

# How to Leverage:

U.S. Embassies and Consulates to Target and Amplify Your Marketing Efforts



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MONDAY 3:00 – 4:00 PM

# Leveraging U.S. Embassies and Consulates

Karen Ballard, Global Travel & Tourism Team Leader  
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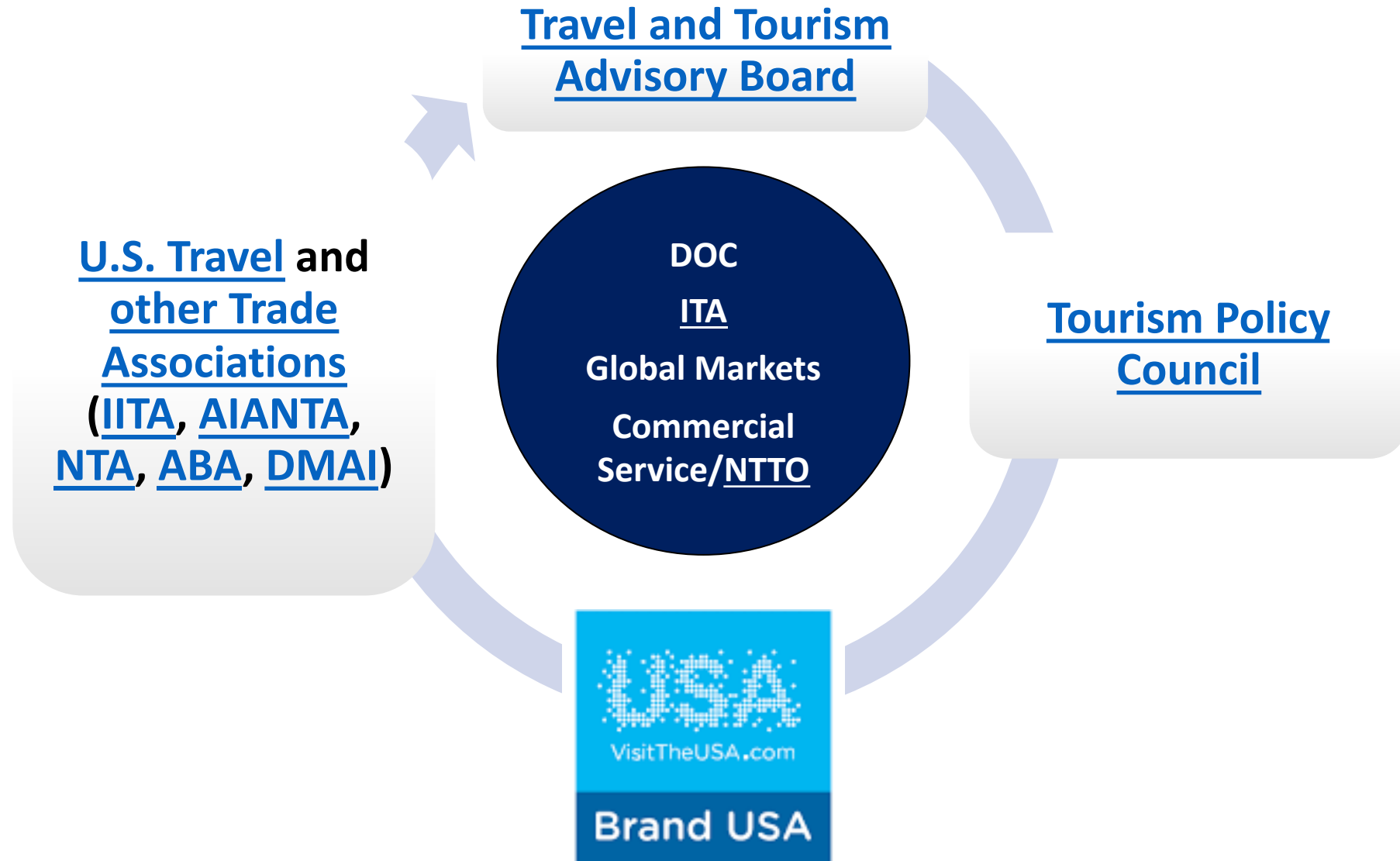
Nancy Richardson, Senior Tourism Specialist  
Visit Idaho



INTERNATIONAL  
**TRADE**  
ADMINISTRATION



# National Tourism Relationships





## PROMOTE

- Lead the nation's global marketing effort to increase inbound travel to the United States
- Enhance awareness and the image of the USA as a diverse, exciting, and premier travel destination
- Create programs and platforms that add and create value for partners and support the National Travel and Tourism Strategy
- Work with the Federal agencies to develop programs to communicate US entry and security processes and create a welcoming experience for international tourists

# TRAVEL & TOURISM INDUSTRY

## ADVISE



Advise and provide policy recommendations to the Secretary of Commerce on issues affecting the US Travel Industry

## ADVOCATE

- As the leading voice of the US travel industry, increase travel to and within the United States
- Advocate for and advance pro-travel policies and remove travel barriers
- Provide authoritative research and networking opportunities
- Communicate the positive widespread impact of travel to policy makers and the media
- Leverage the collective strength of everyone who benefits from travel to grow their business beyond what they can do individually

# Partners in Idaho's Trade Ecosystem



**Let our global network  
work for you.**

### **Worldwide Recognition**

As the U.S. government, we can open doors that no one else can in markets around the world.

### **Global Network**

Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

### **Results Driven**

Our expert, in-person counseling is designed to help you succeed in global markets.



The world is open for your business.

## **Our Services for Advising:**

 **Export Counseling**

 **Market Intelligence**

 **Business Matchmaking**

 **Commercial Diplomacy**



## Trade Events and Activities

IPW-International Advisory Committee  
(International Buyer Program)

Certified Trade Missions

International Trade Fairs

Trade Show Representation

Discover Global Markets





## Trade Events and Activities

Certified Trade Missions

Governor or Executive led Trade Missions







# Business Matchmaking

International Partner Search

Gold Key Service

Single Company Promotion



Your consortium knows the locals but do you?



IDAHO · MONTANA · NORTH DAKOTA · WYOMING · SOUTH DAKOTA



WELCOME TO THE WORLD OF  
**PORTLAND**





travel  
PORTLAND

EPAL

EPAL

EPAL

travel  
PORTLAND

TRAVEL OREGON



AN  
s  
owner

Aloha

Aloha

Aloha

Aloha

Aloha

Aloha

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Aloha

Aloha



## Market Intelligence

[Country Commercial Guides](#)

[Customized Market Research](#)

[Initial Market Check](#)

[International Company Profile](#)



## Voyage sur les terres ancestrales des Nez Perce

10 jours / 9 nuits

Pays des Cowboys - Auto-tour

Avec accompagnateur français

Dernière mise à jour : 04/04/2023

à partir de **5170 €** par pers.



RÉSERVER



MODIFIER CE SÉJOUR



DEMANDE DISPO



Un séjour à la découverte de la tribu des Nez Perce est une aventure unique qui vous emmène à la rencontre de l'une des tribus les plus emblématiques de l'Ouest américain. Les Nez Percés sont connus pour leur histoire riche et leur culture fascinante, ainsi que pour leur lien profond avec la nature. Ce voyage vous permettra de découvrir leur patrimoine à travers des visites de sites historiques, des rencontres avec des membres de la tribu et des expériences en plein air inoubliables. Préparez-vous à plonger dans l'univers fascinant des Nez Percés et à vivre une expérience immersive et enrichissante.

# Things I loved as a Commercial Service Client

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Commercial Service would speak up on the importance of international visitation

Country briefings & market intel

Repurposing/sharing of my in-house articles and press releases

Vetting international journalists or tour operators with overseas post

Translating/sharing travel articles or adding subtitles to video content (usually at a small cost)

Hosting Embassy Staff with the tourism portfolio to enjoy and learn about my state tourism product

Design of clever themed promotions

Non-core market opportunities with free or low-cost entry

Allowing for APO/DPO Shipping of my materials when appropriate

Research



# Research-where to find it

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Travel & Tourism
Research
National Travel and Tourism Office
Disaster and Recovery Resources
Contact Us
Get Industry Updates

The National Travel and Tourism Office (NTTO) functions as the U.S. federal tourism office. A core responsibility is to collect, analyze, and disseminate international travel and tourism statistics. As a result, NTTO is charged with managing, improving, and expanding the system to fully account and report the impact of travel and tourism in the United States.

[Contact the Research team.](#)

**For updates and news on the Travel Industry, explore our [TI News Page](#).**

## Highlighted Data Visualization

### NEW U.S. States and Cities Visited Monitor

Interested in a customizable visual summary of U.S. states and cities visited by overseas travelers in 2021 (with comparisons to 2020)? Please visit:

[TOP U.S. STATES & CITIES VISITED MONITOR](#)



## Statistics and Research Programs

FACT SHEETS AND REPORTS	NTTO VISUAL DATA TOOLS	NON-U.S. INBOUND TRAVEL (VOLUME DATA)	FORECAST OF INT'L VISITORS	U.S. OUTBOUND TRAVEL (VOLUME DATA)	<b>SURVEY OF INT'L AIR TRAVELERS (SIAT)</b>	MARKET AND SECTOR PROFILES	SPENDING AND BALANCE OF PAYMENTS	TRAVEL & TOURISM SATELLITE ACCOUNT (TTSA)
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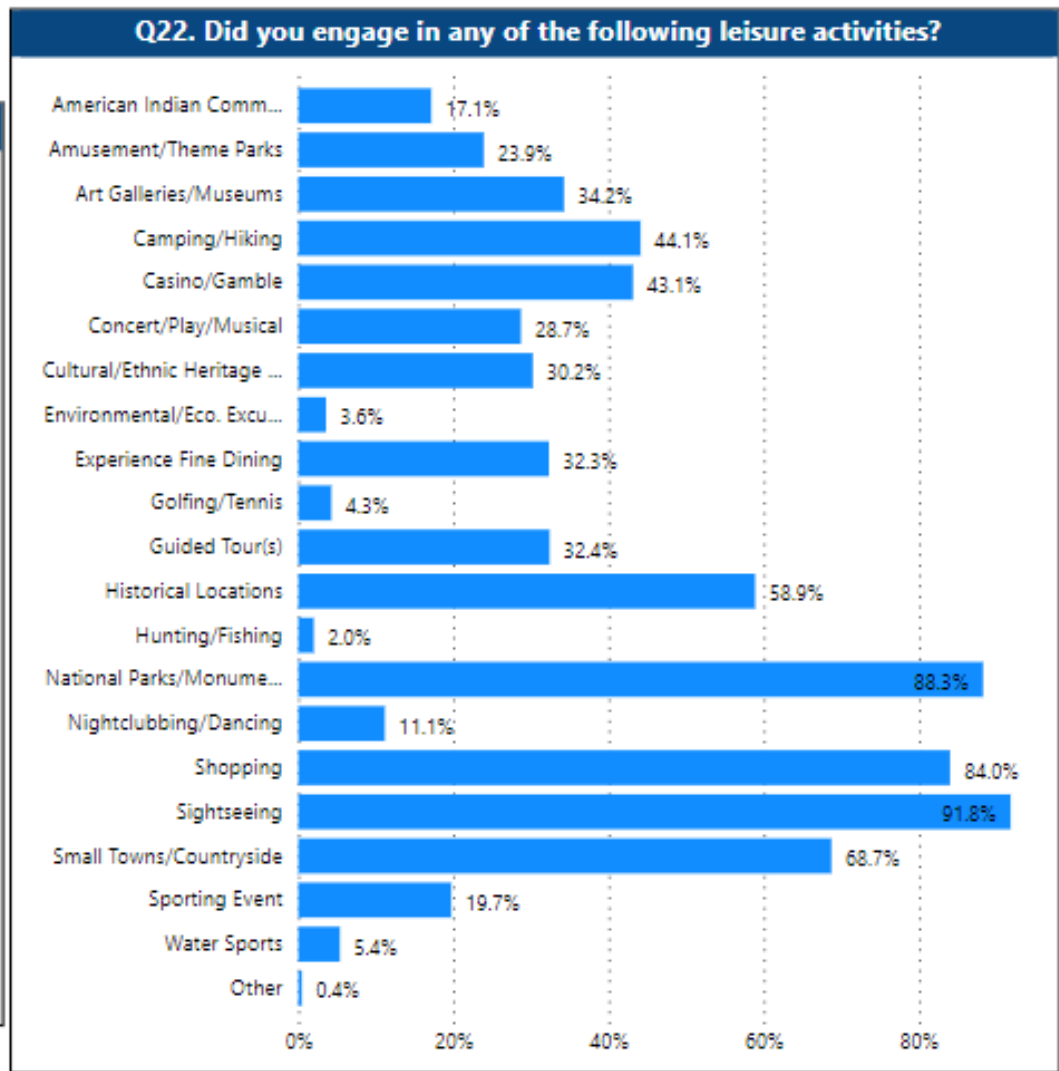
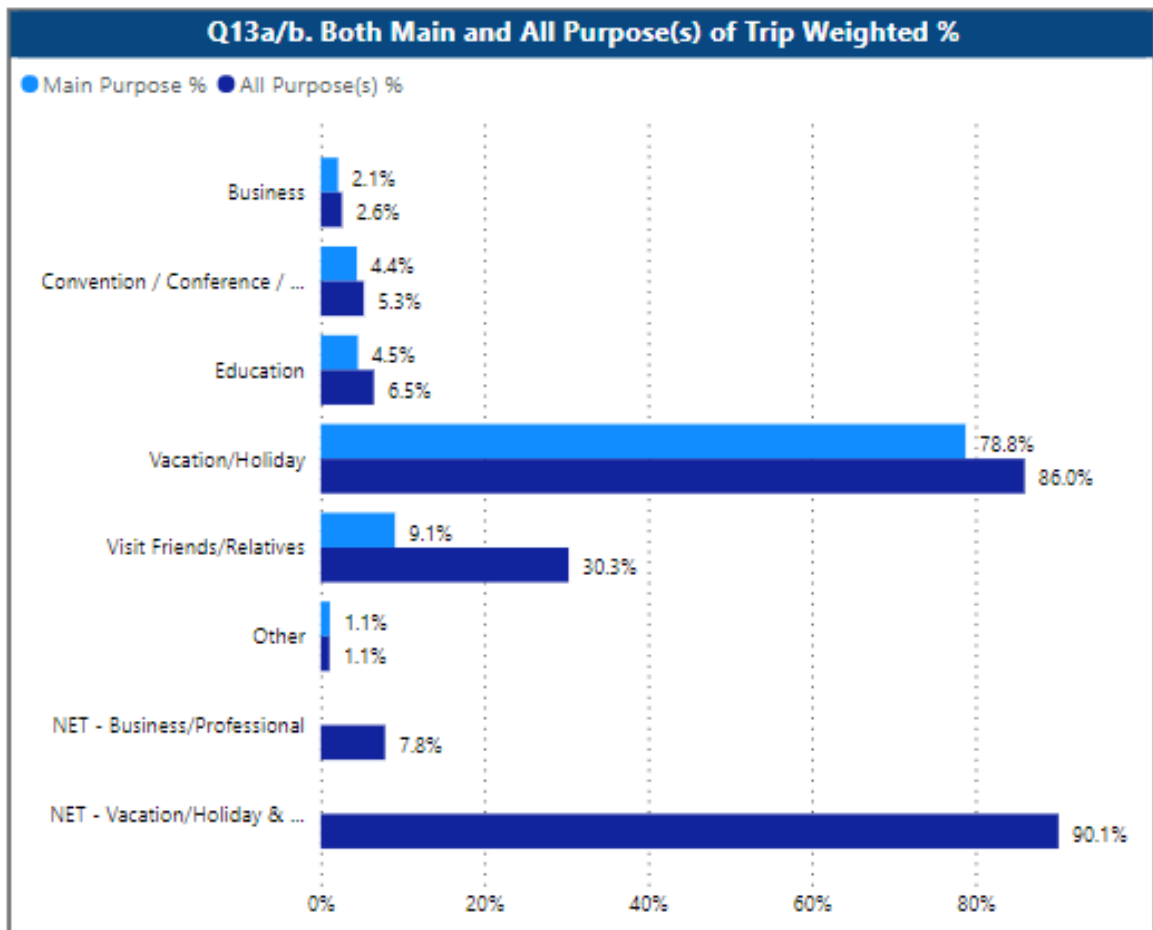
Total Visitor Estimate to Destination  
88,000

2022 Germany Visitors to Arizona

SIAT Respondent Count to Destination  
116

Navigate the Monitor  
Purposes / Activities GO

Go to TABLES



Source: CIC Research, Inc., NTTO Survey of International Air Travelers (SIAT), DHS/CBP I-94 COR Record

Source: U.S. Travel Association



DASHBOARD



Select a U.S. State



Map of Top States/Cities



Top U.S. States Visited



Top U.S. Cities Visited



Download Data



Select a State!

# Arizona



U.S. State Rank

**16**



2021 Volume

**105,000**



2021 Vol. Change (#)

**-39,000**



2021 Vol. Change (%)

**-27.1%**

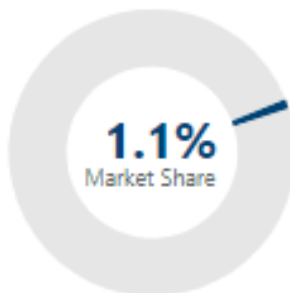


Top 5 (or fewer) Cities/MSAs Visited

Rank	City/MSA/MD
29	Phoenix-Mesa-Glendale, AZ MSA
43	Flagstaff, AZ MSA



Share of Overseas Visitors



INTERNATIONAL  
TRADE  
ADMINISTRATION

# Additional Resources

## National Travel & Tourism Office

Subscribe to Travel Industry News at [www.trade.gov/ti-news](http://www.trade.gov/ti-news)



## Brand USA Market Guides

[www.thebrandusa.com/resources/market-information](http://www.thebrandusa.com/resources/market-information)



U.S. - JAPAN  
TOURISM YEAR 2024

日米観光交流年2024

## Destination International's (DMAI) Research & Resources

<https://destinationsinternational.org/research-resources>

## Market Development Cooperator Program



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[trade.gov/travel-tourism-industry](http://trade.gov/travel-tourism-industry)