

## Activities 2023/2024

Date	Category	Description	Costs
<b>2023</b>			
12 – 15 January	Members Trade Consumer	<b>USA Pavillion @Vakantiebeurs</b> 20 of our members participated during this edition of the Vakantiebeurs. There were a total of 65.000+ attendees over the course of five days. Visitors came prepared to the fair and had very direct questions/requests.	€ 4.595
12 & 13 April	Members Trade	<b>Visit USA Roadshow</b> During the Roadshow members and travel agents/tour operators participated in speed date sessions. This year the event took place over the course of two days at two unique locations (Aviodrome, Lelystad & Omniversum, The Hague) as we showed the Brand USA movie Into Nature's Wild.	€ 1.050
10 May	Members Trade Media	<b>Visit USA NL / CMC networking event</b> During this networking event you can exchange ideas and thoughts with other America and Canada specialists. The focus will be on how we, all together, can promote travel to the United States and Canada.	Free <i>Options for sponsoring</i>
21 May	Members Trade	<b>IPW drink – Meet the Dutch</b> Each year we like to host a drink with the Dutch delegation that is present at IPW and our American members who are present	Free <i>Options for sponsoring</i>
September	Consumer	<b>Advertising campaign</b> During Covid, Visit USA together with Brand USA, we had published the Ask a Local campaign. This year we are setting up a similar type of campaign, where we bring together the expertise and knowledge of the State/city representatives and the offer of the tour operators.	T.B.D.
31 October	Members	<b>General Assembly / Halloween event</b> This years' general assembly will be held on October 31 <sup>st</sup> , and we will make a combined event with a Halloween celebration.	Free
4 & 5 November	Consumer Trade	<b>USA/Canada travel fair</b> We have participated during this event in the past, Visit USA will be present with a stand representing the association.	T.B.D.

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<b>2024</b>			
<b>11 – 14 January</b>	<b>Member Trade Consumer</b>	<b>USA Pavillion @Vakantiebeurs</b> In January 2024 we will participate again within the USA Pavilion at Vakantiebeurs. The goal is to inspire trade and consumers and enhanced brand awareness and interest in the USA. You as a member can have a stand within the USA Pavillion.	T.B.D
<b>Spring</b>	<b>Members Trade Media</b>	<b>Visit USA NL / CMC networking event</b> We want this to be THE North America networking event and the plan is to organize it on a yearly basis in Springtime. A get-together in an informal setting, to speak with fellow North-America travel colleagues.	Free <i>Options for sponsoring</i>
<b>T.B.D</b>	<b>Members Trade</b>	<b>IPW drink – Meet the Dutch</b> Each year we like to host a drink with the Dutch delegation that is present at IPW and our American members who are present	Free <i>Options for sponsoring</i>
<b>September</b>	<b>Member Trade</b>	<b>Visit USA Roadshow</b> This is a yearly B-2-B event, taking place in The Netherlands, where members and travel agents/tour operators participate in short meetings to exchange knowledge.  We have organized various formats of the Roadshow in the past, and each year we will be looking to set up an event with something unique about it.	T.B.D.
<b>October / November</b>	<b>Members</b>	<b>General Assembly</b> The yearly General Assembly will be held at the end of the year.	Free