

Additional OPPORTUNITIES

CONSUMER PROMOTIONS WITH TOUR OPERATORS

CRUSA will create cooperative consumer marketing campaigns with selected overseas tour operators to increase room-night bookings to DC, Virginia and Maryland. Opportunities exist for DMO and supplier partners to join these campaigns to promote individual destinations and products under the CRUSA umbrella.

BENEFITS

- ▶ Promote your destination to consumers via our tour-operator partners
- ▶ Drive room-night bookings to your destination
- ▶ Booking figures provided to each partner in October 2018

DATES: Campaigns begin winter/spring 2017/18; details will be available November 2017

COST: \$1,500-\$3,000 per partner/campaign



FAMILIARIZATION TOURS

Capital Region USA and its partners host approximately 45 familiarization tours each year for journalists, tour operators and travel agents from our target overseas markets to showcase our destination's travel assets. **For 2018, our key promotional themes will be: wine, breweries and culinary, scenic byways, small towns, shopping, adventure/sports, music, urban adventure and LGBT.** Ongoing opportunities exist for destinations, hotels and attractions to work with CRUSA to support the individual itineraries. *Let us know if you would like to host these important clients!*

CRUSA'S OVERSEAS REPRESENTATIVES

CRUSA's overseas PR and sales representatives in the United Kingdom, Germany, China and France are in constant contact with journalists, tour operators, travel agents and consumers. Keep them up to date on your new products and services. Please visit crusa.org for contact information.



SALES MISSIONS

Join a CRUSA sales mission and sell your destination or product directly to our most important tour operators, travel agents and media contacts. Mission formats vary by market but typically include personal sales calls, private client events and training opportunities. All missions are organized and led by CRUSA's representatives in each market.

BENEFITS

- ▶ Meet important tour-operator product managers and/or media
 - ▶ Train tour-operator reservations and sales teams about your product
 - ▶ Get to know CRUSA's overseas sales and public relations representatives
 - ▶ Sales-lead report following each mission
 - ▶ Pitch story ideas to key print/digital media contacts
- COST:** Please see pricing below, costs do not include travel expenses.

CRUSA FY 2018 SALES MISSION SCHEDULE

| MARKET | DATE | PRIMARY AUDIENCE | PARTICIPATION LIMIT | REGISTRATION DEADLINE | COST |
|---------|--------------------|------------------------|---------------------|-----------------------|---------|
| FRANCE | TBA | Media | 2 partners | TBA | \$3,000 |
| GERMANY | April 22–27, 2018* | Tour Operators & Media | 4 partners | March 15, 2018* | \$3,000 |
| CHINA | April 9–13, 2018* | Tour Operators | 7 partners | March 1, 2018* | \$3,500 |

*Mission details are subject to change. Visit crusa.org for the latest schedule.

2016 OVERSEAS RESEARCH KIT

Let CRUSA's research help inform your overseas marketing strategy! Learn about visitor arrivals, spending, trip purpose, length of stay, visitor characteristics and more for overseas travelers to the Capital Region.

THE KIT INCLUDES

- ▶ Overseas summary report
- ▶ 5 individual country reports for China, the UK, Germany and France
- ▶ **NEW!** 3 individual country reports for Australia, South Korea and India

- COST:** FREE to suppliers participating in any CRUSA or Miles cooperative-marketing activity
- ▶ \$1,000 for all other partners



Data source: U.S. Dept. of Commerce Survey of International Air Travelers

To participate in CRUSA's Sales Missions, contact Kimberly Petersen, CRUSA marketing manager, at 804-562-0168 and kpetersen@capitalregionusa.org, or complete the online registration form at: CapitalRegionUSA.org/info/international-cooperative-marketing-registration.