

Brand USA promotes Hershey Harrisburg Region to UK travelers 3 reasons why it matters.

HARRISBURG (June 3, 2015) – The Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) today announced it has partnered with [Brand USA](#), the United States destination marketing organization established by Congress in 2010, on a global travel campaign in partnership with the Pennsylvania Tourism Office. Today a production crew with Brand USA is in the area taping an innovative in-language video to attract international visitors from the United Kingdom (UK).

The UK market is constantly within the region's top five inbound travel markets according to Audrey Bialas, Sales Director for HHRVB. The bureau recently announced it will be increasing efforts on international travel sales and marketing efforts.

As one of the first partner cooperatives, Brand USA developed the award-winning *In-Language Content Program*, a customized approach showcasing the uniqueness of each destination as it relates to the partner's targeted countries. All promotional travel videos are created in the native language and dialect of the target audience rather than being translated. Each video showcases activities and interests unique to each country based upon Brand USA's extensive research.

Participating destinations like the Pennsylvania Tourism Office and Hershey Harrisburg Regional Visitors Bureau will distribute the videos through their own marketing channels in addition to Brand USA's distribution through:

- DiscoverAmerica.com
- Discover America's YouTube channel
- GoUSA.cn and Brand USA's social media channels in China
- Brand USA's in-country representatives to reach each country's travel trade industry via trade shows, roadshows and training seminars.

The video production throughout Dauphin County today included taped segments at Hershey's® Chocolate World, Hersheypark®, Troegs Brewing Company, and the Pennsylvania Capitol Complex.



Host of Brand USA travel video for UK market taping scene at Hersheypark®.

Who is Brand USA?

Brand USA was first established in 2010 by the United States Travel Promotion Act after a decade of declining foreign visitors to the U.S. It provides a united voice that actively and intelligently promotes U.S. states, cities, national attractions and other travel industry partners through its worldwide digital channels and consumer-facing brand, DiscoverAmerica.com. Brand USA was recently reauthorized by Congress through 2020. Brand USA's mission is to grow the United States' share of the global travel market through critical partnerships with cities, states and destinations around the U.S. at no cost to U.S. taxpayers. According to Brand USA, the efforts help create U.S. jobs throughout the country while positively impacting local and national economies in addition to enhancing a positive image of the U.S. around the world.

Brand USA marketing campaigns

- In 2013 Brand USA campaigns resulted in an incremental increase of 1.1 million visitors to the U.S. with a total impact on the U.S. economy of \$7.4 billion in spending, which supported **53,000 new jobs**.
- Campaigns accrued more than 475 destination, travel organization, sports and entertainment partners including Hilton Worldwide, British Airways, Disney Parks and Resorts Worldwide, NYC and Company and ESPN.
- Efforts resulted in total 2014 revenue of \$118.3 million, an 11 percent increase compared to fiscal year 2013 of \$107.0 million. Revenue includes cash and in-kind partner contributions, partner publishing revenue and tradeshow revenue.

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MEDIA INTERVIEWS

HHRVB President Mary Smith is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. HHRVB will make every effort to accommodate all interview requests. Contact Rick@HersheyHarrisburg.org or cell 717.884.3328.

ABOUT THE HERSHEY HARRISBURG REGIONAL VISITORS BUREAU (HHRVB)

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Pinterest](#) | [Foursquare](#) | [Blog](#) | [Media Lounge](#)

HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania's Dauphin and Perry counties. This Destination Marketing Association International ([DMAI](#)) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers; meeting & convention planners; sporting event producers; and group tour leaders. For more information go to VisitHersheyHarrisburg.org, or call 877-727-8573.

ABOUT BRAND USA

Brand USA is the destination marketing organization for the United States, was established by the Travel Promotion Act to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry/exit policies and procedures to worldwide travelers. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. With a mission of increasing international visitation to the United States, Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures. For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about travel to and around the United States, please visit Brand USA's consumer website at www.DiscoverAmerica.com. Media contact: Dee Zulauf, APR – (c) [941-586-1171](tel:941-586-1171) or EnviZageink@gmail.com.



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Brand USA & DiscoverAmerica.com

Brand USA was established by the Travel Promotion Act to spearhead the nation's first international marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures. Formed as the Corporation for Travel Promotion, the public-private entity began operations in May 2011 and does business as Brand USA. Through its consumer facing brands -- DiscoverAmerica.com and GoUSA.cn -- Brand USA encourages travelers to explore the U.S. by experiencing its great outdoors, exciting urban enclaves, exceptional indulgences (theme parks, night life, spas, wines, etc.) and vast cultural influences. **The GOAL?** Reach 100 million international travelers to the U.S. by 2021.

No U.S. tax dollars are used. Operational dollars are funded through matching one dollar of cash or in-kind contributions from industry and media partners to "unlock" one dollar from the Electronic System for Travel Authorization (ESTA), which collects fees from international inbound travelers arriving from visa-waiver markets.

- Contributions from hundreds of partners both inside and outside of the travel market, including 81 who each contributed \$500,000 or more.
- Brand USA has generated nearly \$1 billion in federal, state and local taxes. And for every 33 overseas travelers who visit America, one new job is created!

THE SITUATION: Without an overseas marketing voice, the U.S. lost 30% of its share of the global tourism market during the first decade of this century, causing a loss of \$37 billion in travel-generated tax revenue and 467,000 jobs. The private travel sector was unable to break the cycle on its own.

THE SOLUTION: Create a unified international voice to encourage global travelers to visit U.S. destinations. Brand USA has been reauthorized by Congress through 2020 and anticipates arrivals to the United States to exceed its 2021 goal of 100 million visitors, boosting international visitor spending from \$153 billion to over \$250 billion. A record 75 million international visitors arrived in the U.S. in 2014, a 7% increase over 2013.

Brand USA's Innovative In-Language Content

The in-language video program creates and distributes in-language multimedia content to help U.S. destinations promote their experiences to international travelers. Content is created in-language – not translated – and customized to the specific international audience's point of view. Target markets currently include Australia, Brazil, Canada, China, Germany, Japan, Mexico, South Korea, Taiwan and the United Kingdom.

Brand USA won Telly Awards in 2013 and 2014 – honoring the very best film and video productions – for their videos "The Redwoods of the Santa Cruz Mountains" and "Beautiful Beaches of Greater Fort Lauderdale" produced in partnership with Visit Santa Cruz and Visit Lauderdale respectfully. Brand USA also won a 2013 Silver Adrian Award – honoring outstanding achievements in advertising in the travel industry.

Brand USA is the public-private partnership responsible for promoting the United States as a premier travel destination and communicating U.S. entry/exit policies and procedures. Established by the Travel Promotion Act in 2010, the organization's mission is to increase international visitation to the United States while working in partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures.

For more information, go to www.discoveramerica.com and www.milespartnership.com/brandusa.
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