



THE FUTURE OF THE U.S.-JAPAN FRIENDSHIP

Brand USA and Promotion of the USA in Japan

March 21, 2019



Brand USA is the Destination Marketing Organization for the United States



- Created by the Travel Promotion Act in 2010
- The nation's first public-private partnership to promote travel to the USA
- More than 800 partners since 2011

Our Mission

Increase incremental international visitation, spend, and market share for the United States to fuel the U.S. economy and enhance the image of the USA with worldwide travelers.

Our Vision

We aspire to be to be the best in class national destination marketing organization—earning the USA the largest share of the global travel market and significantly contributing to job creation, GDP, export growth and tax revenues.

Trends in Japanese Visitation to the USA

Visitation Trends (Arrivals)									
	2000	2005	2010	2012	2013	2014	2015	2016	2017
Total Arrivals (000s)	5,061	3,884	3,386	3,698	3,730	3,620	3,793	3,604	3,596
Percentage Change Previous Year (%)	5	4	16	14	1	-3	5	-5	-0

Spending Trends (Exports)									
[millions of U.S. dollars]									
	2000	2005	2010	2012	2013	2014	2015	2016	2017
Total Travel and Tourism Exports	\$18,595	\$16,290	\$14,529	\$17,063	\$16,984	\$17,331	\$17,790	\$16,860	\$16,642
Travel (all purposes including education)	\$14,818	\$12,501	\$10,222	\$11,835	\$11,545	\$11,220	\$11,786	\$11,112	\$10,732
Of which: Education Related	\$906	\$1,002	\$709	\$617	\$597	\$605	\$620	\$628	\$627
Of which: Other Business/ Personal Travel	\$13,852	\$11,394	\$9,434	\$11,132	\$10,858	\$10,521	\$11,069	\$10,384	\$10,003
Passenger Air Transportation	\$3,777	\$3,789	\$4,307	\$5,228	\$5,439	\$6,111	\$6,004	\$5,748	\$5,910
Percentage Change Previous Year (%)	7	14	15	17	-0	2	3	-5	-1

Source: National Travel and Tourism Office, U.S. Department of Commerce

How We Market the USA



**Global Consumer
Campaigns**



**Travel Trade
Outreach**



**Cooperative
Marketing Programs**

The USA's Unique Value Proposition

Diversity

The diversity of the USA's destinations and people is exciting and unique.

Experiences

The USA offers nearly limitless authentic travel experiences.

Proximity

The proximity of the USA's diverse and authentic travel experiences (to, through, and beyond the gateways) provides travelers more value in a single visit than any other destination in the world.



VOLUME

DIRT

DRIVE

BASS

TREBLE



KTS12345

MODEL

MANUFACTURE

Travel Trade Engagement

- Travel trade and consumer shows

- Sapporo Travel Fair (November 3-4)
- Hiroshima Travel Fair (January 19-20)
- Tachikawa Travel Fair (February 25)
- Nagoya Travel Fair (March 16-17)
- KIX Travel Fair (May 18-19)
- Matsuyama Travel Fair (June 22-23)
- Hokkaido Travel Fair (August 24-25)

- Annual sales mission in Japan

- B2B meetings and presentations
- VIP networking
- Media engagement

- Familiarization trips encourage Japanese tour operators to develop new tour products

- Agent trainings





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