



Consumer Site Co-Brands with Brand USA

In order to fully maximize our partnership with Brand USA, Travel South migrated its consumer website to **Visit the USA's platform**.

With more than 350 pages in eight different languages, this option leverages our ability to reach even more consumers to entice them to visit the South.

Since the site migration in September 2017, there has been a 29% spike in page views year-over-year. In addition, we have had a six percent increase in average time spent on the site. Only destinations that belong to our twelve southern states will be served to readers. We have implemented a robust marketing plan to create consumer demand and share our stories and thereby, increase page views.

Travel South offers programs and content for these seven markets:

- Australia
- Brazil
- Canada
- France
- Germany
- Japan
- United Kingdom

How successful is our partnership with the Brand USA site? Here are some stats from Sept. 2017:

- Total Impressions: 112,338,355
- Engagements: 618,592
- Click-Through Rate: 0.53%
- Room Nights: 36,268
- Gross Bookings: \$5,925,416

The screenshot shows the Visit the USA website's homepage. At the top, there's a navigation bar with links for Destinations, Trips, Experiences, and Resources. The main feature is a large image of a band performing on a city street in New Orleans. Below the image, the text "Travel South USA" and "Street performers in New Orleans, Louisiana" is displayed. To the left of the main image, there's a map of the United States with a red dot over Louisiana. At the bottom, there's a call-to-action button that says "Check out Travel South USA's 12 unique states, each offering their own taste of the Southern USA".

This site migration is in addition to the **TSUSA Chinese website** with Brand USA. - gousa.cn/travelsouth