



**2023 /
2024**

**VISIT USA
THE NETHERLANDS**

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

**VALID UNTIL
DEC. 31ST 2023**

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

Birgitte Bosma - Style in Travel

Hanny Fluit - Target Travel Marketing

Chris Freitag - Van Verre Reizen

Hans Tattersall - AmerikaNU.nl / The Bywayman

Vincent van Leeuwen - BuroSix

Bart Verhoeff - AmerikaNU.nl

Wilfried Verkaik - De Jong Intra Vakanties

Chairman

Secretary

Treasurer

Member

Member

Member

Member

CURRENT MEMBERS



We proudly present our current members, who all are in some form or way related to travel to and within the United States.

For example: tour operators, tourism offices, airlines, hotels, and car & camper rental companies

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 each member has their own dedicated landing page with a logo, introduction, information and a link to their website.

COMMUNICATIONS TOWARDS CONSUMERS

- ▶ 10 social media posts per month (on Facebook & Instagram)
- ▶ As a member you are being highlighted two times each year
- ▶ Bi-monthly themed newsletter. Members can provide input

COMMUNICATIONS TOWARDS TRADE

- ▶ Get-together during IPW
- ▶ Networking events
- ▶ 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 in autumn. 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.



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 € 650.- 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!

CONTACT INFORMATION

VISIT USA THE NETHERLANDS - SECRETARY OFFICE

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