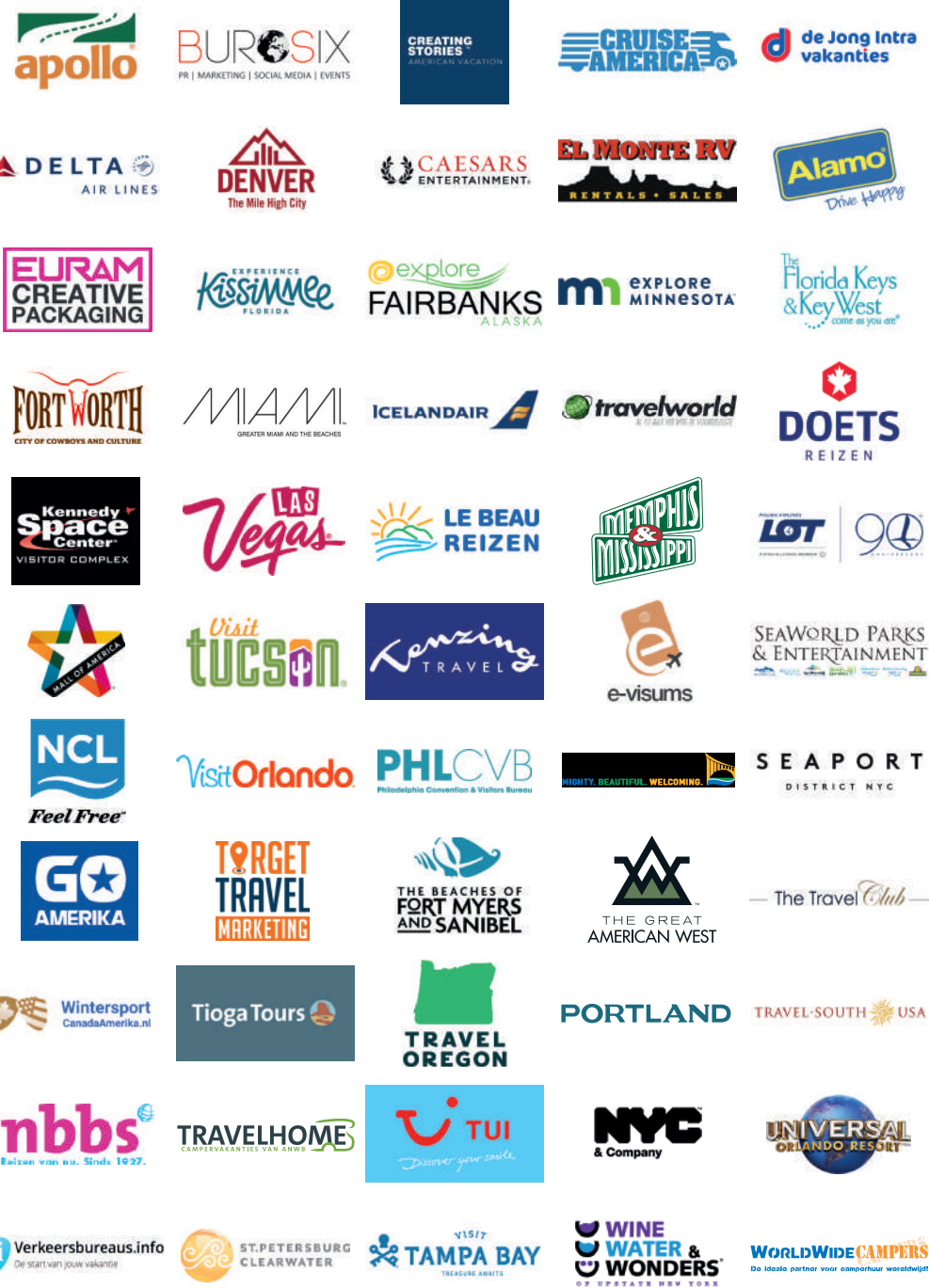


MEMBER OVERVIEW



BECOME A MEMBER TODAY!

Join us in promoting tourism from the Netherlands to the United States to consumers, trade and media. Visit USA NL will do its utmost to use all possible tools to attract, inform and inspire about the endless possibilities of the USA as a vacation destination. Visit USA NL aims to be a central, easily findable platform, giving essential information about destinations, suppliers and the product USA. Visibility is key through all our distribution & media channels!

The annual membership fee is EURO 600.- excluding VAT and if applicable bank fees. The financial year from Visit USA starts from January 1st until December 31st. You can become a member any time of the year but you are committed to the association for at least one year. Cancellations for the next fiscal year should be done in writing before October 1st.

Apply or contact us for further information via: center@visitusa.nl or +31-30 677 1990. We are happy to welcome you as a member of Visit USA NL!

FACTSHEET THE NETHERLANDS

ONE OF THE EUROPEAN COUNTRIES
WITH CONTINUOUSLY GROWING
ARRIVALS TO THE USA!



- 81% of the population is vacationing at least once a year.



- Steady yearly growth of 4% of visitors to the USA. The USA is the **#1** long haul destination.



- The Netherlands ranks **#2** in Europe with the largest % of the population visiting the USA in 2019.



- The Dutch receive 8% annual extra salary called 'vacation payout'.



- Average amount of days spent per USA vacation is 18 days.



- The Dutch prefer to travel the USA by car or RV.



- 87% of the Dutch use internet on their mobile device, while the average in Europe is 65%.

WORLDWIDE TRENDS THAT ALSO APPLY TO THE NETHERLANDS

- Expected growth of the population to 18.1 million in 2030
- Further aging of the population, expected to have 25% of the population older than 60 in 2030
- More potential for the shoulder season
- A new generation, the OnLife generation with Millennials and Generation Z

Visit USA NL

Bisonspoor 3002 – A701, 3605 LT Maarssen in The Netherlands

Phone: +31 30 677 1990 | E-mail: center@visitusa.nl | www.visitusa.nl



VISIT USA 2020/ 2021



**BECOME A
MEMBER TODAY
FOR ONLY € 300!**
valid until
DECEMBER 31, 2020



INTRODUCTION

Since 1974 Visit USA the Netherlands (Visit USA NL) continues to be a very active promoter of travel from the Netherlands to the United States. The association is a non-profit entity, governed by a board of pro-active Dutch tour operators and US travel industry members. As chairman of the Visit USA NL board, I can honestly state that I am proud of the association and her activities. Foreseeing competition from other destinations, Visit USA NL aims to increase the number of visitors to the United States. Visit USA NL needs your support in order to maintain growth in the number of visitors to the United States!

WE WANT YOU!

This leaflet provides you with more details about the association, what our goals are and also the benefits of becoming a member. Joining and becoming a member of Visit USA NL gives you the opportunity to work together in increasing and maintaining a stable growth of Dutch travelers to the United States. Together we aim for the same goal: promoting more travel to the United States.

JOIN US NOW

Are you interested in becoming a member with your organization? Sign up now and join Visit USA NL! Please feel free to contact the Visit USA NL Center via email: center@visitusa.nl.

I personally look forward to welcome you as a member of Visit USA NL.

Kind regards,

Hans Tattersall
Chairman Visit USA Committee – the Netherlands

BOARD MEMBERS VISIT USA NL

The current board of enthusiastic and driven members has demonstrated their unbiased time and ideas for programs. The board strives to continue promoting and increasing travel from the Netherlands to the United States.

Hans Tattersall (TUI at Home)
Chris Freitag
Hanny Fluit (Target Travel Marketing)
Birgitte Bosma (Dream Travels)
Jeroen van der Linden (Alamo)
Melanie Modder (Tenzing Travel)
Vincent van Leeuwen (BuroSix)
Iris Buskermolen (Target Travel Marketing)
Maaïke Schuurman (Target Travel Marketing)

Chairman
Treasurer
Secretary
Member
Member
Member
Visit USA Center
Visit USA Center

All board members work in tourism, e.g. for an airline, tour operator, destination representative company, car rental company or at a US orientated Marketing & PR Bureau.

ACTIVITIES AND BENEFITS VISIT USA NL

Our goal is to broaden the overall awareness of the USA as a destination. Visit USA NL organizes, initiates and supports activities. As a member you are part of a leading tourism network of organizations active with traveling to and in the USA.

BENEFITS FROM THE BOARD AS A KNOWLEDGE PLATFORM

- The board members are all trade professionals. They hold a bimonthly board meeting to discuss the activities and progress. They also follow up on trends, developments and monitor figures in the USA travel industry.
- We are in close contact with Brand USA, who recognizes the Netherlands as a high potential market and supports several events.
- Through our contacts we try to gain free publicity for Visit USA NL or for the USA in general.

WEBSITE

- The website contains information about every state, city, attraction and highlights. It also provides exposure for all the members on the member page. This includes a logo, small introduction and a link to their website.
- Members are free to send us input for our news page, social media channels and newsletters.
- We also have a page with deals and promotions which contains input from our members.
- The website caters primarily to the consumers and travel agents.
- We added new features to the website, including an interactive map, digital version of the Travel Planner and the Ask A Local landingspages.

COMMUNICATIONS TO THE CONSUMER

- Bimonthly themed newsletter. Our members can provide content.
- 2/3 weekly Facebook posts. We are happy to receive input from our members.
- Every week we post an inspirational image on our Instagram.
- News items on our website with upcoming events, tips and specials.
- Secretary who is ready to answer all questions and forward these to our members.
- The Travel Planner full of information about the USA.
- Every year Visit USA engages in different projects focused on consumers.



COMMUNICATIONS TO THE TRADE

- Bimonthly newsletter with updates and news about Visit USA NL.
- Secretary ready to answer all questions and forward these to our members.
- The Roadshows at three different locations!
- Tour operator dinner at Ambassador's Residence.

GET-TOGETHER AT IPW'S

- During IPW we will organize a cocktail reception where travel trade can meet and network with the Dutch delegation.

PRESENCE AT FAIRS

By using the same look & feel at all fairs we create a structural presence and awareness.

VAKANTIEBEURS

The vakantiebeurs is the largest travel fair in the Netherlands targeting travel trade and consumers and always takes place in January. The first day of the fair is trade day and the consecutive four days are open to all consumers. Every year the fair attracts over 100.000 visitors who are interested in traveling. The unity and look and feel of the USA Pavilion provide much exposure for the USA. In addition, visitors can attend in depth presentations at the Brand USA Theater or enjoy typical American food and snacks in the café.

SPECIAL BENEFIT FOR MEMBERS! AS A VISIT USA MEMBER YOU CAN GET 250 EURO DISCOUNT ON YOUR PARTICIPATION! (not applicable on brochure displays)



ROADSHOWS

Visit USA will also organize the Roadshows this year. They take place at three different locations in the Netherlands from 28 – 30 September. Last year 23 members participated in the Roadshows and over 130 Dutch travel agents visited the three-day event. The most important part of the Roadshows are the speed date sessions. During these sessions the members get the opportunity to get in contact with the travel agents and present their products. The Visit USA Roadshows have proven to be a great success, which is why we will organize this event annually.

JOIN US AT THE ROADSHOWS AND MEET WITH THE DUTCH TRAVEL AGENTS. BECOME A MEMBER AND RECEIVE A EURO 250.- DISCOUNT!



USA / CANADA FAIR

We also attend regional fairs and initiatives such as the USA and Canada fair which had over 1700 visitors in 2019.

