



Destiny USA partners with Brand USA in international marketing outreach

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In a continued effort to extend marketing efforts and tourism initiatives outside of the state, Destiny USA is partnering with the Syracuse Convention and Visitors Bureau and Brand USA on multi-channel advertising campaigns in Canada to spur additional tourism in Onondaga County.

President Obama established Brand USA in 2010 with the signing of the Travel Promotion Act. As the nation's destination marketing organization, Brand USA's mission is to increase international visitation and spend to the United States - representing all 50 states, Washington DC and the five territories. The organization has been strategically marketing in Canada since 2013, with several programs featuring U.S. attractions specifically targeting Canadian travelers.

"With a partner like Brand USA, destinations and attractions can spread out international marketing efforts, or hit target markets with a stronger message," said Rose Hapanowich, Destiny USA's travel & tourism director. "It's a compelling enterprise and a big opportunity for Destiny USA to continue its advertising efforts in Canada and overseas while continuing to drive new visitors to the area."

Destiny USA's first pursuit with Brand USA is on a billboard campaign targeting the Toronto, Montreal, Ottawa, Kingston and Cornwall markets in Canada. Destiny USA has been actively advertising in Canadian markets since 2012, but will expand efforts across all of Eastern Canada with more messaging and billboards with Brand USA.

Destiny USA is also working alongside the Syracuse Convention & Visitors Bureau in a multi-channel advertising campaign that will spread across Eastern Canada through newspaper, online banner ads, an email marketing program and presence in Air Canada's in-flight magazine.

"Destiny USA's enhanced partnership with Brand USA and the Convention & Visitors Bureau is a significant complement to the ongoing branding work at the CVB," said David Holder, president of the Syracuse Convention & Visitors Bureau. "The Syracuse area continues to opportunity for building the international marketplace including Canada. The market potential is tremendous and more outreach programs will translate to more visitors, staying longer and spending more. "

More than 25% of sales at Destiny USA currently come from Canada. Ottawa, Toronto and Montreal continue to expand as potential markets for visitors looking for shopping, dining and entertainment in the United States.

Destiny USA will continue advertising efforts in Eastern Canada throughout 2014, with additional presence at nearly one dozen trade shows in Canada this year.

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