






ACTIVITY CALENDAR 2025

VISIT USA THE NETHERLANDS

CATEGORY: ● TRADE ● CONSUMER ● MEMBERS

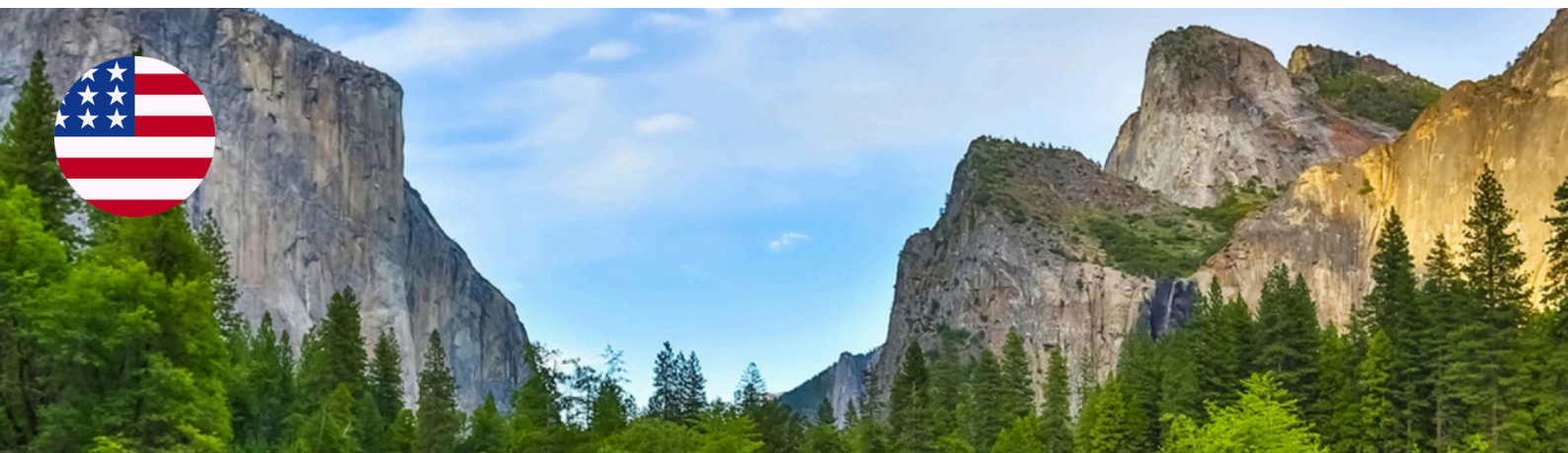
Date	Event	Costs	Details
8 January ● ●	Trade Day at Vakantiebeurs	Registration is free <i>Options for sponsoring</i>	On the first day of Vakantiebeurs the USA pavilion is officially opened during a get-together with US exhibitors and partners.
9-12 January ●	Vakantiebeurs	Booth in USA pavilion price from €4.595,-	Visit USA is an exhibitor at the USA pavilion, with the goal to inspire consumers about the USA as a holiday destination, whilst enhancing our brand awareness.
Spring ● ●	Networking event	Registration is free <i>Options for sponsoring</i>	A fun and inspiring networking event with fellow Visit USA members and relevant people in the industry.
15 June ● ●	IPW drink Location: <i>Millennium Hall, underneath 'The Bean'</i>	Registration is free <i>Options for sponsoring</i>	Each year we host a drink, together with Visit USA Belgium, ahead of the IPW opening event. A great opportunity to meet with the Benelux delegation, our members and other US partners.

List of activities continues on the next page

Date	Event	Costs	Details
23, 24 & 25 September 	Roadshow	Members: €1.050,- <i>Early bird (until June 30)</i> €950,- Non-Members: €1.300,- <i>* Excluding costs of transportation and accommodation.</i>	Our yearly B2B event taking place in the Netherlands, where members and travel agents participate in speed-date sessions, meeting around 150 travel agents. Exact locations t.b.d., but spread across the Netherlands.
October/ November 	General Assembly	Participation is free	A moment to reflect on the activities that Visit USA has executed, and to look at the plans ahead. Members can participate in person or online via Teams. Exact date t.b.d.
1 & 2 November 	USA & Canada travel fair	Costs t.b.d.	Visit USA will be an exhibitor at the event, inspiring consumers about the USA as a holiday destination. Possibility for brochure distribution through Visit USA stand

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!





NEWSLETTER CALENDAR

VISIT USA THE NETHERLANDS

February newsletter – Indoor activities *Input deadline: January 28*

As the weather can be unpredictable at times, there are moments you just want to escape the cold weather and go inside. Luckily, besides the beautiful outdoor scenery, the USA has plenty of indoor activities that should not be missed while on a holiday. We are looking for your suggestions on what to do on a cold and rainy day.

April newsletter – City hopping *Input deadline: March 26*

The USA is the perfect destination for city hopping. From iconic skylines, to historic streets and lively districts. We are looking for your insider tips, must-visit spots and hidden gems in cities across the USA.

June newsletter – Coast & beaches *Input deadline: May 28*

From serene beaches on the East Coast to the dramatic vistas of the West Coast, what are the best things to do and see along the coast? Let's explore the best coastal destinations for sun-seekers, fun activities around the beaches, local seafood eateries and the best scenic viewpoints.

Augustus newsletter – Roadtrips *Input deadline: July 28*

The USA is the perfect Roadtrip destination, with its picturesque byways, historical roads like Route 66, coastal drives and lesser-known back roads. What are some route recommendations, must-visit roadside attractions, hidden gems and practical tips? Let's show that being on the road is part of the experience, with the constant changing scenery.

October newsletter – Winter(sports) *Input deadline: September 26*

With winter approaching, our focus shifts to the thrilling world of winter sports. From snowy slopes, to the ice-covered lakes and cozy lodges. Or what about an escape to some milder temperatures in the winter months? This month we will cover all things winter, and how you can best enjoy the winter season.

December newsletter – Bucketlist activities *Input deadline: November 26*

The year is coming to an end, but this is also the time when people start to plan their travels to the USA. What are some fun, new & unique things people cannot miss when going on holiday in the USA the next year?