



**Dear CRUSA Partner,**

This is a great time of the year to look back and be thankful.

In this newsletter we celebrate the people who are part of the CRUSA program and our success in 2016. We also look ahead to some great marketing opportunities with our overseas partners.

Over the past six months, I've had the pleasure of meeting many in this region who pour their hearts into promoting this amazing part of the country. I'm proud to be part of that effort and want to thank you for welcoming me to the CRUSA family.

In this day and age, it can be easy to be cynical, frustrated, or even a little depressed at the state of the world, but we have the rare opportunity to encourage people to come to an America they may not always get to see-one that's welcoming and grateful to have them visit.

I'd even go a step further to say in this part of the country we play an oversized role in that mission.

So whether you've been here for a few months (like me) or been working at it for decades-like Marci Ross and Mike Stewart (featured below)-remember you're part of a team that carries the welcome of America to the world. And that's a pretty cool job.

Let's make 2018 even better!

Enjoy the holidays,  
Scott Balyo  
Executive Director

## Annual Report

**CRUSA's FY17 Annual Report** is now available and includes results from CRUSA's overseas consumer and trade marketing campaigns, Brand USA partnerships and media relations initiatives.

[View the Annual Report.](#)



## Tour Operator Co-Op Opportunities

CRUSA's FY18 Tour Operator Co-Op Marketing Opportunities are now available. There are five opportunities to further leverage your international marketing budget to reach consumers in the United Kingdom, Germany, and China.

[View the full details of this year's offerings.](#) **Spaces are limited! Register today!**

## Sales & Marketing Updates





### **Traveler Magazine Feature**

China's *Traveler Magazine* featured Capital Region USA as the cover story in the December 2017 issue. This **48-page cover story** followed a media fam hosted in late September. The story consists of six in-depth articles offering a general introduction of the region and its key cities and towns, attractions, and events. [View the full article here.](#)



### **FTI Switzerland Fam**

Thank you Destination DC, Visit Baltimore and Visit Loudoun for an amazing, delicious and eventful trip last week through Capital Region USA. Together with [FTI Switzerland](#) and United Airlines we welcomed travel agents from Switzerland to explore the region.



### **Scottish Passenger Agents Association (SPAA) Council Fam**

Thanks to Destination DC, Visit Alexandria, and StayArlington for recently hosting the [Scottish Passenger Agents Association \(SPAA\) Council](#), the world's oldest travel trade association. With the announcement of Washington Dulles International Airport's new seasonal United flight to Edinburgh, the timing was perfect to showcase the region for this Scottish travel trade group.

**Congratulations!**

**Marci Ross Named Tourism Person of the Year**



Pictured: Marci Ross (third from left) with (left to right) Nora Campbell, Sales Manager, National Aquarium; Lisa Challenger, Director, Worcester County Tourism; and Chris Riehl, Baltimore Rent-a-Tour and Second Vice-Chair, MTC.

Marci Ross, Assistant Director for Tourism Development, Maryland Office of Tourism Development (MOTD), and CRUSA board member, was named [Maryland Tourism Coalition's \(MTC\) Tourism Person of the Year](#) during last month's 37th Annual Maryland Tourism & Travel Summit. Ross began her career in tourism as a hostess at the former Baltimore Chart House restaurant. In 1997, Ross joined MOTD as resources development manager, and in 2005 she was promoted to her current position where she manages the state's Welcome Centers Program, call center, and outreach efforts. She has received many other industry awards throughout her career.

[View the full list of this year's MTC tourism award winners.](#)

**Mike Stewart Appointed Vice President and Airport Manager**



The Metropolitan Washington Airports Authority recently named Mike Stewart as Vice President and Airport Manager for Washington Dulles International Airport. Stewart has served as Vice President of Airline Business Development at the Airports Authority for the last two years. He has held several other key positions at the Airports Authority and in the aviation industry.

[View the full announcement here.](#)

## MWAA Celebrates 30th Anniversary



The Metropolitan Washington Airports Authority (MWAA) is celebrating 30 years as an organization. MWAA operates Washington Dulles International Airport, Ronald Reagan Washington National Airport, the Dulles Airport Access Highway and the Dulles Toll Road and also manages construction of the Silver Line project, a 23-mile extension of the Washington region's Metrorail system through Fairfax County and into Loudoun County, Virginia. More than 45 million passengers a year pass through the two airports. The Airports Authority generates more than 387,000 jobs in the National Capital Region. [Check out their video highlighting 30 years of progress.](#)



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