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

- **2.59 MILLION** overseas travelers (2017)
- **9.6 NIGHTS** typical trip duration (2017)
- **$5.4 BILLION** spent on hotels, meals, shopping, attractions, and other goods and services (2017)
- **37,500 JOBS** generated throughout the Capital Region (2017)

**OVERSEAS VISITORS TO CRUSA**

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2,113</td>
</tr>
<tr>
<td>2013</td>
<td>2,050</td>
</tr>
<tr>
<td>2014</td>
<td>2,378</td>
</tr>
<tr>
<td>2015</td>
<td>2,611</td>
</tr>
<tr>
<td>2016</td>
<td>2,490</td>
</tr>
<tr>
<td>2017</td>
<td>2,590</td>
</tr>
</tbody>
</table>

**2017 ARRIVALS BY WORLD REGION**

- Europe: 42%
- Asia: 30.5%
- South America: 9.5%
- Middle East: 8.8%
- Other: 5.4%
- Oceania: 4.7%
- Other: 4.7%
CRUSA’S $2 MILLION INTERNATIONAL CAMPAIGN

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
► In FY19, CRUSA conducted three sales and media missions, 11 familiarization tours for 87 trade clients, 399 sales calls and 61 product training sessions for travel professionals in all markets
► In FY19, CRUSA developed co-op consumer marketing campaigns with 14 overseas tour operators, in partnership with Brand USA and the Metropolitan Washington Airports Authority. Results: 36,441 room nights generated.

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

ONLINE
► Responsive-design website in seven languages, generating 364,000 unique visits in 2018
► Social media outreach to 100,000-plus followers on Facebook, Instagram, WeChat and Weibo
► An enewsletter program that reaches more than 43,000 visitors and showcases partners’ messages

PARTNERSHIPS
► Partnerships with Brand USA

MEDIA & SALES
► In FY19, generated an earned media value of $17.4 million from public relations activities and hosted group and individual visits by 46 media professionals
► In-country sales and media representatives dedicated to promoting the Capital Region in their respective markets
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 $2 million 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.
Capital Region USA’s 2020 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
- Custom maps and illustrations to orient visitors
- New for 2020: Refreshed cover designs and reimagined page layouts

**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
- 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 for contact information.

**GUIDES ARE FULLY TRANSLATED IN**

- German
- UK English
- French
- Chinese

64K+ eBook pageviews

All full-page participants also receive a featured post on CRUSA’s social media sites, which have more than 100,000 subscribers!

GUIDES ARE FULLY TRANSLATED IN

- French 11,666
- Chinese 15,000
- German 26,667
- UK English 26,667

80k Annual Copies

Annual Copies

2019/2020
An Integrated ELECTRONIC PROGRAM

WEBSITE ADVERTISING

All CRUSA participants also receive exposure on CapitalRegionUSA.org, which is designed 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 features engaging design 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

17.6% INCREASE

in unique visitors to the site in 2018 compared to 2017. In addition, they stayed on the site 7.4% longer and viewed 20% more pages and bounced 5.2% less frequently.

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

14.8% eNews Open Rate

SPOTLIGHT FEATURES

PREMIUM BANNER ADS

FEATURED PARTNER BANNER ADS
## Rates for Integrated CRUSA PRINT & ELECTRONIC PROGRAM

### Rates, Packages & Deadlines

**Sales Close:** 8/15/19  
**Materials Deadline:** 9/6/19

<table>
<thead>
<tr>
<th>AD Size</th>
<th>English &amp; German Only</th>
<th>With French &amp; Chinese</th>
<th>capitalregionusa.org</th>
<th>CRUSA Web/Email Article</th>
<th>CRUSA Bi-Monthly Email</th>
<th>CRUSA Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2-PAGE SPREAD</strong></td>
<td>$18,500</td>
<td>$24,950</td>
<td>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)</td>
<td>Spotlight Feature Article appears on CRUSA website for 12 months</td>
<td>1 Spotlight Feature 1 Premium Banner Ad</td>
<td>Featured post on 3 of CRUSA’s social media accounts - Facebook, WeChat, and Weibo</td>
</tr>
<tr>
<td><strong>PREMIUM FULL PAGE</strong></td>
<td>$11,675</td>
<td>$15,950</td>
<td>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)</td>
<td>Spotlight Feature Article appears on CRUSA website for 12 months</td>
<td>1 Spotlight Feature 1 Premium Banner Ad</td>
<td>Featured post on 2 of CRUSA’s social media accounts</td>
</tr>
<tr>
<td><strong>STANDARD FULL PAGE</strong></td>
<td>$9,995</td>
<td>$13,995</td>
<td>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)</td>
<td>Spotlight Feature Article appears on CRUSA website for 12 months</td>
<td>1 Spotlight Feature 1 Featured Partner Banner</td>
<td>Featured post on 1 of CRUSA’s social media accounts</td>
</tr>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>$6,250</td>
<td>$7,995</td>
<td>6-month 300x100 banner (appears on destination landing page and interior pages) - 6 months featured deals with priority listing (can update 2x per year)</td>
<td>2 Featured Partner Banners</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>QUARTER PAGE</strong></td>
<td>$3,150</td>
<td>$4,250</td>
<td>3 month 300x100 banner (appears on interior pages) - 3 months featured deal with priority listing</td>
<td>1 Featured Partner Banner</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Grant OPPORTUNITIES

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

VTC MARKETING-LEVERAGE PROGRAM
► Reimbursable matching funds program
► Two levels of funding up to $10,000 ($1:$1 match) and up to $50,000 ($1 VTC: $2 Partners match)
► Regional programs are encouraged: All VTC Marketing Leverage programs require a minimum of three Virginia financial partners, with one of the three Virginia partners being the Lead Partner. (Lead must be a Virginia entity, non-State or Federal agency and have a FEI number).
► Visit vatc.org and click on grants for details

MOTD DMO COOPERATIVE GRANT PROGRAM
► Reimbursable
► Allocated to Maryland DMOs
► 100% reimbursable for CRUSA overseas initiatives, excluding travel
Brand USA is the official destination marketing organization for the United States, dedicated to increasing incremental international visitation to the US.

By working with Brand USA and Capital Region USA, industry partners can extend their messaging and engagement among global travelers in the target markets of China, UK, Germany and France. Brand USA marketing programs and platforms deliver an array of marketing options to increase awareness, visitation and spend.

**BRAND USA’S GLOBAL WEBSITES**

VisitTheUSA.com

Brand USA’s in-language websites are designed to inspire international visitors and travel influencers to choose U.S. travel destinations and experiences. They can serve as a destination’s international landing pages.

**MULTI-CHANNEL CAMPAIGNS**

These campaigns deliver an extraordinary three-to-one value compared to partners creating their own targeted international campaigns. Integrated, in-country digital, social, video and print storytelling with activation and reporting to follow.

**VIDEO SERVICES**

Numerous content creation formats are coupled with distribution across channels and countries. All content is owned by partner with full rights in perpetuity.

- **Road Trips** - Itinerary with up to five destinations each with a dedicated vignette and a compilation vignette. Part of CRUSA Road Trips
- **Destination at a Glance** - Short vignettes within a destination set to music or hosted
- **Themed Video** - Themed videos highlighting key spots within the destination, i.e. outdoors

**CHINA OPPORTUNITIES**

Engage with the all important Chinese audience by leveraging Brand USA’s presence on these platforms:

- Ctrip
- WeChat
- Weibo
- Mafengwo
- Tencent
- iQiyi
- More

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

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 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.

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, or complete the online registration form at: CapitalRegionUSA.org/info/international-cooperative-marketing-registration.
Program

AT-A-GLANCE

REACH MORE THAN 2.59 MILLION OVERSEAS TRAVELERS THROUGH CRUSA PROGRAMING

WHAT YOU NEED TO KNOW

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

TO PARTICIPATE IN THE 2020 PROGRAM, CONTACT CARLY STEDMAN:

CARLY STEDMAN
Phone: 202-681-8169
Email: Carly.Stedman@MilesPartnership.com
Travel Media Sales & Marketing Executive

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