NEWS RELEASE

United Stories' "Discover Wyoming in Winter" Digital Marketing Campaign Video Wins Gold Adrian Award

March 24, 2021

WASHINGTON, D.C. (March 24, 2021)—Brand USA, the destination marketing organization for the United States, was awarded an Adrian Award from the Hospitality Sales & Marketing Association International (HSMAI) at the 64th HSMAI Adrian Awards virtual award ceremony on March 23, 2021. The video *Discover Wyoming in Winter* from United Stories won a Gold Award in the category of "Digital Single Item – Video."

United Stories—a Visit The USA consumer marketing campaign launched in early 2019—highlights local and authentic travel experiences throughout the United States with the idea of inspiring travelers from around the world to visit these destinations. Given that international travelers are not as familiar with Wyoming as they are other states, the goal was to position the state as a destination worth visiting at any time of the year, even winter. Recognized for excellence in digital and integrated marketing, the video Discover Wyoming in Winter features influencer Catarina Mello (@professionaltraveler) a native of Brazil—known for her travels to tropical, warm-weather destinations—stepping out of her comfort zone and trying something new, a trip to Wyoming in the cold month of February. The video—available on Brand USA's free streaming network, GoUSA TV, and the GoUSA TV YouTube channel—yielded some of the channel's best paid media performance on YouTube, with an overall pre-roll view through rate across four international markets of 62 percent.

"Our mission is to promote the entirety of the United States to inspire international travelers in the most creative ways possible," said Tom Garzilli, chief marketing officer at Brand USA. "Through our storytelling campaign United Stories, we are able to promote global visitation to the United States, focusing more on international travelers sharing their experiences about the transformative places they have visited in the USA. We are honored to be recognized by the HSMAI for our continuous efforts to support the travel industry's recovery."

"The Adrian Awards honor innovative travel marketing campaigns that lead the future of hospitality marketing, setting the standard for creativity, and flawless execution," said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMAI. "HSMAI is proud to recognize these award winners and celebrate their remarkable campaigns and the people behind them at the Adrian Awards Gala."

Last year, Brand USA was recognized by the HSMAI at the 63rd HSMAI Adrian Awards dinner in New York City for its best-in-class marketing campaigns and platforms with eight Adrian Awards, including six gold and two silver awards. In addition, Brand USA's chief marketing officer Tom Garzilli, was named as one of HSMAI's Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization.

The focus of the 2020 HSMAI Adrian Awards is on Best Practices, Innovation and Community in categories related to work done in response to the coronavirus crisis. This year, HSMAI has redesigned the Adrian Awards to reflect the current travel landscape, honoring those who are contributing to the travel industry's recovery.

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing

current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

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