



THE OFFICIAL INTERNATIONAL DESTINATION MARKETING ORGANIZATION FOR WASHINGTON, DC, MARYLAND & VIRGINIA

# CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

2023 INTERNATIONAL MARKETING OPPORTUNITIES

[CapitalRegionUSA.org](https://CapitalRegionUSA.org)



**PUT YOUR DC, MD OR VA TRAVEL DESTINATION IN THE INTERNATIONAL SPOTLIGHT!**  
Our overseas marketing program makes it easy to reach international visitors.

# Marketing the CAPITAL REGION



## WHAT IS CAPITAL REGION USA?

**CAPITAL REGION USA (CRUSA)** is the official regional 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.

**THE GOAL** MORE OVERSEAS VISITORS STAYING LONGER AND SPENDING MORE MONEY.

## CAPITAL REGION VISITOR INSIGHTS

Overseas visitors **stay longer** and **spend more** money in the Capital Region than visitors from the US.



**2.5 MILLION**  
overseas travelers\*

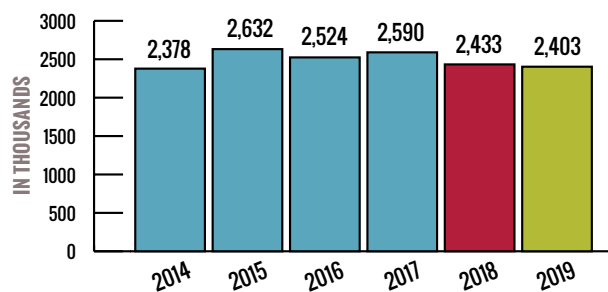


**9.5 NIGHTS**  
typical trip duration\*



**\$5.36 BILLION**  
spent on hotels, meals,  
shopping, attractions,  
and other goods  
and services\*

### OVERSEAS VISITORS TO CRUSA



\*Average visitation data for 2015-2019. Data for 2020-2021 is not available.

# CRUSA INTERNATIONAL CAMPAIGN HIGHLIGHTS

## IN-COUNTRY SALES & MEDIA REPRESENTATIVES

- Dedicated to promoting the Capital Region in their respective markets
- To learn more about or to contact CRUSA's overseas representatives, visit [CRUSA.org](https://www.CRUSA.org).



## TRADE MARKETING

- Pent-up demand from CRUSA's target markets is expected to create an international-travel boom in 2023. Our 2021-2022 trade marketing efforts kept CRUSA top-of-mind with overseas operators and generated new products to promote the Capital Region as a top destination:
- In FY21, CRUSA conducted 230 sales calls and 31 trainings for 676 travel agents and tour-operator sales and reservations staff members across target markets. CRUSA participated in 13 international consumer and trade shows including Brand USA Travel Week, Unite Visit UK and IMM TravMedia.
- With the surge in popularity of RV travel, CRUSA worked with Vacations to America to develop the 14-day Great American Road Trip itinerary, promoting the region's open spaces and scenic rural destinations to UK travelers. This is being sold by Vacations to America, is featured on CRUSA's website and has been pitched to media.



## PRINT

- 80,000 print travel guides in four languages for distribution to overseas consumers and the travel trade



## PARTNERSHIPS

- Partnerships with Brand USA



## MEDIA & SALES

- In FY21, generated an earned media value of \$7.24 million from public relations activities, including two virtual fairs for 51 UK, French and German media professionals
- In-country sales and media representatives dedicated to promoting the Capital Region in their respective markets



## ONLINE

- Responsive-design website in seven languages, generating 693,651 unique visits in 2021
- Social media outreach to 137,000-plus followers on Facebook, Instagram, Twitter, WeChat and Weibo
- An newsletter program that reaches more than 10,000 qualified visitors and showcases partners' messages



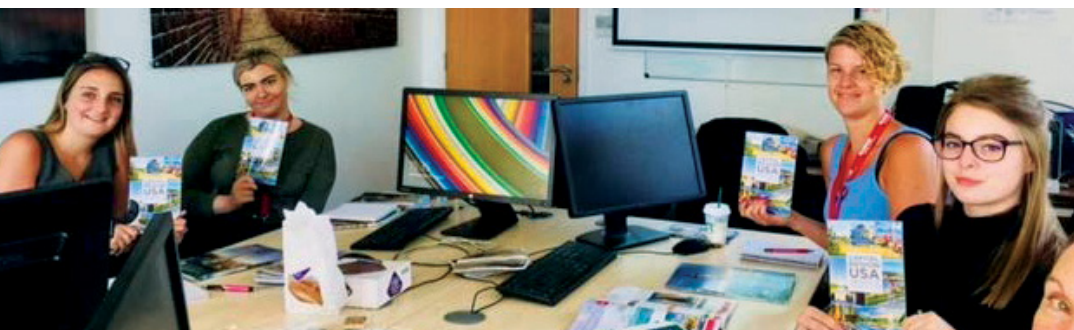


Put your business in the **INTERNATIONAL SPOTLIGHT** by participating in Capital Region USA's integrated marketing program. Our integrated program makes it easy to leverage CRUSA's international marketing budget, bringing **MORE OVERSEAS VISITORS** to your business.

## HOW IS THE CRUSA HOLIDAY GUIDE DISTRIBUTED?

**TRAVEL TRADE** The holiday guide is an essential tool that introduces and inspires travel agents and tour operators to sell your product! Every year, CRUSA's in-country representatives conduct numerous training seminars for hundreds of travel agents and tour operator sales and reservations staff. In addition to these trainings, CRUSA's representatives distribute the guide at travel trade shows, road shows, Visit USA seminars, and other travel trade events.

**CONSUMERS** The holiday guide is distributed to consumers at consumer travel and catalogue shows, in consumer promotions, and via direct consumer requests. Whether it's the Destinations Travel & Holiday Travel Show in London, inserts of the guide in the latest issue of *Lonely Planet*, or Facebook promotions encouraging consumers to order a copy of the guide, CRUSA's reps strive to get the guide directly into the hands of consumers.



# CRUSA TRAVEL GUIDES

## THE GO-TO GUIDES FOR INTERNATIONAL VISITORS TO WASHINGTON, DC, MARYLAND & VIRGINIA

Capital Region USA's 2023 travel guides will offer inspiring, informative content in a convenient digest-sized format. A series of themed features capture the area's rich culture and diverse landscape.



All full-page participants also receive a featured post on CRUSA's social media sites, which have more than 135,000 subscribers!

### INFLUENTIAL CONTENT

Expert travel writers have created immersive, authoritative content covering a full range of vacation experiences in the region. Editorial content is paired with a modern, photo-rich design that powerfully reflects the region's beauty, energy and sophistication.

- ▶ A regional overview highlighting major draws for each destination
- ▶ Fun list-style features highlighting top things to do across all interests
- ▶ Coverage of outdoor recreation, cities, towns, day trips and road trips
- ▶ Travel and transportation information geared to visitors, including sustainable options
- ▶ Custom maps and illustrations to orient visitors
- ▶ **New for 2023:** Refreshed cover design, new itineraries, and updated content focused on the latest travel trends.

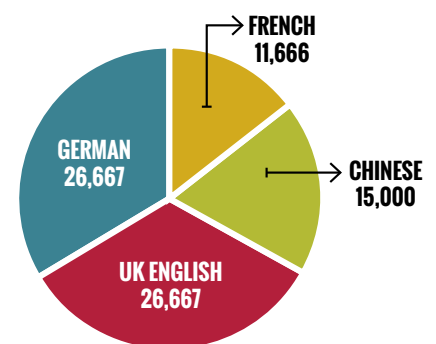
### GUIDE DISTRIBUTION

The official fulfillment piece for Capital Region USA, distributed to consumers, tour operators, travel agents and media in the United Kingdom, Germany, China and France.

- ▶ Available in electronic format at [CapitalRegionUSA.org](https://CapitalRegionUSA.org)
- ▶ CRUSA Travel Guide distribution is managed by Capital Region USA's overseas PR and sales representatives in the United Kingdom, Germany, China and France, who are in constant contact with journalists, tour operators, travel agents and consumers. Keep them up-to-date on your new products and services. Visit [CRUSA.org](https://CRUSA.org) for contact information.

### GUIDES ARE FULLY TRANSLATED IN

- ▶ German
- ▶ UK English
- ▶ French
- ▶ Chinese



# An Integrated ELECTRONIC PROGRAM

## WEBSITE ADVERTISING

All CRUSA participants also receive exposure on [CapitalRegionUSA.org](https://www.CapitalRegionUSA.org), which has recently been updated and redesigned to inspire international travel and assist with practical trip-planning information, as well as provide promotion and referrals for our partners.

### WEBSITE FEATURES

- ▶ The new site enhances the user experience with large, experiential photography and highly visual content
- ▶ Premium ad space alongside fresh new content, including robust landing pages
- ▶ Boosted social media integration and “Share This” technology
- ▶ More prominent calls to action for email sign-ups, guide orders and more



### GROWING DEMAND

In 2021, we saw solid YOY growth across the board with increases in new users (8.3%), sessions (11.3%), pageviews (13.6%), session duration (8.4%) and organic increases each month.



## EMAIL MARKETING

All CRUSA participants also receive exposure in CRUSA's newly redesigned international email program.

### EMAIL PROGRAM HIGHLIGHTS

- ▶ Seven themed emails a year
- ▶ Immersive photography
- ▶ Fresh, timely features
- ▶ Event highlights
- ▶ Deals & offers
- ▶ Guide order promos

**48.8%**  
eNews  
Open Rate

### SPOTLIGHT FEATURES

### PREMIUM BANNER ADS

### FEATURED PARTNER BANNER ADS



# Rates for Integrated CRUSA PRINT & ELECTRONIC PROGRAM

## RATES, PACKAGES & DEADLINES

**SALES CLOSE: 8/30/22**

**MATERIALS DEADLINE: 9/13/22**

AD SIZE	ENGLISH & GERMAN ONLY	WITH FRENCH & CHINESE	CAPITALREGIONUSA.ORG	CRUSA WEB/ EMAIL ARTICLE	CRUSA BI-MONTHLY EMAIL	CRUSA SOCIAL MEDIA
<b>2-PAGE SPREAD</b>	\$18,500	\$24,950	Year-round rotating homepage exposure + 12 months interior 300x250 banner with placement on applicable destination landing page + 12 months featured deals with priority listing (can update 4x per year)	Spotlight Feature Article appears on CRUSA website for 12 months	<b>1</b> Spotlight Feature  <b>1</b> Premium Banner Ad	Featured post on 3 of CRUSA's social media accounts - Facebook, WeChat and Weibo
<b>PREMIUM FULL PAGE</b>	\$11,675	\$15,950	Year-round rotating homepage exposure + 12 months interior 300x250 banner with placement on applicable destination landing page + 12 months featured deals with priority listing (can update 4x per year)	Spotlight Feature Article appears on CRUSA website for 12 months	<b>1</b> Spotlight Feature  <b>1</b> Premium Banner Ad	Featured post on 2 of CRUSA's social media accounts
<b>STANDARD FULL PAGE</b>	\$9,995	\$13,995	Year-round rotating homepage exposure + 12 months interior 300x250 banner with placement on applicable destination landing page + 12 months featured deals with priority listing (can update 4x per year)	Spotlight Feature Article appears on CRUSA website for 12 months	<b>1</b> Spotlight Feature  <b>1</b> Featured Partner Banner	Featured post on 1 of CRUSA's social media accounts
<b>HALF PAGE</b>	\$6,250	\$7,995	6-month 300x100 banner (appears on destination landing page and interior pages) + 6 months featured deals with priority listing (can update 2x per year)		<b>2</b> Featured Partner Banners	
<b>QUARTER PAGE</b>	\$3,150	\$4,250	3 month 300x100 banner (appears on interior pages) + 3 months featured deal with priority listing		<b>1</b> Featured Partner Banner	

# Grant OPPORTUNITIES

The Virginia Tourism Corporation and the Maryland Office of Tourism offer grant programs to assist you in your overseas marketing efforts.

## VIRGINIA TOURISM CORPORATION (VTC) RECOVERY MARKETING LEVERAGE PROGRAM

Virginia Tourism Corporation (VTC) is committed to creating and sharing resources with Virginia's Tourism Industry to Maximize Tourism Potential. [Click here](#) to review six key programs to support and expand tourism marketing and product development, with an emphasis on leveraging tourism resources. For more information, visit [VATC.org/partnershipmarketing](https://vatc.org/partnershipmarketing).

## MOTD DMO COOPERATIVE GRANT PROGRAM

- Reimbursable
- Allocated to Maryland DMOs
- 100% reimbursable for CRUSA overseas initiatives, excluding travel



## INDUSTRY TIPS FOR INTERNATIONAL MARKETING PLANNING & BUDGETING

► What % of your current visitor base is international?

► What % of your visitor base would you like to be international?

**EXAMPLE:** If your goal is 10% international, be sure to set aside and dedicate 10% of your annual marketing budget to international.



# Additional OPPORTUNITIES

## BRAND USA PROGRAMS

Brand USA is the official destination marketing organization for the United States dedicated to increasing incremental international visitation to the US. Brand USA and the Capital Region USA work together to bring visitors to the region through a variety of integrated programs.

## INDUSTRY CO-OP OPPORTUNITIES

- Visit the USA websites
- Multi-channel campaigns
- Trade programs
- Video services



## HOW CRUSA WORKS WITH BRAND USA

- Leverages Brand USA's reach to expand international marketing efforts in consumer-facing campaigns, ensuring maximum exposure across platforms
- Capitalizes on Brand USA matching funds to support overseas tour operator campaigns and SEM budget for consumer-facing, multi-language websites

## BENEFITS

- Leverage Brand USA channels in key markets
- Increase awareness and engagement of your destination
- Drive bookings through activation channels
- Create video content for use in domestic and international with full rights

For more information, contact [Julie.Armstrong@MilesPartnership.com](mailto:Julie.Armstrong@MilesPartnership.com).

## CONSUMER PROMOTIONS WITH TOUR OPERATORS

CRUSA will create cooperative consumer marketing campaigns with selected overseas tour operators to increase room-night bookings to DC, Maryland and Virginia. 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
- Drive web traffic to partner sites
- Booking figures provided to each partner in fall 2023

**DATES:** Campaigns begin winter/spring 2022/23; details will be available December 2022

**COST:** \$500-\$5,000 per partner/campaign



For more information, contact [Kimberly@CapitalRegionUSA.org](mailto:Kimberly@CapitalRegionUSA.org).



## FAMILIARIZATION TOURS

Capital Region USA and its partners host several familiarization tours each year for journalists, tour operators and travel agents from our target overseas markets to showcase our destination's travel assets. 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!*

For more information, contact [Kimberly@CapitalRegionUSA.org](mailto:Kimberly@CapitalRegionUSA.org).

## ALLIED & AFFILIATE MEMBERSHIPS

CRUSA's Allied and Affiliate Memberships bundle our most popular programs and opportunities. DMOs, hotels, attractions or other tourism entities can take advantage of the full slate of CRUSA programming — Miles Partnership's print and digital advertising, sales and media missions, Brand USA opportunities, tour operator co-ops, reports and analytics, social media, PR and the chance to give input on how we're doing and where we go next. To learn more, visit [CRUSA.org](http://CRUSA.org).

For more information, contact [Scott@CapitalRegionUSA.org](mailto:Scott@CapitalRegionUSA.org).

## 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](http://CRUSA.org) for contact information.



**VISIT CRUSA.ORG TO VIEW THE SALES MISSION SCHEDULE.**



## 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:** \$3,000-\$3,500; costs do not include travel expenses.

To participate in CRUSA's Sales Missions, contact Kimberly Petersen, CRUSA Marketing & Administrative Director, at 804-562-0168 and [Kimberly@CapitalRegionUSA.org](mailto:Kimberly@CapitalRegionUSA.org), or complete the online registration form at: [CapitalRegionUSA.org/info/international-cooperative-marketing-registration](http://CapitalRegionUSA.org/info/international-cooperative-marketing-registration).

# Program AT-A-GLANCE

REACH MORE THAN 2.5 MILLION OVERSEAS TRAVELERS THROUGH CRUSA PROGRAMING



## WHAT YOU NEED TO KNOW

**CAPITAL REGION USA (CRUSA)** is the official regional 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.

**THE GOAL** MORE OVERSEAS VISITORS STAYING LONGER AND SPENDING MORE MONEY.

**CAPITAL REGION USA**  
WASHINGTON, DC • MARYLAND • VIRGINIA



**miles**  
PARTNERSHIP

**MILES PARTNERSHIP** is a strategic marketing partner that has specialized in services for Capital Region USA since 2010. **MILES** is 100% travel-focused, providing destinations innovative, forward-thinking content-marketing solutions that result in increased international visitation and measurable results. **MILES** is also the exclusive publisher for **BRAND USA**, the official tourism-marketing organization for the United States, and proud to be a member of the **CAPITAL REGION USA** marketing team.

TO PARTICIPATE IN THE 2023 PROGRAM, CONTACT:



**CARLY STEDMAN NOROSKY**

Phone: 202-681-8169

Email: Carly.Stedman@MilesPartnership.com

Travel Media Sales & Marketing Executive

Put your business in the **INTERNATIONAL SPOTLIGHT** by participating in Capital Region USA's integrated marketing program. Our integrated program makes it easy to leverage CRUSA's international marketing budget, bringing **MORE OVERSEAS VISITORS** to your business.