



**MEMBERSHIP**

**VISIT USA THE NETHERLANDS**

# ABOUT THE ASSOCIATION

Since 1974 Visit USA The Netherlands has been committed to promoting the U.S., with the goal: *inspiring more Dutch travelers to choose the U.S. for their next holiday*. The association is a non-profit entity, governed by a board of travel professionals, and is supported by its members. We welcome you to become a part of this collaborative effort - to grow and sustain travel from the Netherlands to the U.S.

This information guide provides you with more details about the association, what activities we undertake and also the benefits of becoming a member.

Visit USA The Netherlands actively engages the travel trade, media, and consumers to attract, inform, and inspire interest in the U.S. as a travel destination. We strive to be a central and easily accessible platform that offers essential information on traveling to and within the U.S., as well as insights into destinations, suppliers, and the broader U.S. travel product.

As chairman of the Visit USA The Netherlands board, I can honestly state that I am proud of the association and her activities.

Kind regards,

**Birgitte Bosma**

Chairman Visit USA The Netherlands



## VISIT USA THE NETHERLANDS BOARDMEMBERS

**Birgitte Bosma** - Style in Travel

**Rianne van der Linden** - Target Travel Marketing

**Chris Freitag** - Van Verre Reizen

**Bart Verhoeff** - AmerikaNU.nl

**Vincent van Leeuwen** - BuroSix

**Wilfried Verkaik** - De Jong Intra Vakanties

**Frans Schoon** - Indelible Travel

Chairman

Secretary

Treasurer

Member

Member

Member

Member

# CURRENT MEMBERS

## Airlines



## Attractions



## Automotive



## Cruise



## Tour operators



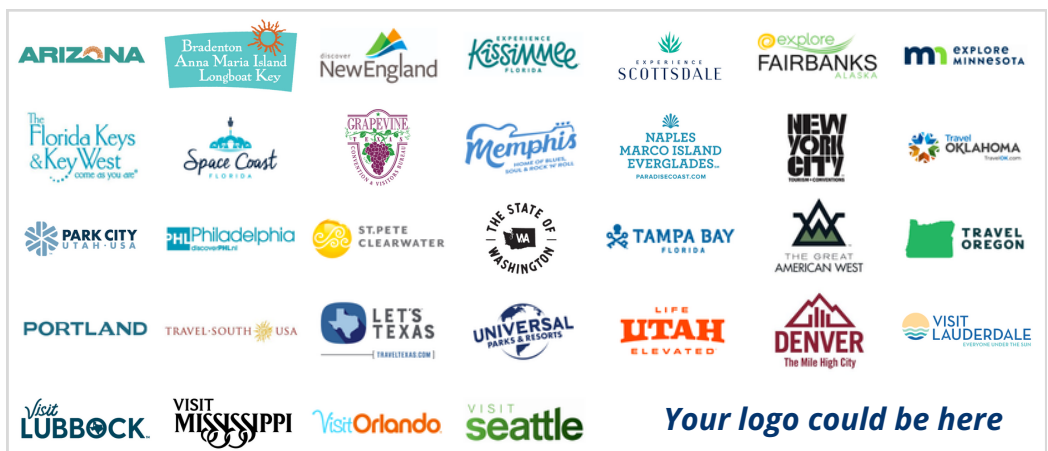
## Media



## Travel marketing organizations



## Tourism offices



# ACTIVITIES

Visit USA The Netherlands has been a dedicated and active promoter of travel from the Netherlands to the U.S. Visibility is key - and we ensure it through all our media and distribution channels.

## Website

Our extensive website serves as the go-to platform for Dutch travelers planning a trip to the USA, while also supporting the travel trade. The site offers comprehensive information on every U.S. state, inspirational blog posts and relevant news articles. Members benefit from prominent visibility through a dedicated landing page featuring their logo, introduction, company details, and a direct link to their own website.

## Newsletter and social media

Members are offered the opportunity to share updates in our bi-monthly newsletter, which is distributed to both consumer and trade audiences. These updates are also published on the Visit USA website and reposted on social media. Visit USA The Netherlands maintains an active presence on Facebook and Instagram, promoting the U.S. as a travel destination throughout the year.

## Events

Participation in travel fairs remains an effective way to build awareness and inspire people about the U.S. as a holiday destination. In addition, Visit USA The Netherlands organizes various (networking) events.

► **IPW:** Get-together on the opening day with the Dutch and Belgian delegation, along with members of both Visit USA The Netherlands and Visit USA Belgium.

► **Roadshow:** This annual B2B event takes place over three consecutive days in different Dutch cities and offers members valuable networking opportunities through 'speed date' sessions with travel agents.

► **Presence at fairs:** Visit USA The Netherlands regularly participates in fairs. At Vakantiebeurs - the largest travel fair in the Netherlands, targeting both trade professionals and consumers - we have a booth as part of the USA Pavilion. A more targeted and regional approach is taken through participation in the USA & Canada Reisbeurs.



## Media kit

Additional promotional opportunities are available to members through our media kit, such as a dedicated newsletter, article publication, and webinars. Reach out to the secretariat office to learn more.

# BECOME A MEMBER

Joining and becoming a member of Visit USA The Netherlands provides you with an easy introduction into the Dutch market, and frequent exposure through the included member benefits.

## Membership details

The annual membership fee is €650 (excl. applicable VAT and/or bank charges). Our financial year runs from January 1 to December 31. Becoming a member is possible at any time throughout the year, with a minimum commitment of one year. To cancel for the following fiscal year, please notify us in writing before October 1.

Apply now or contact us for more information. We look forward to welcoming you as a member of Visit USA The Netherlands!

## CONTACT INFORMATION

### Secretary office

**Phone:** +31 30 677 1990

**E-mail:** [center@visitusa.nl](mailto:center@visitusa.nl)

**Website:** [www.visitusa.nl](http://www.visitusa.nl)

**Address:** Bisonspoor 3002 - A701, 3605 LT Maarssen, The Netherlands

