CAPITAL REGION USA (CRUSA)

Is the official region destination marketing organization promoting Washington, DC, Virginia and Maryland internationally, in partnership with Destination DC, the Virginia Tourism Corporation, the Maryland Office of Tourism Development and the Metropolitan Washington Airports Authority.

MISSION

More overseas travelers staying longer and spending more money.

Target Markets:

- **China**
- **United Kingdom**
- **India**
- **Germany**
- **France**
Ensure long-range funding stability for CRUSA marketing efforts on behalf of its partners. Achieve an annual budget of $4 million, to include cash and in-kind investments from industry partners.

CRUSA achieved a budget of $3,570,130 including $1,847,430 in cash and in-kind investments from corporate sponsors, tour operator partners and suppliers across the region.

CRUSA Budget Summary FY 2014-2019

<table>
<thead>
<tr>
<th>Funding</th>
<th>FY14</th>
<th>FY15*</th>
<th>FY16*</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Partner Income</td>
<td>$1,486,000</td>
<td>$1,850,000</td>
<td>$2,000,000</td>
<td>$2,150,000</td>
<td>$1,600,000</td>
<td>$1,600,000</td>
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<tr>
<td>(Destination DC, Maryland Office of Tourism, Virginia Tourism Corporation, Metropolitan Washington Airports Authority)</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Membership Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$116,720</td>
</tr>
<tr>
<td>Cash &amp; In-kind Contributions</td>
<td>$1,716,098</td>
<td>$1,977,954</td>
<td>$2,006,703</td>
<td>$1,732,692</td>
<td>$1,681,810</td>
<td>$1,730,710</td>
</tr>
<tr>
<td>Total</td>
<td>$3,202,098</td>
<td>$3,827,954</td>
<td>$4,006,703</td>
<td>$3,882,692</td>
<td>$3,281,810</td>
<td>$3,447,430</td>
</tr>
</tbody>
</table>

*Primary Partner Income includes an additional $400,000 from VTC for Air China marketing.
Allied and Affiliate Membership Program

In September 2018, CRUSA announced a new membership program, designed to encourage investment and participation in CRUSA’s programs. Available to regional DMOs, attractions, hotels and other tourism entities, these memberships bundle CRUSA’s most popular programs and opportunities and offer a chance for Allied Members to share input with our board as part of a new advisory committee.

In the first year, five DMOs joined the membership program: Visit Annapolis, stayArlington and Visit Frederick became Allied members, while Visit Alexandria and Visit Richmond joined as Affiliate members.

Full details on the program are available at CRUSA.org.
Goal 2: MARKETING

Create and implement integrated marketing strategies that are innovative and “leading edge,” that advance the CRUSA brand and that attract funding.

CONSUMER MARKETING

CRUSA completed year nine of its integrated marketing partnership with Miles, providing opportunities for industry participation in CRUSA’s print holiday guides, website advertising, email, search engine marketing and Brand USA opportunities. The program generated $273,752 in support from industry partners.

PRINT TRAVEL GUIDES

CRUSA’s overseas representatives in China, the United Kingdom, Germany and France distributed approximately 68,055 print holiday guides to travel trade, media and consumers. In addition, there were 1,523 downloads of the e-Guide across all languages.
Goal 2: MARKETING

Maintain a robust, interactive website that supports the brand and is CRUSA’s primary marketing tool.

WEB MARKETING:

CRUSA’s responsive website in seven languages engages visitors with immersive photography, videos and prominent calls to action.

In FY19, CRUSA continued enhancing a content optimization strategy to boost ongoing digital marketing efforts. CRUSA focused on a customized content marketing approach (a smart balance of paid and organic traffic) to compliment the traditional search engine marketing (paid traffic) campaigns. The goal was to incrementally improve organic performance and user engagement on the site — which is demonstrated in many of the following metrics:

- 60% increase in unique visits
- 47% increase in page views
- 30% increase in organic sessions
Goal 2: **MARKETING**

**E-MAIL MARKETING**

CRUSA delivered **294,053** e-newsletters in English, generating **43,179** opens and **5,983** clicks.

**SOCIAL MEDIA:**

- Grew Facebook fan base by **7%** to **67,571** followers.
- Grew Weibo fan base by **28%** to **40,025** fans.
- Grew WeChat fan base by **74%** to **8,120** followers.
- Grew YouTube views by **11%** to **44,900** views.
CRUSA partnered with 13 overseas tour operators for joint consumer marketing initiatives in the United Kingdom, Germany, and France. CRUSA’s investment of $158,058 (including 20% matching Brand USA funds) was also matched by $263,900 from the operators, resulting in campaigns valued at $421,958. Six supplier partners participated in the campaigns and contributed an additional $33,500 in support.

The campaigns helped generate 37,708 room nights in CRUSA for the period of January 1, 2019–August 31, 2019; 3,555 tickets sold to IAD; and an estimated economic impact of $12,911,219.
Goal 2: MARKETING

Develop consumer promotions that integrate the brand, product, technology, paid search and public relations to maximize media value, website visits and opt-ins.

PROMOTIONS

PURELY AMERICA & THE TIMES – UK PROMOTION

Capital Region USA partnered with Purely America and *The Times* for a targeted promotion to *The Times* readers. With assistance from our regional partners, CRUSA offered an exclusive prize package of a six-night luxury holiday including flights to the region. *The Times* promoted the competition through a full-page ad in the *Sunday Times Magazine*, homepage and competition page banners, a dedicated landing page, social media posts and in an e-newsletter. The campaign generated a reach of 1.23 million, 2.26 million in exposure, 57,085 competition entries, and a media value of £72,771.
Goal 2: MARKETING

Use media relations to generate at least $17.5 million in earned media.

MEDIA RELATIONS

CRUSA achieved editorial coverage in print and electronic media outlets with an earned media value of $18.2 million.

CRUSA and its partners hosted 49 journalists supported by $352,257 in in-kind support from travel industry partners across the region and beyond who provided free or reduced-rate flights, accommodations, meals, attraction admissions and transportation for our clients.
Goal 2: MARKETING

Trade marketing efforts must provide an opportunity to deliver CRUSA brand messages to the consumer to drive room nights and increase length of stay.

TRADE MARKETING

CRUSA reps conducted 385 sales calls and 41 training seminars for 597 travel agents and tour operator sales and reservations staff members in three CRUSA markets (all but China).

CRUSA organized and led three sales/media missions to the UK, France and China generating 207 leads and appointments with 39 media.

CRUSA participated in ten international consumer shows and four trade shows, attended by more than 573,000 tour operators, travel agents, media representatives and consumers.

CRUSA and its partners hosted 7 trade fam tours for 104 clients. These fam tours were supported by $286,006 in in-kind support from travel industry partners and international airlines who provided free or reduced-rate flights, accommodations, meals, attraction admissions, flights and ground transportation for our clients.
Goal 2: MARKETING

Work with Brand USA to ensure that CRUSA maximizes exposure across all relevant platforms.

BRAND USA

Brand USA provided $36,767 in funding to expand CRUSA’s digital marketing campaigns and tour operator co-op campaigns. In addition, CRUSA benefitted from approximately $587,685 in value-added investment by Brand USA in creating the programs in which CRUSA participated.

MULTI-CHANNEL CAMPAIGNS: United Kingdom and Germany

Capital Region USA participated in two Brand USA-led multi-channel campaigns targeting the United Kingdom and Germany.

UNITED KINGDOM: JANUARY-APRIL 2019

- Two-page print and digital insert
- Google Display Network delivered 7,758 clicks (1.03% CTR)
- Facebook carousel ad delivered 11,287 clicks (0.60% CTR)
- Customized CRUSA Expedia landing page generated $1.1 million (4,927 room nights) in booked hotel revenue and $394,727 (542 flights) in booked flight revenue
- Total campaign impressions: 4.65 million
Goal 2: MARKETING

GERMANY: NOVEMBER 2018–JANUARY 2019

- Two-page print and digital insert
- Google Display Network delivered 7,964 clicks (1.12% CTR)
- Facebook carousel ads delivered 10,176 clicks (0.90% CTR)
- Customized CRUSA landing page on Expedia generated $191,807 (1,120 nights) in booked hotel revenue and $145,874 (208 flights) in booked flight revenue
- Total campaign impressions: 3,643,791

CTRIP CAMPAIGN: CHINA

CTRIP TIER 3 CAMPAIGN: APRIL–MAY 2019

- CRUSA’s customized campaign page featured an overview of the region, recommended attractions, bookable travel products, featured hotels and travel tips
- Display ads on Ctrip and iPinyou delivered 97,253 clicks to CRUSA’s Ctrip page
- The campaign generated 10,500 passengers, a 19% YOY increase
- Total campaign impressions: 22.1 million
Strengthen research tools to (1) better understand our customer, (2) assess economic impact of overseas arrivals to region and (3) measure and evaluate marketing programs.

Overseas visitors stay longer and spend more money in the Capital Region than visitors from the USA. In 2018, 2.43 million overseas travelers visited the Capital Region, stayed an average of 9.5 nights and spent nearly $5.4 billion on hotels, meals, shopping, attractions, and other goods and services across Washington, DC, Maryland and Virginia.

### 2018 Overseas Arrivals & Receipts to CRUSA

<table>
<thead>
<tr>
<th>Country of Residence</th>
<th>Arrivals</th>
<th>Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>267,000</td>
<td>$1,265,000,000</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>259,000</td>
<td>$440,000,000</td>
</tr>
<tr>
<td>Germany</td>
<td>150,000</td>
<td>$189,000,000</td>
</tr>
<tr>
<td>France</td>
<td>91,000</td>
<td>$190,000,000</td>
</tr>
<tr>
<td>South Korea</td>
<td>99,000</td>
<td>$304,000,000</td>
</tr>
<tr>
<td>India</td>
<td>152,000</td>
<td>$362,000,000</td>
</tr>
<tr>
<td><strong>Total Overseas</strong></td>
<td><strong>2,621,000 (4%)</strong></td>
<td><strong>5.4 billion (-0.1%)</strong></td>
</tr>
</tbody>
</table>

Research reports on 2018 Overseas Arrivals to CRUSA may be obtained by contacting Scott Balyo at 540-450-7593 or sbalyo@capitalregionusa.org.
Audited financial statements for Capital Region USA may be obtained by contacting Scott Balyo at 540-450-7593 or sbalyo@capitalregionusa.org.