

Activity calendar

2025

Date	Category	Description	Costs
8 January	Trade	Vakantiebeurs Trade Day, Utrecht On the first day of Vakantiebeurs the USA pavilion is officially opened during a network drink with US partners.	Registration is free <i>Options for sponsoring</i>
9 – 12 January	Consumer	Vakantiebeurs, Utrecht Visit USA will participate with a booth within the USA Pavilion at Vakantiebeurs. The goal is to inspire trade and consumers and enhance brand awareness and interest in the USA. <ul style="list-style-type: none"> Members can participate with their own booth or be represented through the Visit USA booth 	Booth from € 4875 <i>Options for sponsoring</i>
Spring	Members Trade Media	Visit USA NL / CMC networking event Together with the Canadian Marketing Committee, we want to join forces in promoting North America as a destination amongst the trade and media. Therefore we organize a yearly networking event, including interesting speaker, where you can meet with fellow North America travel colleagues. Location TBD.	Registration is free <i>Options for sponsoring</i>
14 June	Members Trade	IPW drink, Chicago Each year we host a drink together with Visit USA Belgium. A great opportunity to meet with the Benelux delegation, our members and other US partners. This year IPW will take place in Chicago, and the event will be at Millennium Hall, underneath 'The Bean'.	Registration is 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. Meeting around 100 agents per day. 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. Exact dates and locations T.B.D.	T.B.D.
October	Members	General Assembly The yearly General Assembly will be held at the end of the year. A moment to reflect on executed projects and to learn about the plans for the upcoming year. Participation can be both in person, or online through Teams.	Registration is free
1 & 2 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 whole of the USA <ul style="list-style-type: none"> Members can participate with their own booth or be represented through the Visit USA booth 	

Options for sponsoring – please contact us for more information at center@visitusa.nl

If you have any recommendations about events that are not currently mentioned on the list, but you think to be relevant for Visit USA The Netherlands to participate in, please let us know!