

Activities 2024/2025

Date	Category	Description	Costs
2024			
12 – 15 January	Trade Consumer	USA Pavillion @Vakantiebeurs 21 of our members participated during this edition of the Vakantiebeurs. There were a total of 71.000+ attendees over the course of five days. Visitors came prepared to the fair and had very direct questions/requests.	€ 4595
4 May	Members Trade	IPW drink Like last year we hosted the IPW reception together with Visit USA Belgium, ahead of the official opening event at IPW. Our proud sponsors were: Explore Minnesota, United Airlines and Yosemite/Mariposa County Tourism Bureau.	Free
5 June	Members Trade Media	Visit USA NL / CMC networking event 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. This year taking place at a central location in Utrecht.	Free <i>Options for sponsoring</i>
25 + 26 September	Members Trade	Visit USA Roadshow In two days you will be meeting with around 80 travel agents in total, through speed date sessions. In about 12 minutes you can give them all the ins and out, and the 'what's new' of your region/attraction/company. Photo impression of last year	Members: € 1050 Early bird (until May 31st) € 950 Non-Members: € 1300 * Excluding costs of transportation and accommodation in the Netherlands.
October/ November	Members	General Assembly A moment to reflect on executed projects and to learn about the plans for the upcoming year. The official date for his years' general assembly is yet to be confirmed, but possibly will be taking place on October 29. You can participate both in person in the Netherlands or online via Teams.	Free
2 + 3 November	Consumer	USA & Canada travel fair We have participated during this event in the past, Visit USA will be present with a stand representing the association and its members. We are looking into possible brochure distribution through our booth.	T.B.D.

Date	Category	Description	Costs
2025			
9 – 12 January	Trade Consumer	USA Pavillion @Vakantiebeurs In January 2025 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. → Visit USA will have a stand, but you as a member can have a stand within the USA Pavillion yourself also	€ 4875
Spring	Members Trade Media	Visit USA NL / CMC networking event 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 American travel colleagues.	Free <i>Options for sponsoring</i>
14 June	Members Trade	IPW drink Each year we like to host a drink together with Visit USA Belgium. A great opportunity to meet with the Dutch/Belgian delegation and our members. This year we will be meeting in Chicago	Free <i>Options for sponsoring</i>
September	Member Trade	Visit USA Roadshow This is a yearly B2B event, taking place in The Netherlands, where members and travel agents/tour operators participate in speed-date sessions 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.
October / November	Members	General Assembly The yearly General Assembly will be held at the end of the year.	Free