

# \*2017 International Promotion Highlights



# Germany & Europe

- **Lufthansa Partnership Highlights:**

- Noah Tech Fair 2017 and 2018
- Lufthansa roadshows
- Lufthansa website
- Lufthansa Newsletter communication
- Lufthansa Miles & More loyalty promotion
- Lufthansa Student Innovation Competition

- **Thomas Cook** [one of the world's largest travel groups supported by 22,000 colleagues, operating in 16 countries and 6.6 M customers in continental Europe]

- Featuring San Jose for the first time, offering integrated marketing packages, covering all promotion
- Channels: online, instore, trade, direct mailings, on route, in resorts
- Special San Jose Flyer send out to **9,000 travel agencies** in the German speaking market

- **Myticc Platform:** Travel Trade Newsletter featuring San Jose to **4,238 travel agents**



- **FTI Product Development:** produced the first German Silicon Valley tour, which will be featured in the upcoming annual North America catalogue

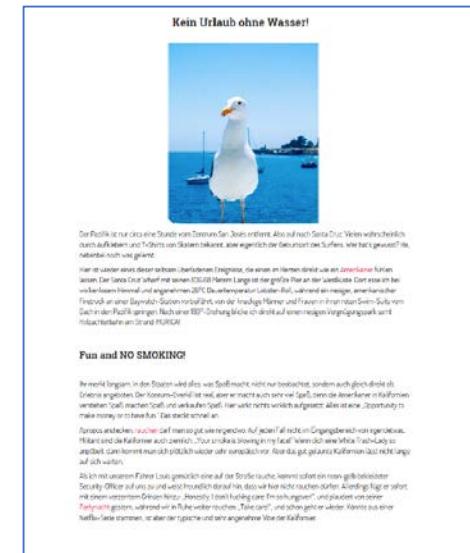
- The new tour was presented during the FTI North America Roadshow
- Tour was described by FTI Product Manager Tobias Pflantz
- Roadshow took place in **5 cities throughout Germany**, with a total participation of about **220 travel agents**

- **Expedia: May 5 – June 6, 2017**

- **759,000 contacts**
- **69% increase** in room night bookings generated via Expedia Intl.
- **129% increase** in room night bookings via Expedia GER
- Lufthansa flight promotion included

- **CanUSA: Fall and winter 2017/18**

- Consumer Newsletter –**27,364 reach**
- Special San Jose Subsite on [www.canusa.de](http://www.canusa.de), promoting the Destination itself as place to be in California
- Promotion of Canusa Travel packages to San Jose including San Jose video, created by CANUSA. Video is also published on Canusa's Youtube Channel
- Content will remain on website for long-term retrieval



## • TravelZoo

- Top 20 Newsletter – 1 million subscribers
- Travelzoo website visitors – 1 million visitors
- Social Media promotion – 96,057 views
- Destination profile – 14,115 impressions
- Booking Result – 52 packages booked so far- more expected

## • ASNM Media:

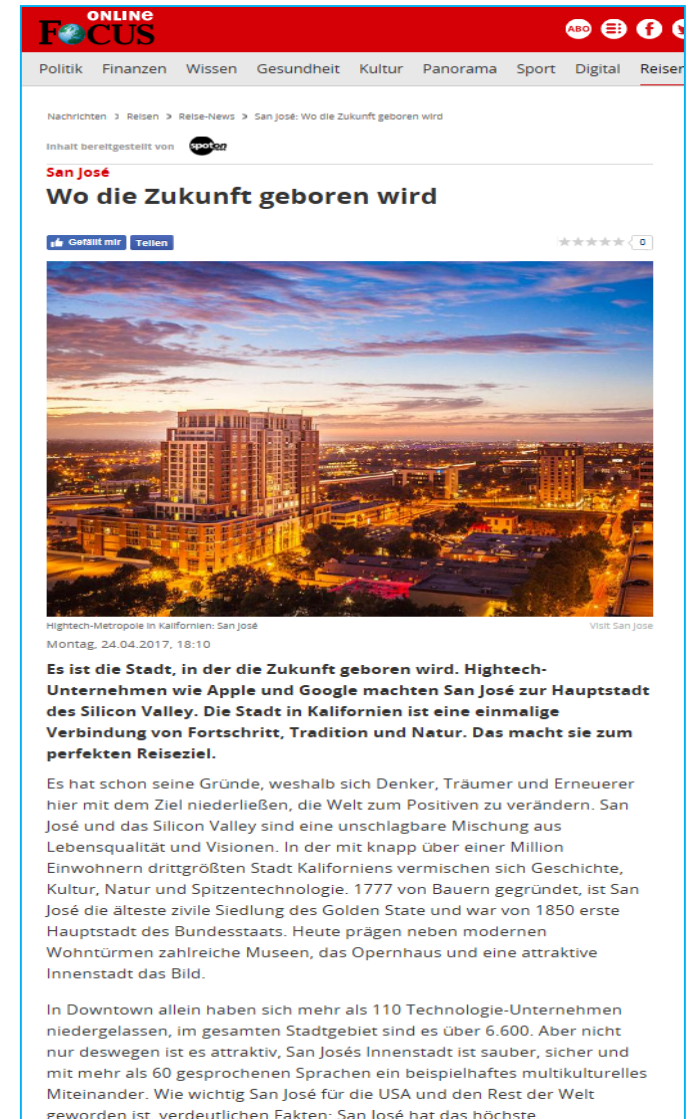
- Online banner – 87,683 impressions
- Booked 111 roundtrip Lufthansa flights FRA-SJC

## • USA-reisen.de:

- E-Newsletter promotion (1,350 clicks, 31% opening rate)
- Home page banner – 843 clicks
- Facebook promotion – 22 posts – 73,664 reach

## • Fairflight Tour Operator Sales:

- Designed San Jose catalogue – 9,000 catalogues distributed to agents
- Online promotion 161.2 million reach each month



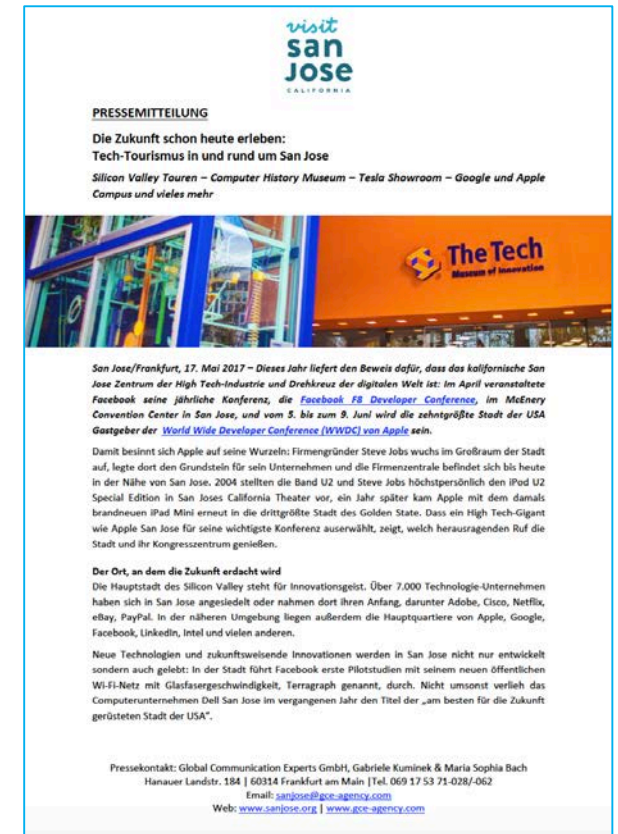
# German Media

- 11 Press Releases
- 7 travel writers and 5 bloggers in Media FAM Trips
- ITB Berlin 2017
  - Media Breakfast: 236 media representatives and journalists participated
  - Private radio channel Antenne Mainz with an audience of 4.6m in the catchment area of the Frankfurt airport and thus the Lufthansa flight

## Coverage results March to December 2017

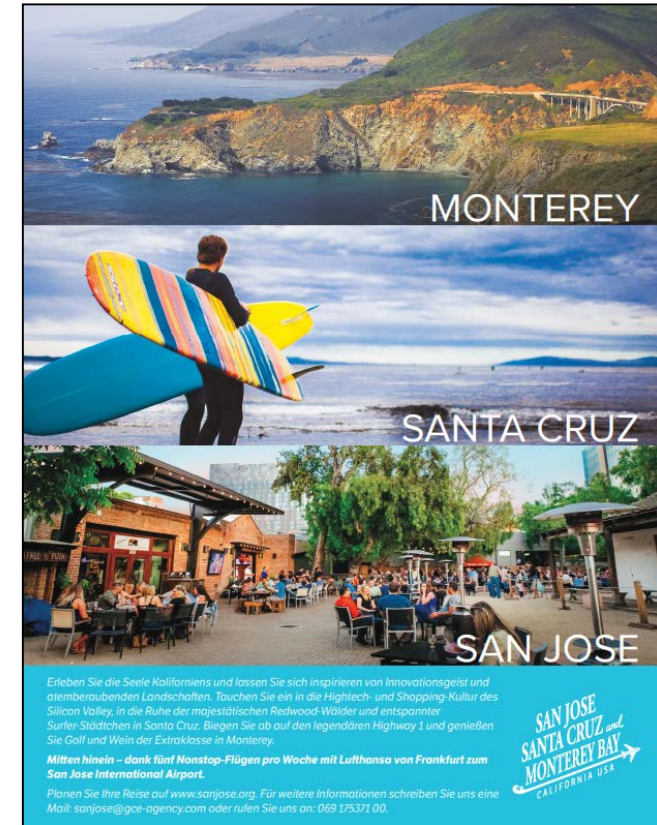
Reach: 150,087,171

Ad equivalence: \$707,472



# German Advertising

- America Journal: **Print Ad – 145,000/issue**
- Luxus Insider:
  - Online HotSpot Ad – **16,067 clicks**
  - “Inspire Me” Ad – **19,356 clicks**
- Collaboration Radio: Antenne Mainz
  - Up to **4.6 million listeners**
  - In the Frankfurt International Airport catchment area
- Luxus Insider: Advertorial
  - Ad included info on San Jose’s top sights and the advantages of the Lufthansa nonstop flight from Frankfurt to San Jose
  - Total click rate - **16,067 clicks**
  - **12,605 visitors read the entire article-** highest reading rate of the entire magazine





# Brand USA China Campaign Performance

**Total Impressions: 1,121,636,199**

- GoUSA Partner Content: 78,682
- Broadcast TV Episodes: 266,279,380
- Outdoor & Online Video: 854,943,000
- Print & Digital Insert: 151,278
- Social: 183,859

# China Partnerships

- Partnership with Hainan:

- Promoting San Jose's attractions on Hainan's website
- Promoting discounted tickets to the San Jose Museum of Art



- Partnerships with AirChina:

- Holiday celebration at the Shanghai Pudong Airport
- **800 giveaways** with Visit San Jose's Weibo QR Code

- USA Discovery program:

- Featuring San Jose for the first time
- Access in China, UK, Ireland, India, Australia, New Zealand and Brazil





- Media Coverage:

- Produced San Jose travel show (only city featured in California)
- Airing on 13 channels in China – **24 M reach**

- Familiarization Trip:

- Ten Top MICE (Meetings, Incentive, Conventions & Events) reps

- Social Media:

- Established San Jose's first China WeChat and Weibo channels

- PR Coverage - **480,306 reach**

- Created in Language Media Toolkits, Media Releases and Marketing Assets

**\* Sources of all China figures are from The Brand USA. All German sources are from GCE German Contractor.**

