

# GLOBAL INSPIRATION GUIDE

Launched in March, the 2020 Global Inspiration program serves as an upper-funnel, inspirational marketing program to generate interest in and travel to the United States. More than 175 of Brand USA's destination and corporate partners are featured in this year's campaign. Since Brand USA paused paid media in all markets, we've made adjustments to the campaign elements.

The program includes 372,000 print guides in nine languages that are distributed to 40-plus countries, as well as a robust digital campaign with travel trade eGuide participants (90 in 2019, and we expect a similar number this year), plus mobile takeover ad campaigns in five markets (Australia, Brazil, Canada, Germany, and UK). In light of the current travel environment, with the postponement of key industry events and the closing of our U.S. embassies, we're adjusting our planned print distribution designated for those venues as well as our in-market digital campaign dates.

In order to ensure that we maximize the ROI in this campaign, we're extending the shelf life of the print guides to a 16- to 18-month period. When it's appropriate to re-enter markets with our messaging, we will inform you of the revised distribution channels and timelines. Additionally, the digital campaign slated to launch in April 2020 is being paused at this time and will be activated at a later date. As markets begin to rebound and travel interest returns, we will execute a rolling digital campaign by market, as the timing of individual market recovery will vary. We are actively engaging with tour operators around the world to encourage them to use the digital version of the Inspiration Guide as their official USA travel guide.

For 2021, we will be exploring more digital distribution opportunities for the guide, and more opportunities to participate digitally. We will also develop regional eGuides for the travel trade industry to help them use this critical tool more effectively to sell your product.

**Check out digital versions of the 2020**  
[Global English](#) (Europe & Western Asia)  
[English](#) (Canada)  
[German](#) (Germany, Austria, Switzerland),  
[French](#) (France)  
[Global Spanish](#) (Mexico, Latin America, Spain)  
[Portuguese](#) (Brazil) guides

