

# 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
- ▶ Drive web traffic to partner sites

- ▶ Booking figures provided to each partner in October 2019

**DATES:** Campaigns begin winter/spring 2019/20; details will be available November 2019

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



## 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!*

## AFFILIATE & ALLIED MEMBERSHIPS

CRUSA's new 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).

## 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.





## 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.

## CRUSA FY2020 SALES MISSION SCHEDULE

CRUSA's FY20 Sales and Media Missions will include Germany, France and China. Dates and details will be announced in summer 2019.

## 2018 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
- ▶ 4 individual country reports for China, the UK, Germany and France

**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](mailto:kpetersen@capitalregionusa.org), or complete the online registration form at: [CapitalRegionUSA.org/info/international-cooperative-marketing-registration](http://CapitalRegionUSA.org/info/international-cooperative-marketing-registration).