

Sole Source Justification

Vendor: Miles Media

Program: Brand USA UK Optimized Audience Campaign (Level 3)

Department: San Juan County Visitor Services

Background and Purpose

San Juan County Visitor Services seeks to participate in Brand USA's UK Optimized Audience Campaign to increase international awareness of San Juan County and drive travel intent, consideration, and bookings from high-value international travelers. This campaign is administered exclusively through Brand USA's contracted marketing agency, Miles Media.

Brand USA is the official destination marketing organization (DMO) for the United States, responsible for promoting America to international markets. Miles Media serves as Brand USA's authorized agency of record for this program and is the sole provider capable of delivering this specific campaign, its integrated media placements, and its associated proprietary audience targeting and reporting.

Justification for Sole Source Procurement

1. Exclusive Provider of Brand USA Campaign Access

Miles Media is the sole entity authorized to sell and administer participation in Brand USA's UK Optimized Audience Campaign. The campaign leverages Brand USA's proprietary platforms, including VisitTheUSA.com and AmericaTheBeautiful.com, as well as exclusive partnerships with major online travel agencies (OTAs) such as Booking.com. No other vendor can provide access to these placements, audiences, or integrations.

2. Strategic Alignment with Utah Office of Tourism

The Utah Office of Tourism has opted into this same Brand USA UK Optimized Audience Campaign at a higher investment level. By participating alongside the state, San Juan County Visitor Services benefits from a "piggyback" effect that significantly amplifies reach and effectiveness. This alignment results in an estimated **3:1 increase in value**, allowing the county to leverage the state's larger media buy and benefit from increased scale, stronger market presence, and enhanced efficiency that would not be achievable independently or through another vendor.

3. Unique Program Value and Integrated National Campaign

Brand USA's seasonally driven, full-funnel digital campaigns are strategically designed to reach consumers who are actively planning trips to the United States. The campaign targets

high-value international travelers motivated by meaningful experiences and personal fulfillment, aligning well with San Juan County's destination offerings.

Key elements that are unique to this program include:

- Full-funnel digital activation across inspiration, consideration, and booking stages
- Integration with Brand USA's national **America the Beautiful** campaign for unified creative and messaging
- Use of AI-powered trip planning tools and qualified international audiences
- Inclusion on Brand USA-owned platforms and third-party OTA channels with the largest reach and engagement in high-potential international markets

This three-tiered integration framework provides consistency, scale, and efficiency that cannot be replicated by any other marketing provider.

4. Level 3 Deliverables and Media Exposure

At the Level 3 buy-in, San Juan County Visitor Services will receive:

- **1 million native impressions**
- **2.7 million carousel impressions** on the Visit USA- America the Beautiful consumer website
- Inclusion and mention on the **Visit The USA page on Booking.com**

These deliverables provide significant exposure in the UK market during key in-market planning windows (45-90 days) and are supported by comprehensive post-campaign reporting (90-180 days).

5. Proven Performance and Established Relationship

San Juan County Visitor Services has advertised with Miles Media and Brand USA for many years and has consistently found their programs to be cost-effective and highly beneficial. Past participation has successfully placed San Juan County in front of international audiences that would otherwise be difficult and costly to reach independently. This established track record demonstrates both the value and reliability of Miles Media's services.

Conclusion

Miles Media is uniquely qualified and exclusively positioned to provide access to Brand USA's UK Optimized Audience Campaign. Due to the proprietary nature of the Brand USA platforms, the strategic alignment with the Utah Office of Tourism, the significant amplification of investment value, and the proven effectiveness of prior engagements, no other vendor can offer comparable services. Therefore, procurement of these services from Miles Media is justified as a sole source.