



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

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

2025 INTERNATIONAL MARKETING OPPORTUNITIES

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 U.S.



1.57 MILLION
overseas travelers*

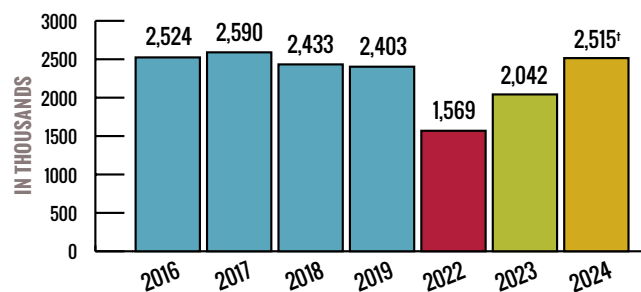


10.4 NIGHTS
typical trip duration*



\$6.2 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.

† Projected visitation via Travel Market Insights, Inc.

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.



TRADE MARKETING

- CRUSA's overseas offices conducted 227 sales calls and 23 training seminars for 339 travel agents and tour-operator sales and reservations staff members across the UK, Ireland, France, the Netherlands, Germany, Austria and Switzerland.
- CRUSA participated in five international consumer and trade shows, including Brand USA Travel Week, Destinations Travel & Holiday Shows in Manchester and London, f.r.e.e. Munich, CMT Stuttgart and numerous Visit USA events.



Allied & Affiliate Memberships

Members gain access to CRUSA programming, including print and digital advertising, sales and media missions, Brand USA opportunities, tour operator co-ops, reports and analytics, social media, PR and more.

See page 8 for additional information.



PRINT

- 60,000 print travel guides in three languages for distribution to overseas consumers and the travel-trade industry.



PARTNERSHIPS

- Partnerships with Brand USA



VisitTheUSA.com



MEDIA & SALES

- CRUSA achieved editorial coverage in print and electronic media outlets with an earned-media value of \$10.9 million. CRUSA and its partners hosted three group fam tours for nine journalists from the UK, France and Germany, as well as 12 individual media visits.



ONLINE

- Responsive-design website in seven languages, generating 515,941 pageviews in 2023
- Social media outreach
- An newsletter program that reaches 18,000-plus qualified subscribers and showcases partners' messages



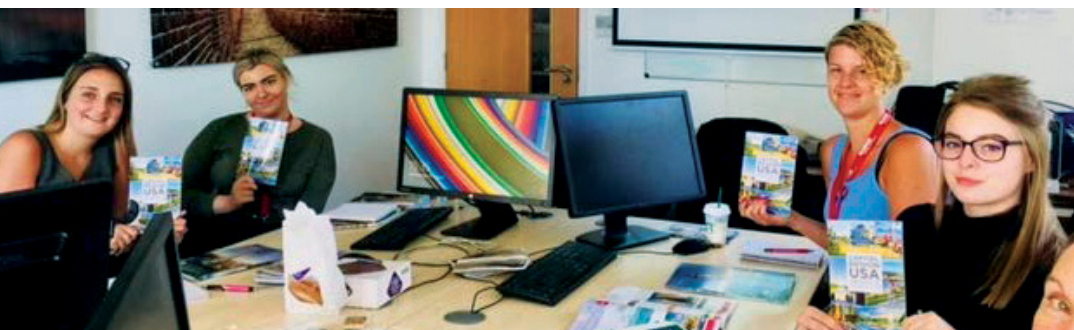


Put your business in the **INTERNATIONAL SPOTLIGHT** by participating in Capital Region USA's integrated marketing program. Our integrated program makes it easy to leverage CRUSA's international marketing budget, bringing **MORE OVERSEAS VISITORS** to your business.

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 2025 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.



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

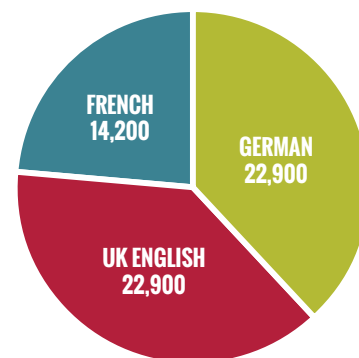
GUIDE DISTRIBUTION

The official fulfillment piece for Capital Region USA, distributed to consumers, tour operators, travel agents and media in CRUSA's target markets.

- ▶ Available in electronic format at CapitalRegionUSA.org
- ▶ CRUSA Holiday Guide distribution is managed by Capital Region USA's overseas PR and sales representatives in the United Kingdom, Germany 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 for contact information.

GUIDES ARE FULLY TRANSLATED IN

- ▶ German
- ▶ UK English
- ▶ French



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.

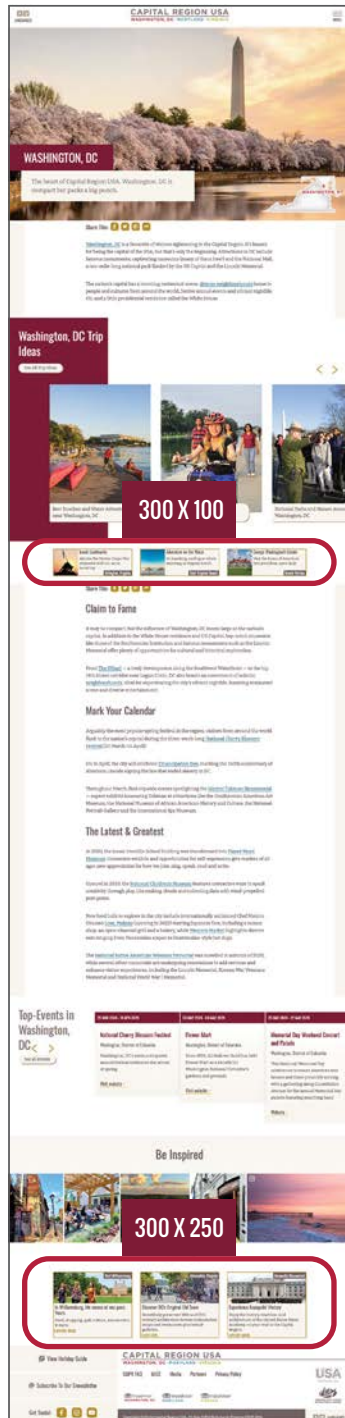
WEBSITE FEATURES

- The site prioritizes 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 2023 we saw YOY growth in pageviews (3.7%) and an increase in engaged sessions per user (22.7%), as well as more than 5M total search impressions.



EMAIL MARKETING

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

EMAIL PROGRAM HIGHLIGHTS

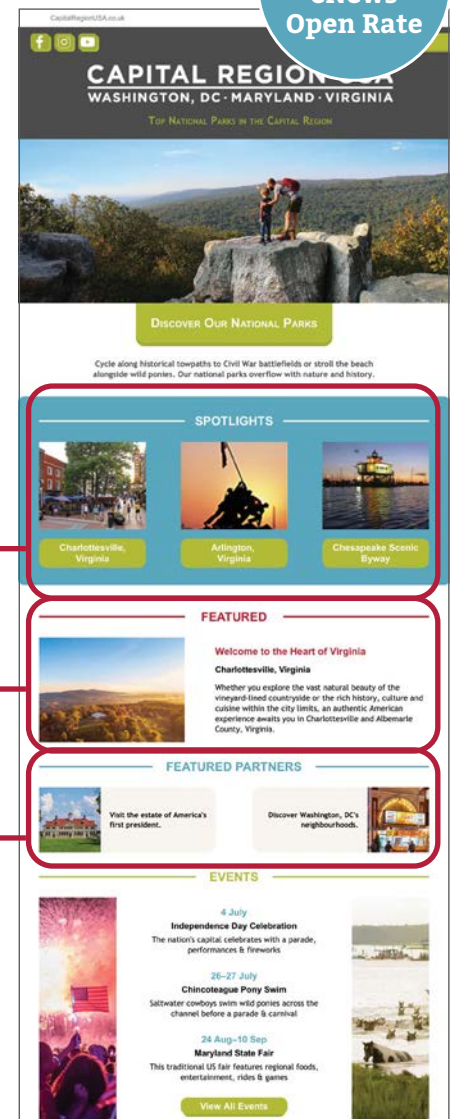
- Seven themed emails a year
- Immersive photography
- Fresh, timely features
- Event highlights
- Deals & offers
- Guide order promos

59.3%
eNews
Open Rate

SPOTLIGHT FEATURES

PREMIUM BANNER ADS

FEATURED PARTNER BANNER ADS



Rates for Integrated CRUSA PRINT & ELECTRONIC PROGRAM

RATES, PACKAGES & DEADLINES

SALES CLOSE: 8/19/24

MATERIALS DEADLINE: 9/11/24

AD SIZE	ENGLISH, GERMAN & FRENCH	CAPITALREGIONUSA.ORG	CRUSA WEB/EMAIL ARTICLE	CRUSA BI-MONTHLY EMAIL
2-PAGE SPREAD	\$24,950	Year-round rotating exposure across the entire site	Spotlight Feature Article appears on CRUSA website for 12 months	1 Spotlight Feature 1 Premium Banner Ad
PREMIUM FULL PAGE	\$15,950	Year-round rotating exposure across the entire site	Spotlight Feature Article appears on CRUSA website for 12 months	1 Spotlight Feature 1 Premium Banner Ad
STANDARD FULL PAGE	\$13,995	Year-round rotating exposure across the entire site	Spotlight Feature Article appears on CRUSA website for 12 months	1 Spotlight Feature 1 Featured Partner Banner
HALF PAGE	\$7,995	6-month rotating exposure across the entire site		2 Featured Partner Banners
QUARTER PAGE	\$4,250	3-month rotating exposure across the entire site		1 Featured Partner Banner

Grant OPPORTUNITIES

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

VIRGINIA TOURISM CORPORATION (VTC) GRANT & FUNDING PROGRAMS

Virginia Tourism Corporation (VTC) is committed to creating and sharing resources with Virginia's tourism industry to maximize tourism potential. [Click here](#) to review key grant and funding programs that support and expand tourism marketing and product development, with an emphasis on leveraging tourism resources. For more information, visit vatc.org/grants.

MOTD DMO COOPERATIVE GRANT PROGRAM

- Allocated to Maryland DMOs
- 100% reimbursable for CRUSA memberships and overseas initiatives, excluding travel
- 100% reimbursable for Brand USA programs



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. Industry partners can leverage Brand USA programs and platforms in key markets such as UK, Germany, France and others. All programs include metrics for your own reporting purposes.

For 2025-2026, key themes include road trips, luxury travel, FIFA/World Cup, NFL and America's 250th.

INDUSTRY CO-OP OPPORTUNITIES IN UK, DE, FR & OTHERS

- ▶ Content creation on Visit the USA's 16 in-language, in-market websites.
- ▶ Global Inspiration Program 2025
- ▶ Optimized audience campaigns leveraging Brand USA's proprietary audience.
- ▶ In-market campaigns with tour operators (Travelbag, CANUSA, Hays Travel, etc.)
- ▶ In-market campaigns with media (The Telegraph, Times of India, etc.)



For more information, contact Julie Armstrong at 804-467-1464 and Julie.Armstrong@MilesPartnership.com.

CONSUMER PROMOTIONS WITH TOUR OPERATORS

CRUSA plans to 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 2025

DATES: Campaigns run winter/spring 2025 and are subject to availability; details will be available December 2024

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



For more information, contact Stacey@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.

ALLIED & AFFILIATE MEMBERSHIPS

CRUSA's Allied and Affiliate Memberships bundle our most popular programs and opportunities. DMOs, hotels, attractions and 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 (subject to availability), 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.

For more information, contact Scott@CapitalRegionUSA.org.

CRUSA'S OVERSEAS REPRESENTATIVES

CRUSA's overseas PR and sales representatives in the United Kingdom, Germany 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 trade 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: \$3,500; costs do not include travel expenses and missions are subject to availability.

To participate in CRUSA's sales missions, contact Kimberly Petersen, CRUSA Marketing & Administrative Director, at 804-562-0168 and Kimberly@CapitalRegionUSA.org.

Program AT-A-GLANCE

REACH NEARLY 1.57 MILLION OVERSEAS TRAVELERS THROUGH CRUSA PROGRAMING



WHAT YOU NEED TO KNOW

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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 2025 PROGRAM, CONTACT:



CARLY STEDMAN NOROSKY

Phone: 202-681-8169

Email: Carly.Stedman@MilesPartnership.com

Travel Media Sales & Marketing Executive

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