

CRUSA SALES & MARKETING OPPORTUNITIES



CapitalRegionUSA.org

CONSUMER PROMOTIONS WITH TOUR OPERATORS

CRUSA is investing \$300,000 to create cooperative consumer marketing campaigns with overseas tour operators to increase room night bookings to DC, Maryland and Virginia. Opportunities will 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
- Booking figures provided to each partner at year-end

Dates: Campaigns will begin Winter/Spring 2012

Details: will be available in November 2011

Cost: \$1,500 - \$3,000 per partner per campaign

RECEPTIVE TOUR OPERATOR E-NEWSLETTERS

CRUSA will distribute two e-newsletters to US-based receptive tour operators to keep our destination “top-of-mind” with these important buyers. Partners supply 40 words of copy, a photo and a web link. **Limit: 8 partners.**



Benefits:

- Cost effective way to reach 150 receptive tour operators twice during the year with your message in a CRUSA-branded environment
- You may change your message for each e-newsletter
- Partners will receive open and click-through rates

Deadline: November 4, 2011

Copy Deadlines: December 9, 2011
(for January 2012 newsletter)

March 2, 2012
(for April 2012 newsletter – prior to Pow Wow)

Cost: \$800 for coverage in both e-newsletters

SCAN THIS and get my vCard



To participate in CRUSA Sales & Marketing opportunities, contact **KIMBERLY PETERSEN**
Direct: 804-562-0168 | kpetersen@capitalregionusa.org or visit CRUSA.org

CRUSA SALES MISSIONS



CapitalRegionUSA.org

Join CRUSA on the following schedule of sales missions and sell your destination or product directly to our most important travel trade and media contacts. Each mission includes personal sales calls and client events organized and led by CRUSA's sales and public relations representatives in each market. Sales leads will be distributed to participants after each mission.

Cost: \$2,500 per mission + travel expenses

DATE	MARKET	PRIMARY AUDIENCE	SECONDARY AUDIENCE	PARTICIPATION LIMIT	REGISTRATION DEADLINE
October 3-7, 2011	France	Tour Operators	Media	2 partners	August 5, 2011
December 2011 (TBD)	Florida	Receptive Tour Operators		10 partners	October 15, 2011
February 6-7, 2012	Brazil	Tour Operators & Travel Agents	Media	4 partners	December 9, 2011
February 20-24, 2012	Germany	Tour Operators	Media	3 partners	December 9, 2011
March 12-16, 2012	Mexico	Tour Operators & Travel Agents	Media	4 Partners	January 13, 2012
March 13-18, 2012	United Kingdom	Media	Tour Operators	3 partners	January 13, 2012

2010 INTERNATIONAL RESEARCH

CRUSA's customized international research reports measure visitor arrivals, spending and visitor characteristics for overseas travelers to Washington, DC, Virginia and Maryland for 2010. Data is obtained from the US Dept. of Commerce's Survey of International Air Travelers.

The reports provide details on the following:

- ↪ Overseas arrivals & spending to CRUSA
- ↪ Arrivals to CRUSA from key markets
- ↪ Length of stay & travel party size
- ↪ Most popular leisure activities
- ↪ Trip purpose
- ↪ Port of entry & transportation within CRUSA
- ↪ Advance trip decision time & information sources used
- ↪ How CRUSA performed relative to the USA

Cost: \$500 includes four reports (*Overseas, UK, Germany and the Spending Report*). At no extra charge you will also receive reports for the following secondary markets: France, Benelux, Mexico, Brazil and China.

Turn over for contact information on how to participate