

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

ANNUAL REPORT **FY22**

Washington, DC



Maryland



Virginia



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:



United Kingdom



Germany



France



China



Goal 1: FUNDING AND FINANCE



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.

As borders reopened and international travel to the US began to recover, CRUSA, as many destinations, continued operating with reduced expenses and funding in FY22. CRUSA achieved a budget of **\$1,266,587** including **\$56,587** in cash and in-kind investments from corporate sponsors, tour operator partners and suppliers across the region.

Funding	FY17	FY18	FY19	FY20	FY21	FY22
Primary Partner Income (Destination DC, Maryland Office of Tourism, Virginia Tourism Corporation, Metropolitan Washington Airports Authority)	\$2,150,000	\$1,600,000	\$1,600,000	\$1,600,000	\$1,036,666	\$1,100,000
Membership Income			\$116,720	\$243,967	\$95,000	\$110,000
Cash & In-kind Contributions	\$ 1,732,692	\$1,681,810	\$1,730,710	\$908,260	\$107,146	\$56,587
Total	\$3,882,692	\$3,281,810	\$3,447,430	\$2,752,227	\$1,238,812	\$1,266,587

Goal 1: FUNDING AND FINANCE



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 FY22, ten DMOs were part of the membership program: **Visit Annapolis**, **StayArlington**, **Charlottesville & Albemarle CVB**, **Visit Frederick**, **Visit Williamsburg** and **Visit Virginia Beach** as Allied members and **Visit Alexandria**, **Visit Fairfax** and **Visit Richmond** as Affiliate members.

Full details on the program are available at CRUSA.org.



Goal 2: MARKETING AND PUBLIC RELATIONS



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 12 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 **\$97,162** in support from industry partners.

PRINT TRAVEL GUIDES

CRUSA’s overseas representatives in China, the United Kingdom, Germany and France distributed approximately **44,955** print holiday guides to travel trade, media and consumers. In addition, there were **1,255** 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.

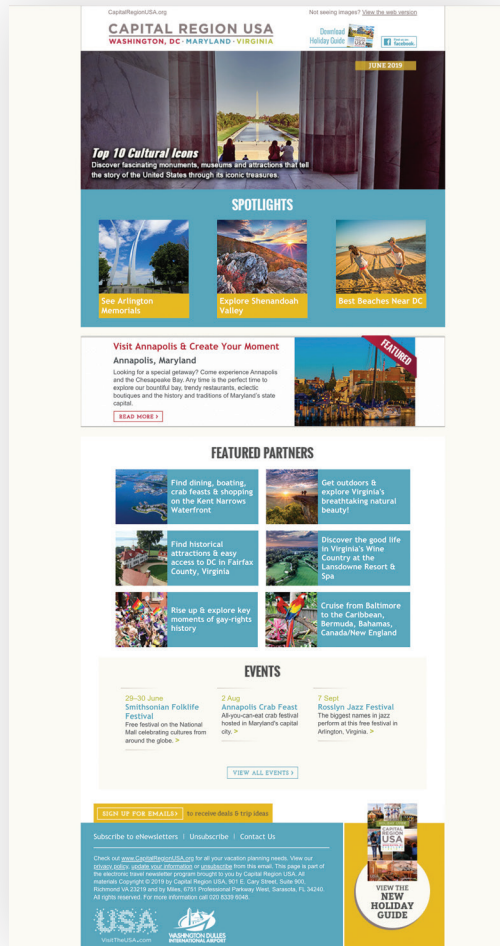
In FY22, the website saw a full redesign geared toward enhancing the user experience with large, experiential photography, robust landing pages and highly visual content. The updates include more prominent calls to action for email sign-ups and guide orders, as well as boosted social media integration. The goal was to incrementally improve organic performance and user engagement on the site — which is demonstrated in many of the following metrics:

- ▶ 5.1% YOY growth in sessions and 29.3% increase in session durations
- ▶ 15.3% decrease in bounce rate
- ▶ 5.9% increase in the average time spent on page

Goal 2: **MARKETING**

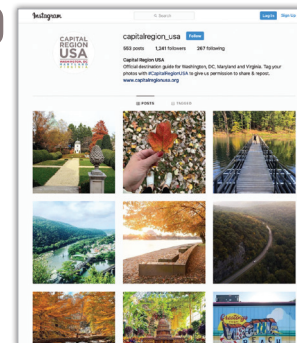
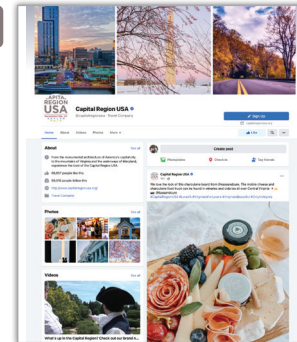


E-MAIL MARKETING



CRUSA delivered
76,849 e-newsletters
in English, generating
44,854 opens and
2,201 clicks.

SOCIAL MEDIA:



► CRUSA's Facebook
page reach increased
by **63.3%** and
Instagram reach
by **47.1%**.

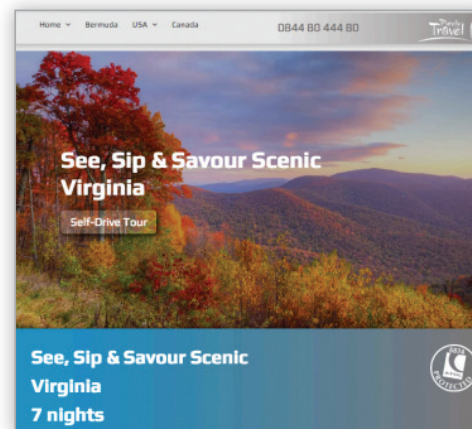
► Grew Weibo fan
base by nearly **5%**
to **54,584** fans.
► Grew WeChat fan
base by **11%** to
15,689 followers.

Goal 2: MARKETING



Partner with tour operators to develop cooperative marketing campaigns to reach the consumer and generate flights and room night bookings.

TOUR OPERATOR COOPERATIVE MARKETING



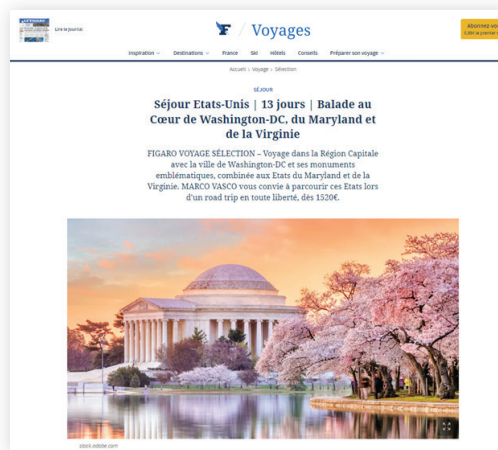
Due to ongoing travel restrictions to the US throughout much of 2022, CRUSA continued to pause any tour operator campaigns and instead focus on maintaining and growing relationships with overseas operators through regular calls and trainings. We assisted several operators in enhancing existing product and developing new product offerings.

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 **\$9.21 million**.

CRUSA and its partners hosted two group fam tours for journalists from the UK and France as well as 11 individual media visits. CRUSA overseas office distributed 65 press releases.



In conjunction with CRUSA Germany, 360° Publishing recently produced their Capital Region Travel Guide, a 288-page guide with 60 tips on touring the region. Three thousand copies of the first edition were printed and distributed in Germany.

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 291 sales calls and 37 training seminars for 1,074 travel agents and tour operator sales and reservations staff members across the UK, France and Germany.

CRUSA participated in 15 international consumer and trade shows, including Brand USA Travel Week, Unite Visit UK and IMM Travmedia.

In FY22, CRUSA completed its first sales and media missions since February 2020. Missions included:

Sales and Media Mission to the UK and Ireland in March 2022. This mission generated 46 trade and 55 media leads. The mission was joined by representatives from Destination DC, the Virginia Tourism Corporation, Visit Fairfax, Visit Baltimore, and the Virginia Beach CVB.

Sales & Media Mission to Germany in April 2022. This mission generated 64 trade and 21 media leads from meetings in Frankfurt, Hannover, Hamburg, and Berlin. This was one of CRUSA's largest missions ever, attended by representatives from Destination DC, Maryland Office of Tourism Development, and Virginia Tourism Corporation as well as Baltimore, Charlottesville, Fairfax, Frederick, and Virginia Beach.

French Sales Mission in June 2022. This mission generated 22 trade leads and was attended by representatives from the Charlottesville & Albemarle CVB and Visit Fairfax.



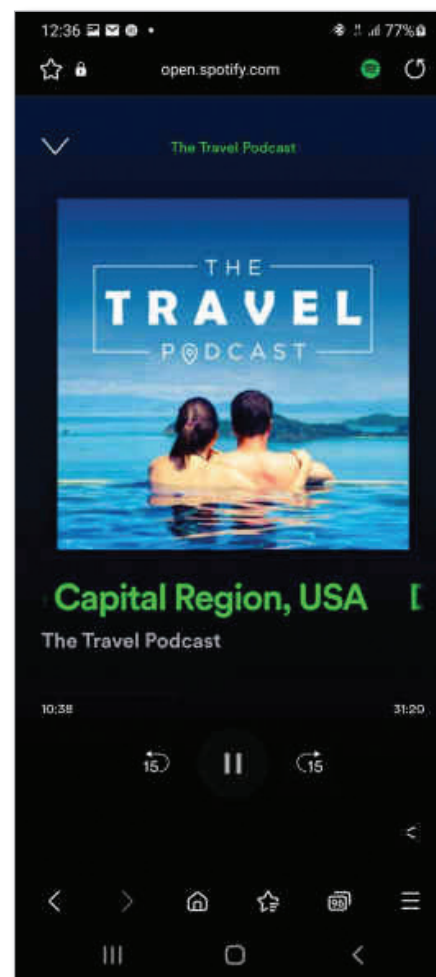
Goal 2: **MARKETING**

ADDITIONAL TRADE MARKETING EFFORTS INCLUDED:

Scott Balyo and Della Tully, UK Representative for CRUSA, were guests on **The Travel Podcast**. The episode, “**Discover the Capital Region USA,**” introduced listeners to the region, focusing on why the Capital Region is “perfect for those looking for a short break destination to slow travel.”

In cooperation with the North America specialist **CRD Touristik**, CRUSA Germany prepared a postal mailing for 3,000 of their VIP clients. The mailing promoted CRUSA as perfect destination with wide open spaces and included several offers.

CRUSA Germany worked with Visit USA Germany to develop an **exclusive interactive webinar series** for the region hosted in October 2021. The region was featured for three days over three weeks during intense online trainings. 322 travel agents registered for the webinar series. Agents who participated in all three webinars were registered to win two tickets from Germany to IAD, sponsored by United Airlines.



Goal 2: MARKETING

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

BRAND USA CAMPAIGNS



UNITED KINGDOM: JANUARY-JULY 2022

Participated in a Tier 1 package that included a custom landing page on Expedia, inclusion on “Visit the USA” Expedia landing page, social media, Google ads, and mobile-takeover-unit impressions.

Results for the campaign included:

- ▶ 9.5 million impressions
- ▶ 4,692 room nights booked
- ▶ \$1 million hotel revenue generated
- ▶ 310 flights booked
- ▶ \$414,986 in flight revenue



BRAND USA EVENTS

Global Media Forum (July 20–21, 2021)

This media event included up to eight virtual deskside meetings for US exhibitors on the Brand USA Global Marketplace.

Brand USA Travel Week (October 25–28, 2021)

Brand USA welcomed back US exhibitors and European buyers to London for Brand USA Travel Week Europe 2021. CRUSA had 35 prearranged appointments scheduled over the three-day event.

One-to-One Business Meetings: UK and Europe (February 1–2, 2022) Hosted on the Brand USA Global Marketplace platform, CRUSA met with 14 operators from across the UK and Europe.



Goal 3: RESEARCH

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.

As restrictions continued to limit international travel in FY22, 2019 will be the benchmark for measuring the rebound of overseas visitation until fully recovered. 2019 data is presented here again for reference.

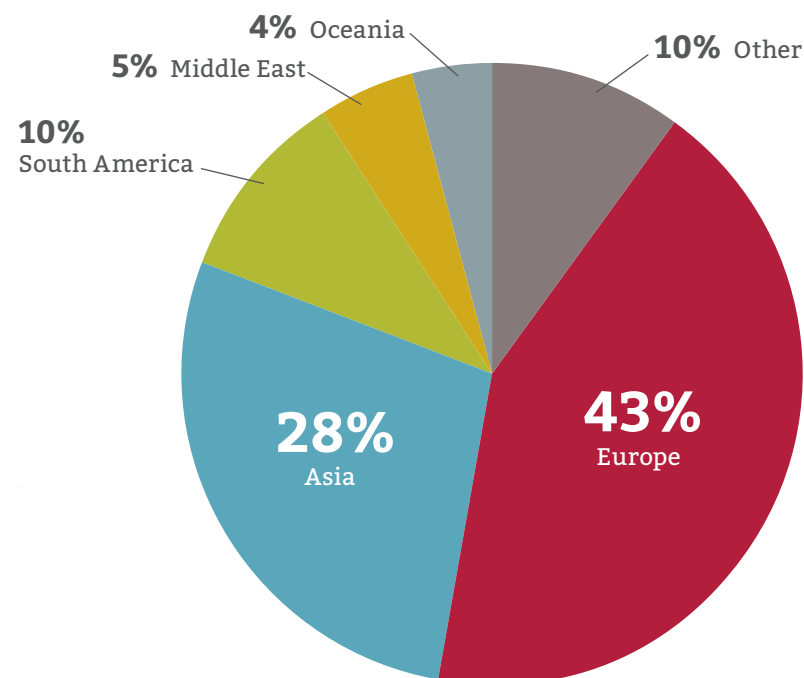
Overseas visitors stay longer and spend more money in the Capital Region than visitors from the USA. In 2019, 2.4 million overseas travelers visited the Capital Region, stayed an average of 9.4 nights and spent nearly \$5.2 billion on hotels, meals, shopping, attractions and other goods and services across Washington, DC, Maryland and Virginia.

2019 OVERSEAS ARRIVALS & RECEIPTS TO CRUSA

Country of Residence	Arrivals	Receipts
China	241,000	\$1,337,494,146
United Kingdom	259,000	\$330,229,969
Germany	176,000	\$228,240,926
France	115,000	\$165,382,854
South Korea	139,000	\$433,611,141
India	176,000	\$328,733,452
Total Overseas	2,403,000 (-1.2%)	5.2 billion (-3%)

Research reports on 2019 Overseas Arrivals to CRUSA may be obtained by contacting **Scott Balyo** at 540-450-7593 or scott@capitalregionusa.org.

2019 ARRIVALS BY WORLD REGION



CAPITAL REGION USA BOARD OF DIRECTORS



Virginia Tourism Corporation:

Rita McClenny,
President & CEO

Diane Bechamps,
Vice President, Marketing

Heidi Johannesen,
Global Marketing Director

Maryland Office of Tourism Development:

Liz Fitzsimmons,
Managing Director, Division of Tourism, Film & the Arts

Marci Ross,
Assistant Director

Rich Gilbert,
Travel Trade Sales Manager

Destination DC:

Elliott Ferguson,
President & CEO

Theresa Belpulsi,
Vice President, Tourism, Sports & Visitor Services

Robin McClain,
Senior Vice President, Marketing & Communications

Officers:

Chair,
Liz Fitzsimmons

Vice Chair,
Theresa Belpulsi

Secretary/Treasurer,
Heidi Johannesen

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Audited financial statements for Capital Region USA may be obtained by contacting
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CapitalRegionUSA.org