



What is CRUSA?

Learn more here....



**CRUSA is a 501 c (3) regional
destination marketing organization
with one simple goal:**

**More overseas visitors staying
longer & spending more money**





Funding Partners

- Destination DC
- Virginia Tourism Corporation
- Maryland Office of Tourism
- Metropolitan Washington
Airports Authority

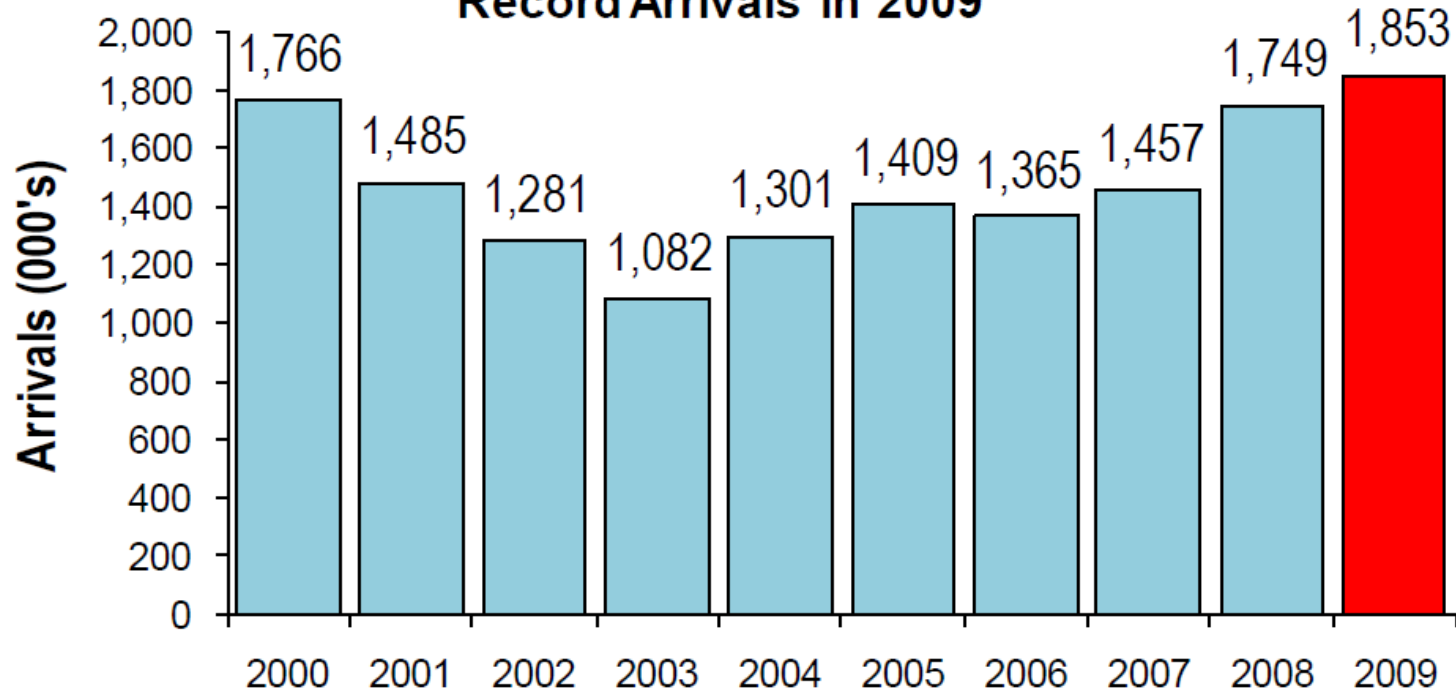


FY 11 Resources

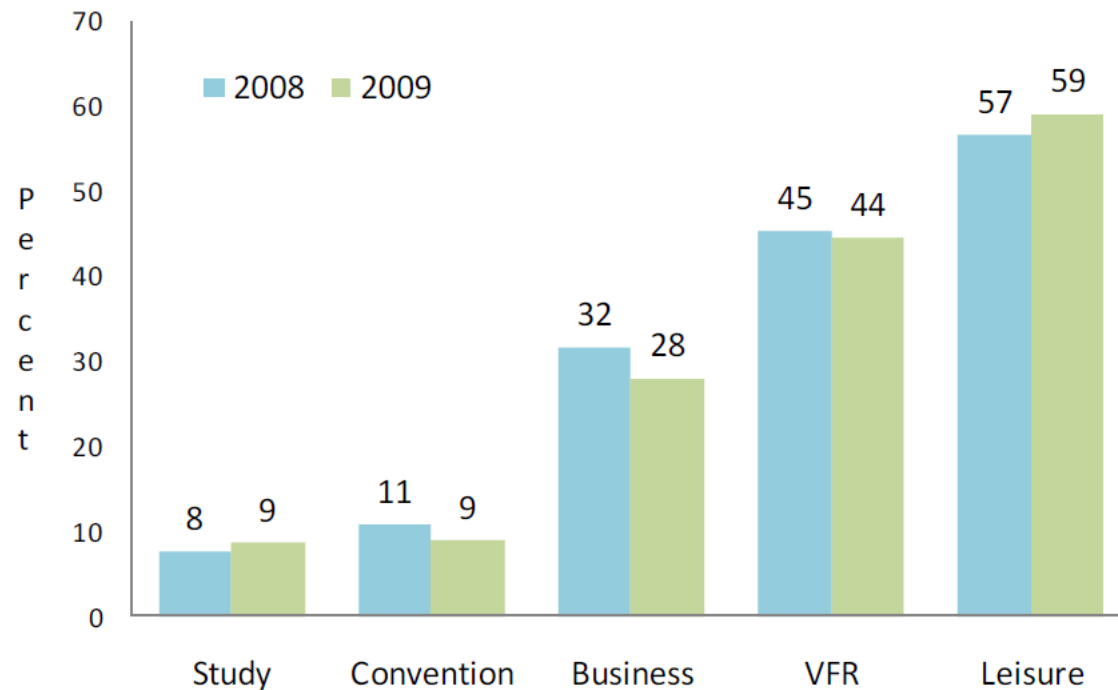
- \$1.7 million budget
- \$800,000 in-kind

Leverage generated for each funding partner's investment = 6:1+

CRUSA Overseas Visitor Arrivals Record Arrivals in 2009



Overseas Travelers to CRUSA Purpose of Trip - Multiple Response



One million overseas travelers visited CRUSA for leisure purposes in 2009, a 9% increase.

Overseas Total Direct Spending

	2008	2009	Percent Change
Ave. Nights in CRUSA	7.4	7.7	4%
Ave. Spending Per Night	\$98	\$93	-5%
Arrivals	1,749,000	1,853,000	6%
Spending Per Stay	\$725	\$716	-1%
Total Direct Spending	\$1,268,375,000	\$1,326,933,000	5%

Overseas spending reached an all time high in 2009

Overseas⁽¹⁾ Visitors To Select U.S. Cities: 2008-2009

2009 Rank	Destination (City) ^{(2) (3)}	2008 Market Share	2008 Visitation (000)	2009 Market Share	2009 Visitation (000)	Volume Change (%)
1	New York City-WP-Wayne	32.4%	8,211	32.8%	7,792	-5%
2	Miami	10.2%	2,585	11.2%	2,661	3%
3	Los Angeles	11.0%	2,788	10.6%	2,518	-10%
4	Orlando	9.6%	2,433	10.1%	2,399	-1%
5	San Francisco	10.3%	2,610	9.4%	2,233	-14%
6	Las Vegas	8.0%	2,027	7.8%	1,853	-9%
7	Washington, DC	5.8%	1,470	6.5%	1,544	5%
8	Honolulu	5.9%	1,495	6.3%	1,497	0%
9	Boston	4.4%	1,115	4.8%	1,140	2%
10	Chicago	5.4%	1,368	4.7%	1,117	-18%

Washington, DC experienced record overseas arrivals in 2009, moving into 7th place ahead of Honolulu. DC also set a record in spending at \$751 million, a 5% increase.

Overseas⁽¹⁾ Visitors To Select U.S. States and Territories: 2008-2009

Virginia

- 380,000 arrivals (+16%)
- \$287 million in spending (+34%)
- 14th place among states

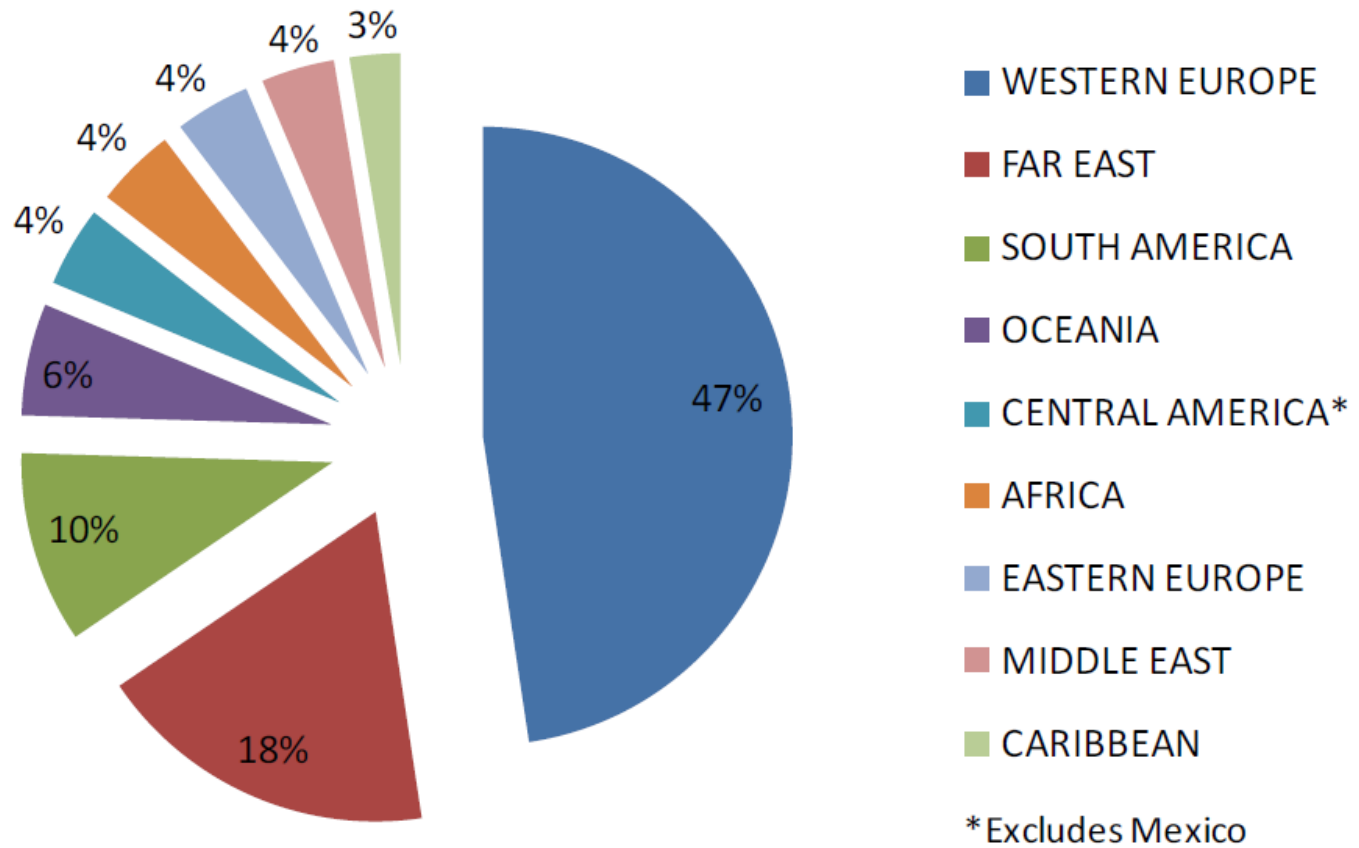
Maryland

- 261,000 arrivals (+3%)
- \$244 million in spending (+7%)
- 20th place among states

Overseas Arrivals to CRUSA 2009

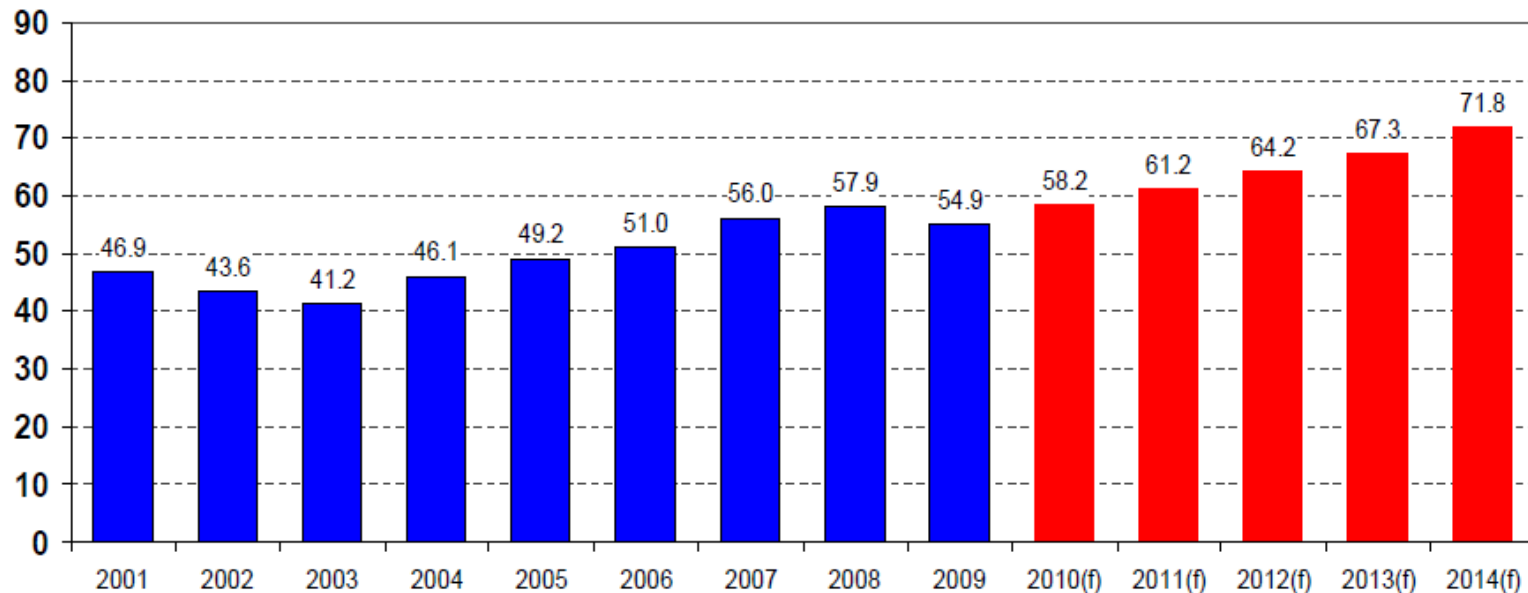
	CRUSA Arrivals*					U.S. Arrivals		
	2008 in (000)	2009 in (000)	Percent Change	08 Market Share	09 Market Share	2008 in (000)	2009 in (000)	Percent Change
Total Overseas	1,749	1,853	6%	6.9%	7.8%	25,341	23,756	-6%
Rank in 2009								
1 United Kingdom	256	234	-9%	5.6%	6.0%	4,565	3,899	-15%
2 Germany	157	172	10%	8.8%	10.2%	1,782	1,687	-5%
3 *Australia	55	99	80%	7.9%	13.7%	690	724	5%
4 *China	93	98	5%	18.9%	18.7%	493	525	6%
5 *France	116	92	-21%	9.3%	7.6%	1,244	1,204	-3%
6 *Benelux	89	87	-2%	10.2%	10.7%	873	812	-7%
7 *India	76	73	-4%	12.7%	13.3%	599	549	-8%
8 *Spain	49	66	35%	7.4%	11.1%	658	597	-9%
9 Japan	75	64	-15%	2.3%	2.2%	3,250	2,918	-10%
10 *Brazil	42	54	29%	5.4%	6.0%	769	893	16%

Overseas Arrivals by World Region



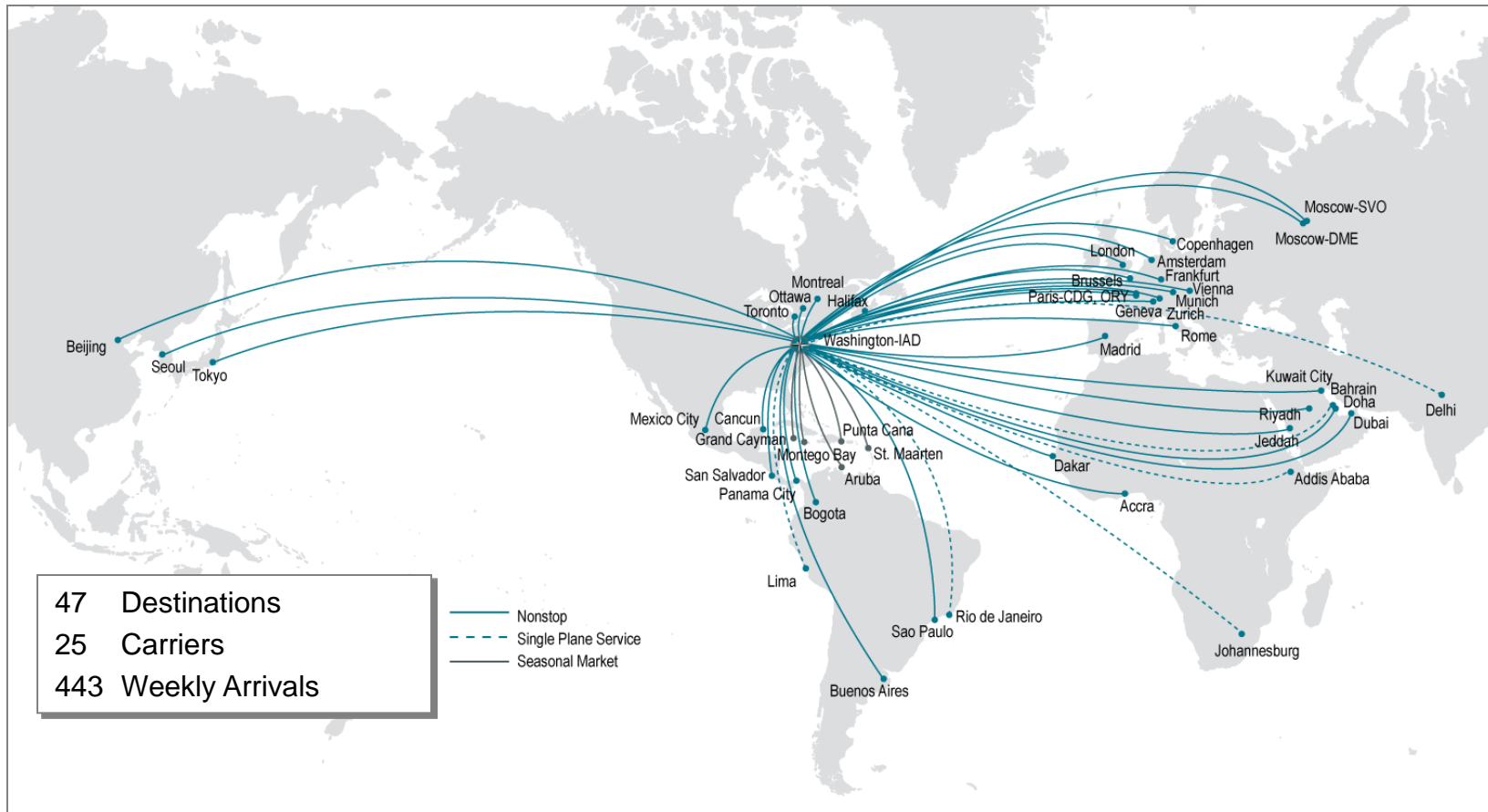
International Visitors to the U.S. and Projections (2001-2014)

Arrivals in Millions



Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Secretaria de Turismo (Mexico); Statistics Canada & IHS Global Insight, Inc. -- May 2010 forecast

International Air Service at Washington Dulles



International Air Service at Baltimore/Washington

DESTINATIONS	6	NONSTOPS PER WEEK	67
BERMUDA	BDA	USA 3000	2*
CANCUN, MEXICO	CUN	AIRTRAN	1
LONDON, UNITED KINGDOM	LHR	BRITISH AIRWAYS	1
MONTEGO BAY, JAMAICA	MBJ	AIR JAMAICA (1), AIRTRAN (1)	2
NASSAU, BAHAMAS	NAS	AIRTRAN	2*
TORONTO, CANADA	YYZ	AIR CANADA	5

Target Markets

WASHINGTON, DC
MARYLAND
VIRGINIA
CAPITAL REGION USA

Emerging:

China
Korea

Secondary:

France Belgium
The Netherlands
Mexico Brazil

Primary:

United Kingdom
Germany

Target Audiences

WASHINGTON, DC
MARYLAND
VIRGINIA
CAPITAL REGION USA

**Receptive
Operators**

**Tour
Operators**

Media

Consumer



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