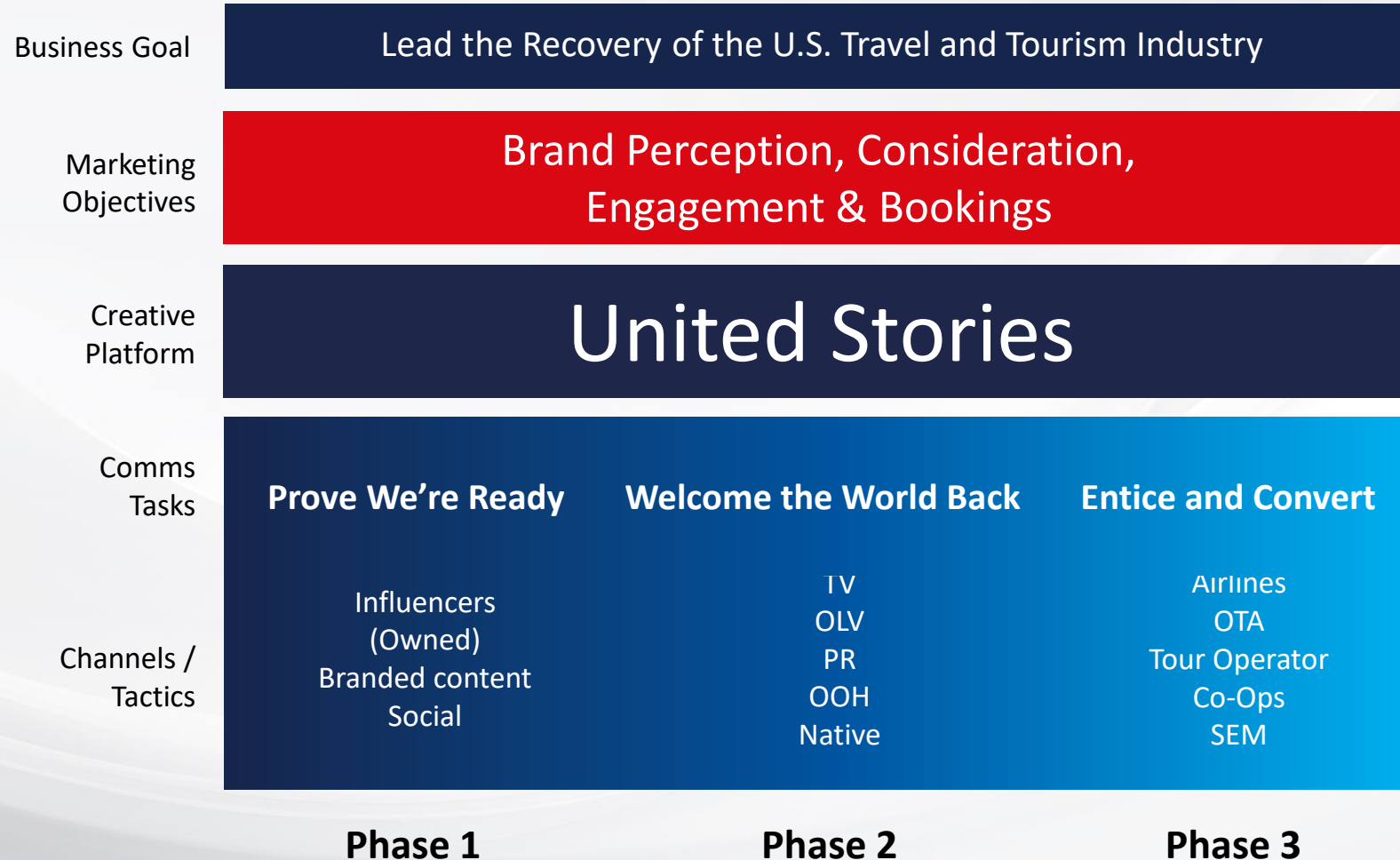
- Explore the USA's must-see places, great outdoors, foodie hot spots, and amazing road trips on GoUSA TV!
- Available on:
 - **Live and on-demand on Smart TVs and streaming devices such as Samsung TV Plus (Sweden)**
 - Roku, Apple TV, Amazon Fire TV, Android TV, Google Chromecast and Android TV
 - Mobile apps (iOS & Android)



Giant Screen Films



United Stories Strategic Framework





MANY VOICES MULTI-SCREEN

Arkansas & Mississippi:

Two Korean friends travel through the south to immerse themselves in blues music.





STRATEGIC PILLAR: Stakeholder Amplification

**Build and
maintain
connections**



**Provide
foundational
support**



EVOLUTION OF STAKEHOLDER AMPLIFICATION

- Travel Trade Website
- MegaFams
- Insider Guides - multi-state itineraries
- Toolkit
- COVID-19 Resources
- USA Discovery Program
- Evolved our Trade Show “Pavilion” approach to Brand USA Travel Weeks
- Pandemic accelerated acceptance of virtual platforms

www.TravelTrade.VisitTheUSA.com



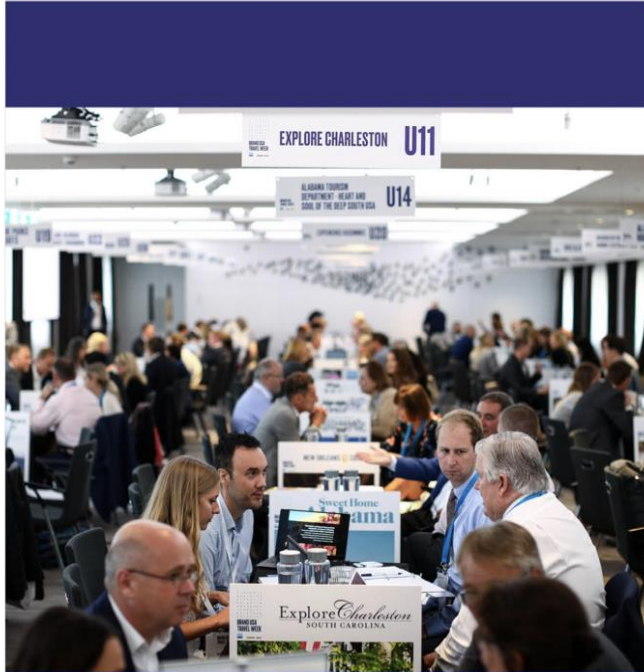
BRAND USA TRAVEL WEEK



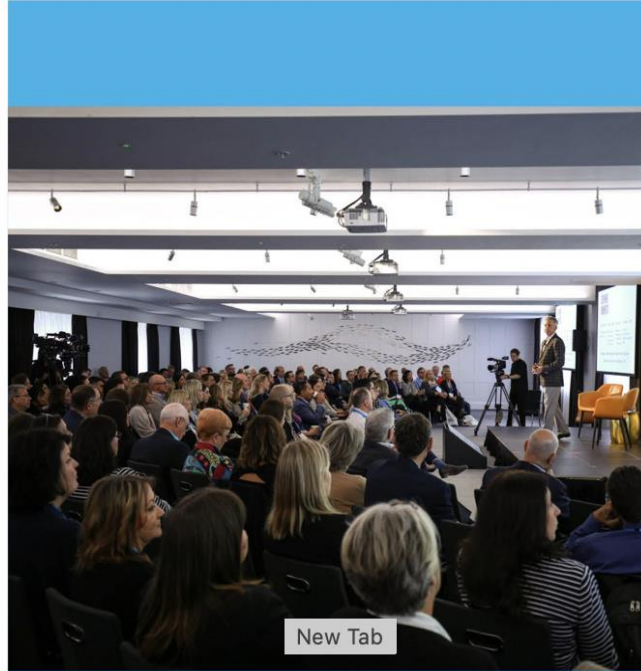
EUROPE 2022



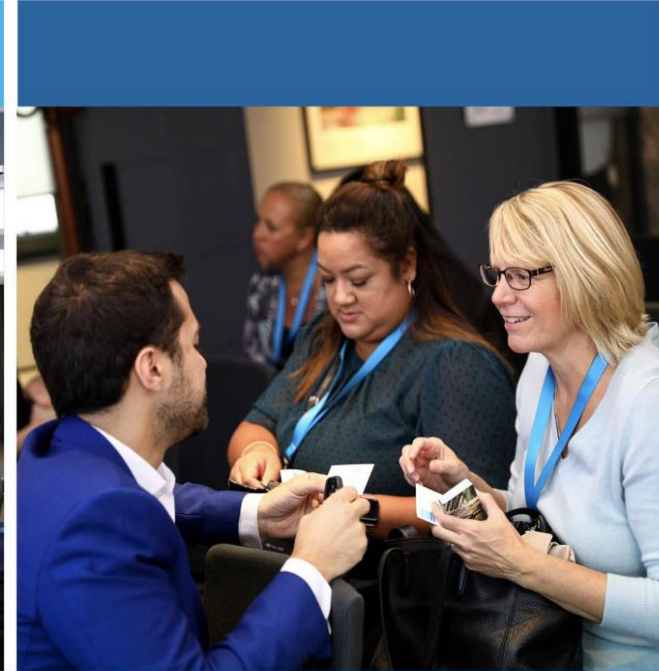
Brand USA Travel Week Europe



APPOINTMENTS



ENRICHMENT



NETWORKING

GoUSA TV NEW
Small Town
Big Story

BRAND USA TRAVEL WEEK
EVENT RECAP **EUROPE 2021**

USA Brand USA **GLOBAL MARKETPLACE**
TOGETHER, WE'RE BUILDING
THE FUTURE OF U.S. TOURISM.

UNITED STORIES

The USA Story is written by everyone.

GoUSA TV NEW
Epic Trails

THANK YOU TO OUR SPONSORS

USA Brand USA

CLICK FOR
UPCOMING EVENTS

USA Brand USA

THANK YOU TO OUR SPONSORS

INTERNATIONAL
PAVILION

NETWORKING
LOUNGE

MAIN STAGE

VIDEO
ON-DEMAND

USA PARTNER
PAVILIONS

CLICK FOR
HELP DESK



SINCE LAUNCH IN OCTOBER 2020

- **20+ events** held on-platform to-date
- **5, 1:1 meetings events** yielding **8,000+** total meetings on-platform
- **35+** hours of enriching Video On-Demand content
- On-platform engagement:
 - **140** pod stakeholders
 - **639** Tour Operator organizations
 - **1251** Travel Agents
 - **331** Journalists

Building connections
for our partners with
the global travel trade



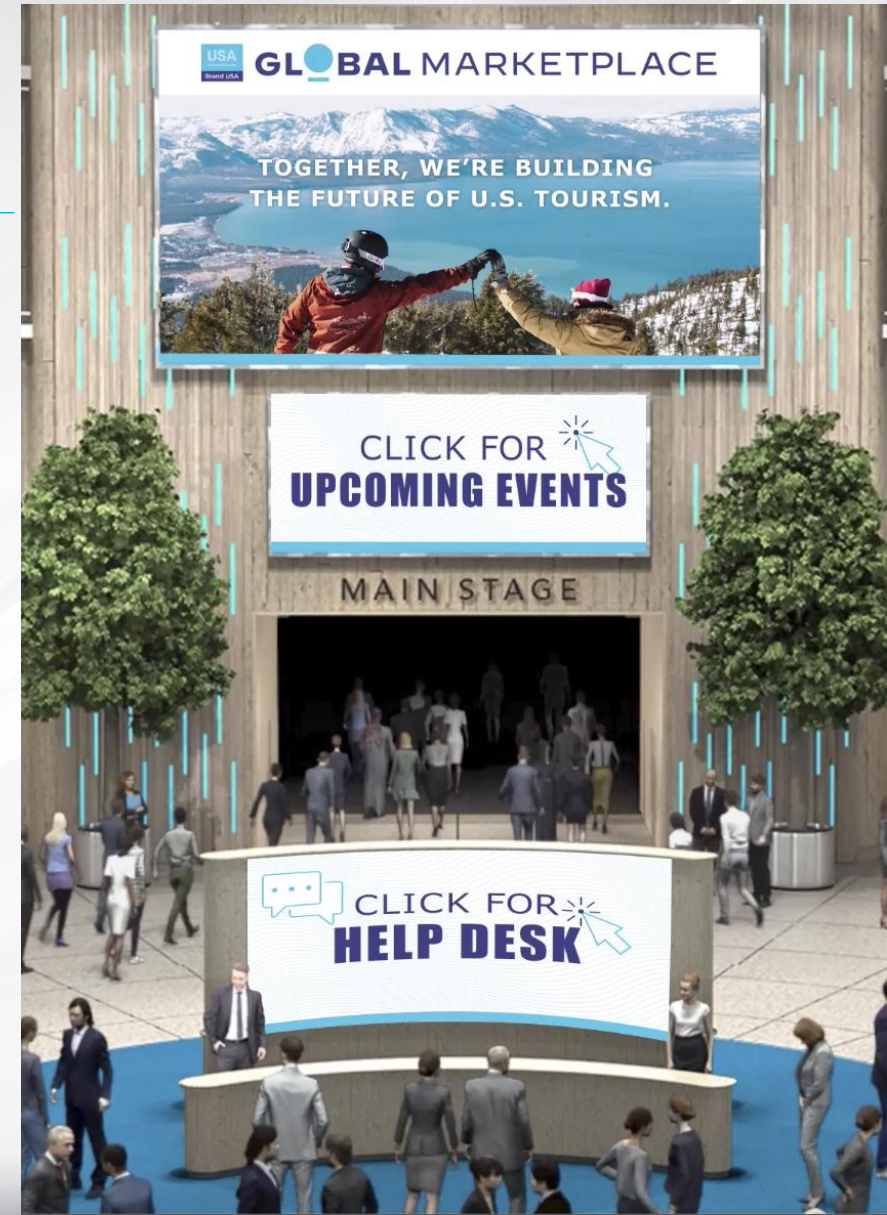
NORDIC MARKET ACTIVITIES

- **Brand USA Travel Week Europe 2020 (Oct. 2020)**
- **Brand USA On-to-One Business Meetings: U.K. & Europe (Mar. 2021)**
- **Brand USA Global Media Forum (Jul. 2021)**
- **Nordics Market Update (Jan. 2022)**
- **Brand USA On-to-One Business Meetings: U.K. & Europe (Feb. 2022)**



EVOLVING OBJECTIVES

- Host events at least twice per month
- Set custom targets per event based on the expected partner participation
- Focus on 1:1 meetings events in a variety of markets
- Provide educational updates on relevant markets
- Curate a robust breadth of information to grow and maintain the International Pavilion
- Increase engagement with the International Pavilion





INTERNATIONAL PAVILION

- Launched November 2021 with U.K. as pilot market
- The 'go-to' resource for U.S. partners focused on marketing internationally
- The pavilion will focus on:
 - Market orientations for all key target international markets
 - Trade/media landscape
 - Air connectivity
 - Market research
 - Key trade, media and market contacts
 - Brand USA partner marketing opportunities





INTERNATIONAL PAVILION

Launched

U.K. Country Hub (Pilot)

Germany, Ireland

France, Australia/NZ

March

Brazil, Mexico

April – September

Nordics, Italy, Spain, Benelux

India, Japan, South Korea, Canada

China

INTERNATIONAL PAVILION





INTERNATIONAL PAVILION

INTERNATIONAL PAVILION

Destination

UNITED KINGDOM

IRELAND

**GERMANY (AUSTRIA
& SWITZERLAND)**

Destination

UNITED KINGDOM

4.8 Million Inbound Travelers (2019)

\$16.3 Billion Annual US Spend (2019)

Destination

INTERNATIONAL PAVILION

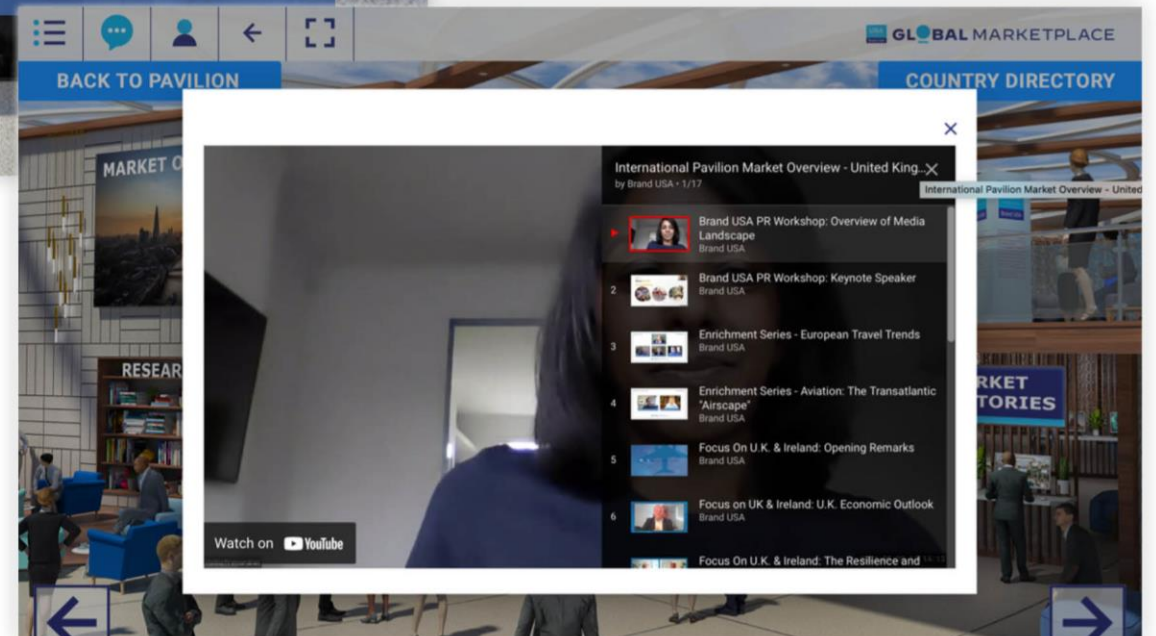
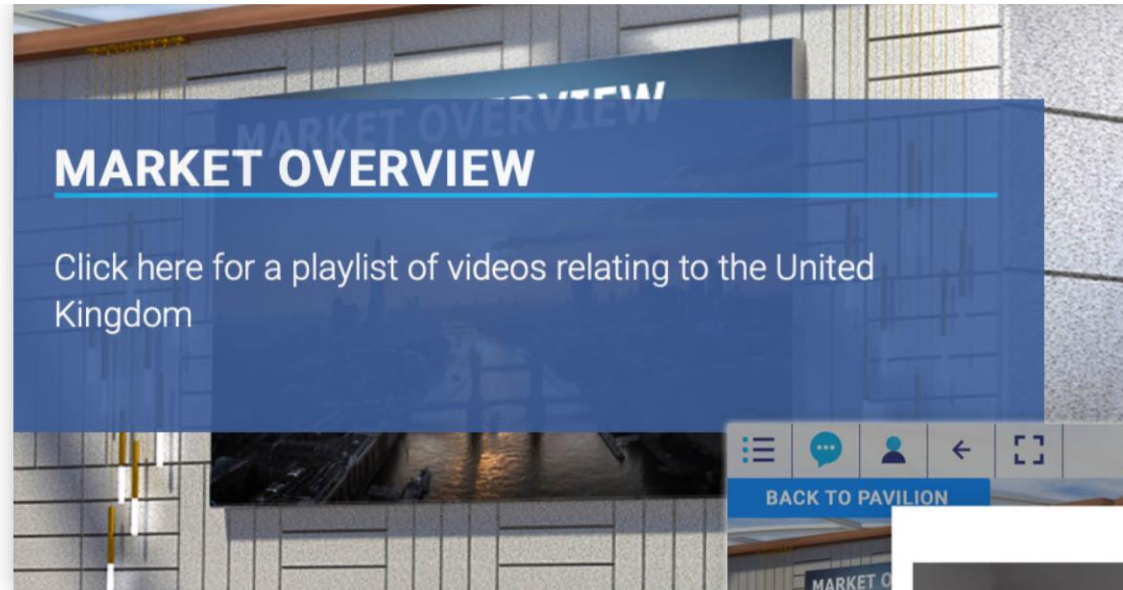
U.K. LOUNGE





INTERNATIONAL PAVILION

MARKET OVERVIEW



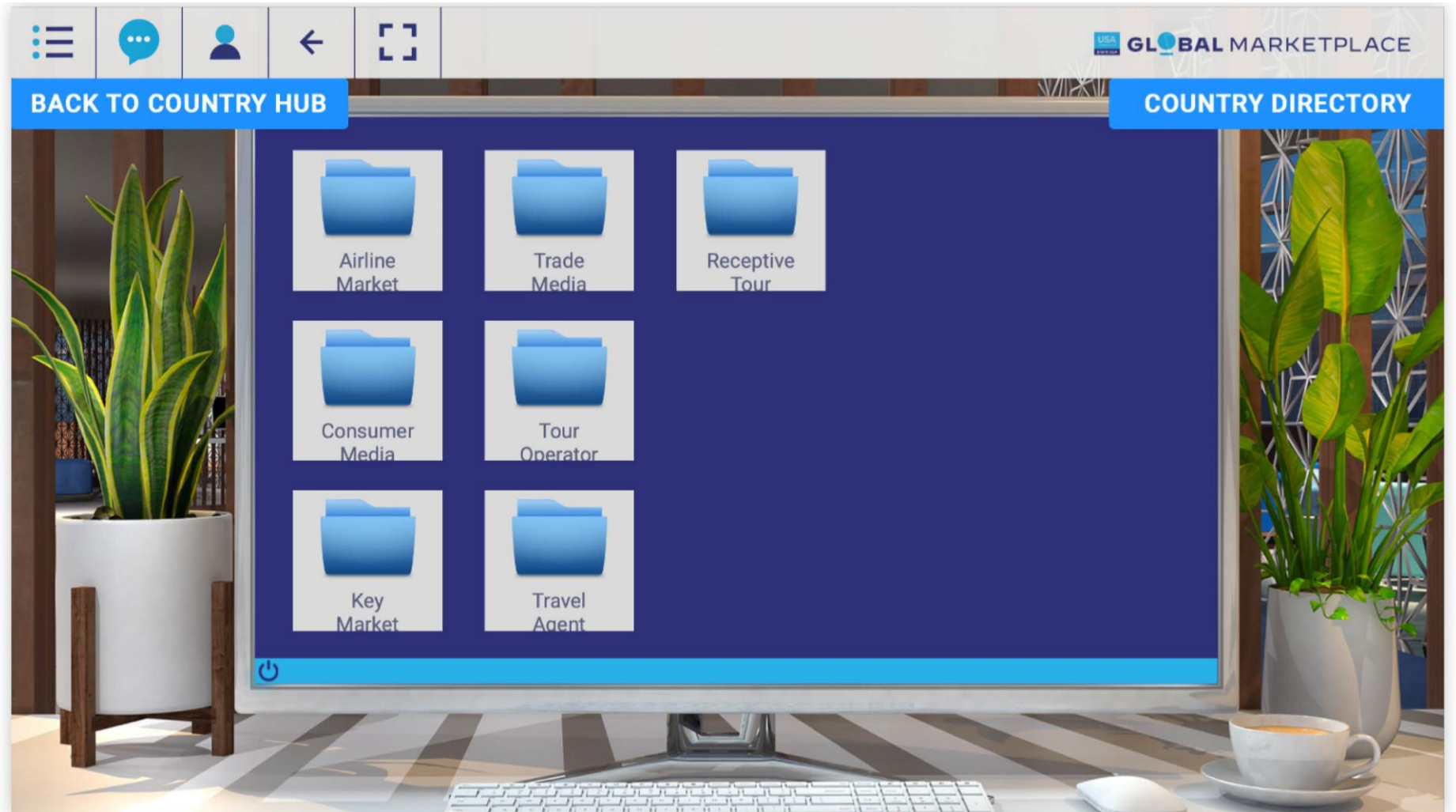
INTERNATIONAL PAVILION

RESEARCH LIBRARY



INTERNATIONAL PAVILION

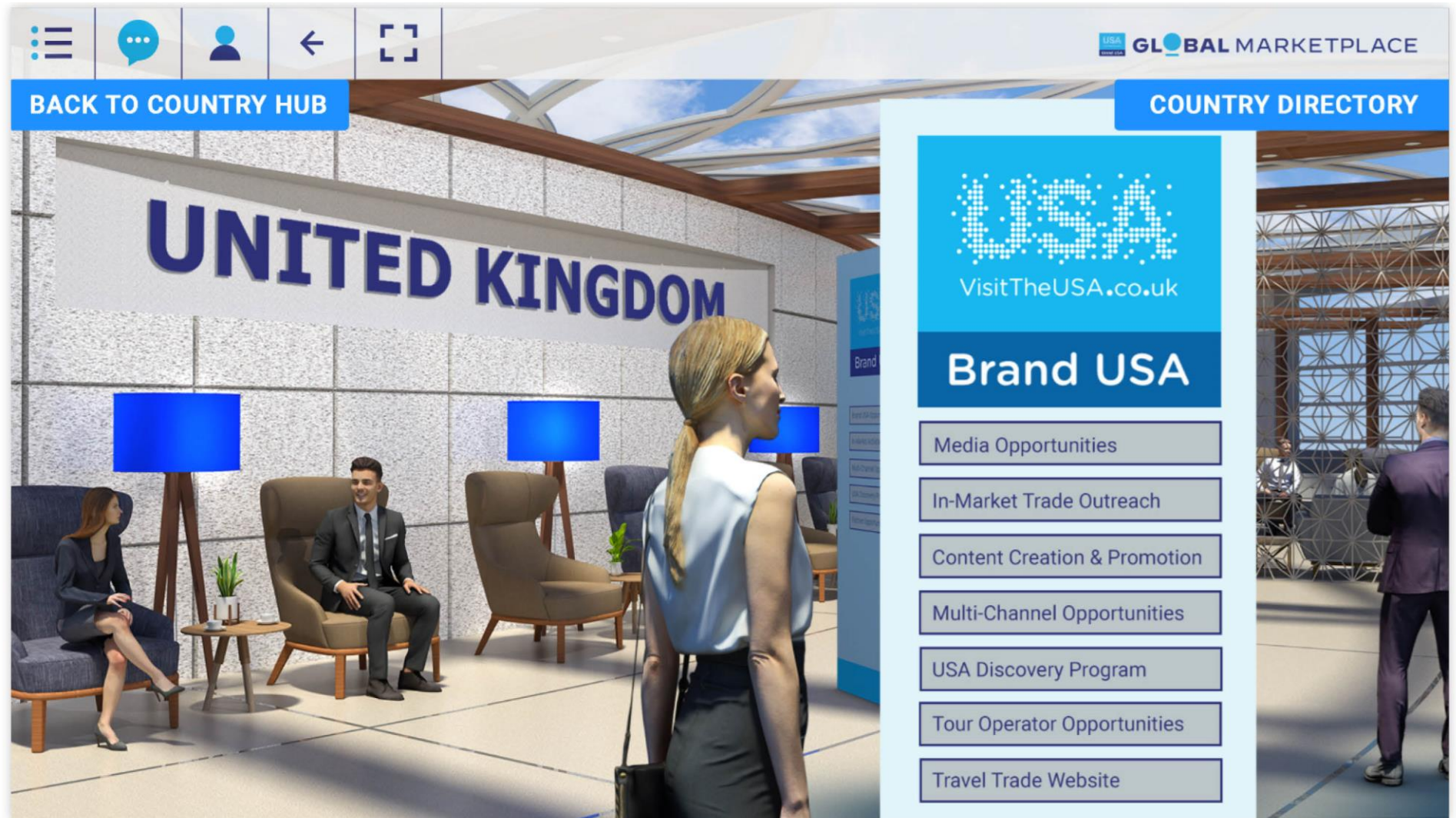
MARKET DIRECTORIES





INTERNATIONAL PAVILION

BRAND USA PROGRAMS





GLOBAL MARKETPLACE

INTERNATIONAL PAVILION





GLOBAL MARKETPLACE

Info@BrandUSAGlobalMarketplace.com



BRAND USA 2022 STORYTELLING PILLARS

1. Wellness
2. The Great Outdoors
3. Nostalgia
4. Local Community Initiatives
5. Sports Tourism

STRATEGIC PILLAR: Stakeholder Amplification

Build and
maintain
connections



Provide
foundational
support

More “working
dollars” in
the markets



Lowers barriers
to entry
into markets

A nighttime photograph of the Lincoln Memorial and the Washington Monument, both illuminated and reflected in the water. The Lincoln Memorial is on the left, and the Washington Monument is on the right. The text "Questions & Answers" is overlaid in the center.

Questions & Answers



Thank you!



Consumer

VisitTheUSA



VisitTheUSA.com

Travel industry

TheBrandUSA.com



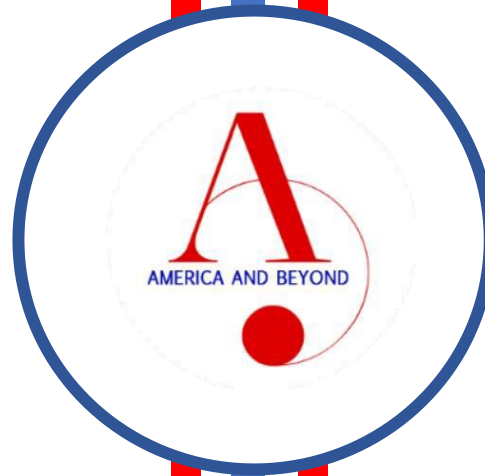


Sponsor:

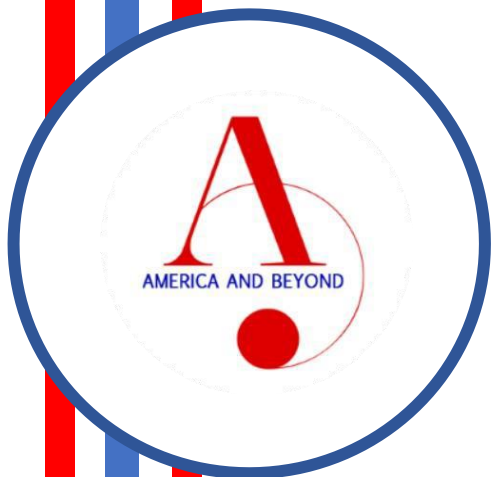
AMERICA & BEYOND



Your Success = Our Success



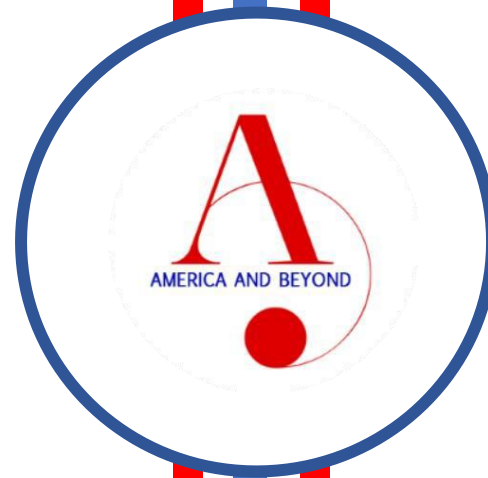
***Purveyors of the America
Experience***



- What we do: Only Group: Tailormade, Adhoc, and Series (Groupage), Last-minute
- Experience: 30 years in USA Marketplace with wide reaching networks
- Why America & Beyond?
 - Tough negotiations with our supplier network, pass savings along to you
 - Best terms and conditions, including cancellations with our suppliers
 - Quick return on offers and bookings confirmations
 - Work with you to ensure you get the business
 - Committed to remaining flexible to ever changing world conditions
 - 365 24/7 support from our team, we do not outsource customer support

Roger Montgomery – roger@americabeyond.com

Yves Fore – yves@americabeyond.com



*Purveyors of the America
Experience*



Sponsor:

CIBTvisas

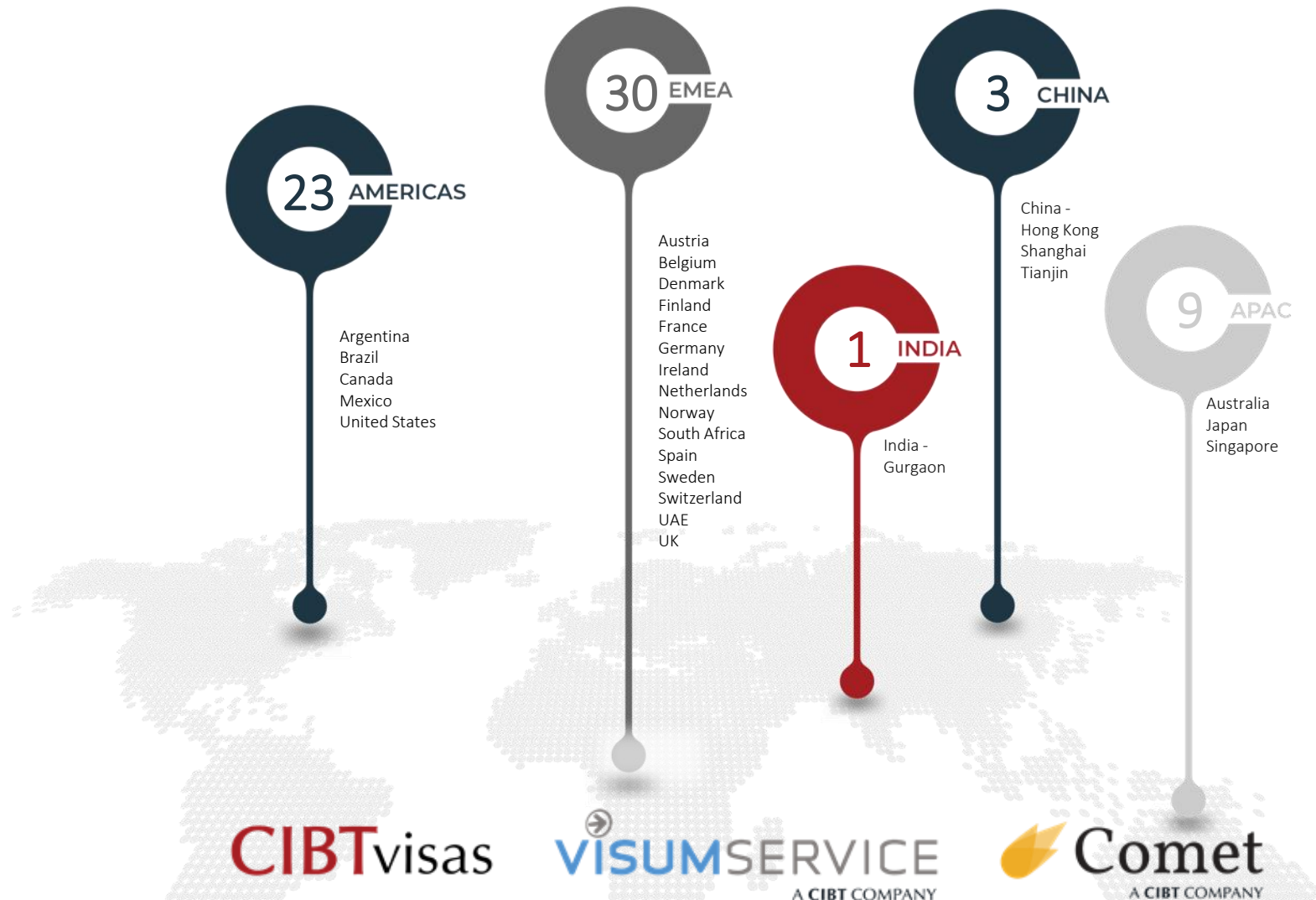


27
countries

74+
wholly-owned
offices

202+
country
coverage

19
time zones



USA SERVICES

Tour & Cruise Programs

CIBT provides expert guidance to travelers taking group tours, cruises and other group travel. We have designed solutions that make obtaining the required documents fast and convenient.

- Partnership with the leading global tour and cruise companies
- Solutions designed for different types of travelers; from budget travelers to exclusive trips
- Visa kits that are customized to tours, sailings and other organized group trips
- Dedicated team of leisure experts available to provide personalized support

SNAPSHOT OF CIBT SERVICES

- ✓ ESTA
- ✓ B1 / B2 VISAS
- ✓ STUDENT VISA
- ✓ IMMIGRATION

CIBT ENTRYGUIDE

- ✓ EASY TO USE
- ✓ UPDATED
- ✓ EASY CALL TO ACTION

The up-to-date, accurate
information you need to travel
safely and securely

TRAVELING SOON? EVERYTHING YOU NEED TO KNOW.

I hold a passport from

I am going to

My purpose of trip is

Add Destination

Submit

CIBTvisas

VISUMSERVICE
A CIBT COMPANY

Comet
A CIBT COMPANY



FLEXIBLE SOLUTIONS FOR DIFFERENT CLIENT NEEDS

CIBT offers solutions that align with each traveler's needs; from document review and completion to assistance with travelers' biggest challenges.

Document Preparation

A convenient solution that ensures that documents are completed correctly, every time

Pre-Check

A CIBT advisor will review all documents for accuracy prior to submission

Business Cover Letter Support

CIBT will draft all supporting letters in support of the traveler's visa submission

Visa Scan

CIBT will retain a digital copy of all completed visas for future needs

Digital Photo Service

Just click and upload and CIBT will print and affix and required photos



GLOBAL BUSINESS VISAS

CIBT is uniquely positioned to support travelers with visa needs across more than 200 countries.

Many travelers, especially those in developing markets, don't have access to professional and compliant service providers.

- Visa solutions for travelers located anywhere, traveling to any destination
- High touch offering that includes complete document preparation
- Assistance with appointment setting when biometrics or interviews are required
- Success rate exceeding 99%



USA TRAVEL SHOW 2022

