

## FACTSHEET THE NETHERLANDS

- ▶ For the Dutch, the USA is the nr. 1 long-haul holiday destination.
- ▶ 81% of the Dutch population is vacationing at least once a year. On average the Dutch go on a vacation 3,4 times a year.
- ▶ We have a healthy and steady economy.
- ▶ The Netherlands ranks #2 in Europe with the largest % of the population visiting the USA.
- ▶ We have at least 25 vacation days and about 10 public holidays.
- ▶ 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.
- ▶ On average the Dutch spent around \$3,500 for their vacation. During COVID savings increased with 6 billion, so this average amount is expected to increase, now that travel is possible again.
- ▶ 87% of the Dutch use internet on their mobile device, while the average in Europe is 65%, 98% has access to the internet.



### BECOME A MEMBER!

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 € 600.- excl. applicable VAT and/or bank fees. The financial year at Visit USA NL runs 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. We are happy to welcome you as a member of Visit USA NL!

**VISIT USA THE NETHERLANDS - SECRETARY OFFICE**

VERA VAN DER VEER / RIANNE VAN DER LINDEN  
BISONSPoor 3002 - A701, 3605 LT MAARSSEN, NL

PHONE: +31 30 677 1990

E-MAIL: [CENTER@VISITUSA.NL](mailto:CENTER@VISITUSA.NL)

WEBSITE: [WWW.VISITUSA.NL](http://WWW.VISITUSA.NL)

# 2022/ 2023

## VISIT USA THE NETHERLANDS

**BECOME A  
MEMBER TODAY  
FOR ONLY € 300!**

**VALID UNTIL  
DEC. 31 2022**



## 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.

The board of Visit USA NL consists of 7 trade professionals, all enthusiastic and passionate about the USA. They all work in tourism, e.g. for an airline, tour operator, destination representative company, car rental company or at a US orientated Marketing & PR Bureau.

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!

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 USA

Kind regards,

**Birgitte Bosma**  
Chairman Visit USA The Netherlands



## CURRENT BOARD VISIT USA THE NETHERLANDS

<b>Birgitte Bosma</b> - <i>Style in Travel</i>	Chairman
<b>Hanny Fluit</b> - <i>Target Travel Marketing</i>	Secretary
<b>Chris Freitag</b> - <i>Van Verre Reizen</i>	Treasurer
<b>Hans Tattersall</b> - <i>AmerikaNU.nl / The Bywayman</i>	Member
<b>Vincent van Leeuwen</b> - <i>BuroSix</i>	Member
<b>Bart Verhoeff</b> - <i>AmerikaNU.nl</i>	Member
<b>Wilfried Verkaik</b> - <i>De Jong Intra Vakanties</i>	Member

## ACTIVITIES

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.

### WEBSITE

An extensive website, which acts as the starting point for the Dutch travelers, who are planning a vacation to the USA and provides a platform for the trade. The website contains information about every state, city, attraction and highlight. Moreover it provides exposure for all members, as they have their separate landing page with a logo, introduction, information and a link to their website.

### COMMUNICATIONS TOWARDS CONSUMERS

- ▶ 4-6 social media posts per month (on Facebook & Instagram)
- ▶ Bi-monthly themed newsletter. Members can provide input

### COMMUNICATIONS TOWARDS TRADE

- ▶ Get-together during IPW
- ▶ Bi-monthly newsletter. Members can provide input
- ▶ Brochure requests, being handled by the Visit USA NL Center

### PRESENCE AT FAIRS

Being present at fairs has proven to be effective. By using the same look & feel at all fairs we create a structural presence and awareness.

**De Vakantiebeurs:** largest travel fair in The Netherlands, targeting both trade and consumers.  
**Roadshows:** This 3-day event takes place in different cities in The Netherlands, each year during fall. It's a successful networking event, including 'speed date' sessions, where members get the opportunity to get in contact with travel agents and present their products.

**USA & Canada fair:** Visit USA also attends regional fairs and initiatives. Joining forces with neighbouring country Canada also proves to strengthen our presence.

**Car Rally:** giving information in an informal context through activities, executed by members.

### OTHER

During office hours, the Visit USA NL Center is ready to handle requests and answer any questions coming in via email or by phone. Moreover, customers can request the Travel Planner, filled with information about the USA.



## CURRENT MEMBERS OF VISIT USA

