

BUSINESS PLAN 2023/24

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Visit USA Committee Germany – The Leading Tourism Network for Travel to the U.S. in Germany

The Visit USA Committee Germany consists of members from a broad variety of fields: DMOs and CVBs, tour operators, hotel chains, airlines, car and RV rental companies, cruise lines, attractions and publishing houses. The versatility of our members is one of our core assets and the reason why we are the **leading tourism network for travel to the United States in Germany**.

As of May 2023, our association consists of **133 members**. This is especially remarkable considering that our all-time high of members before the pandemic was 118. We remained very active throughout these challenging times and enabled our members to remain visible in the market through cost-efficient or often free activities. This increase in members despite the pandemic reflects our successful work and the significance of the German market for many organizations alike.

We are proud of our close relations with Brand USA, which is an extremely important partner for us. In addition, we have been closely cooperating with the U.S. Travel Association and the U.S. Commercial Service ever since our foundation in 1996.

Our Team



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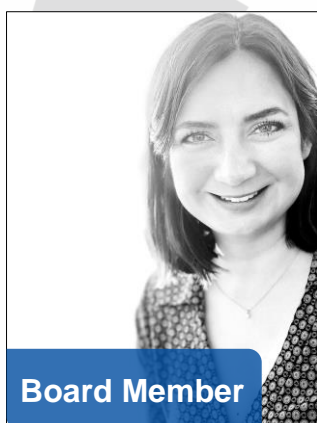
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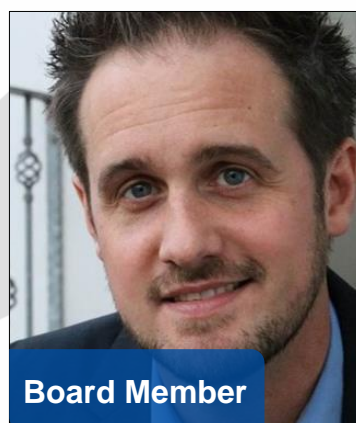
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General Manager

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Visit USA Committee Germany – 20 Reasons to Become a Member

- 1 We serve our members.**
It is one of our core principles that the membership has to be beneficial to each member – and not to our association. We will never try to persuade an organization of joining us just for the sake of gaining a new member.
- 2 We are non-profit oriented.**
We do not aim to earn money with any of our activities. Our membership fees & participation costs are always as low as possible. All members benefit from any profit we make.
- 3 We offer the best value for money in the German market.**
Many services are already included in the membership; all additional activities are reasonably-priced. The membership alone provides you with many tools to be active and visible in the German market.
- 4 We are flexible.**
We swiftly reacted to the pandemic by introducing entirely new activities (e.g. virtual roadshows). We will always adapt our activities to the general situation, but more importantly to our members' needs and budget situations.
- 5 We are there to help you.**
Our members can always contact the VUSA office with any questions regarding our association, our activities or the German market.

Services & Activities **included** in the Membership Fee

- 6 Presence on www.vusa.travel**
Our state-of-the-art website allows our members to create their own profile pages and post news. Content and contact details can be published for specific user groups (B2C, B2B & media). A great marketing tool for our members to be visible in the market.
- 7 Monthly B2B Newsletters**
Sent out to more than 22,000 trade contacts in Germany with an opening rate of up to 40%. Your news will be included free of charge.
- 8 Virtual Travel Agent Roadshow**
We regularly conduct virtual travel agent roadshows that consist of 5 webinars on 5 consecutive days. In each webinar, 3 members hold 20-minute presentations each for approximately 300 participants per roadshow. All VUSA members are allowed to participate free of charge once.
- 9 Networking**
Gain access to our 130+ members (DMCs/CVBs, tour operators, airlines, RV and car rentals, hotel partners and many more). We are conducting virtual (easy to join from abroad) and live members' meetings (including in-person networking opportunities) in turns.

10 **USA Travel Guide**

We issue annual editions of our USA Travel Guide with a circulation of 20,000 copies. Distribution at all of our activities (B2C & B2B). In addition, travel agencies can order copies free of charge. Every destination member will be included in the editorial content.

11 **IPW Breakfast**

We are traditionally hosting a networking breakfast on IPW Sunday with the entire German, Austrian and Swiss delegations as well as our members. A quick, entertaining update on our market and our activities is followed by networking with more than 180 friends and colleagues.

12 **Representation at Consumer Shows**

We participate at 2-3 B2C travel shows per year. Visit USA staff is on-site and available for all visitors. We provide information about all VUSA members that are not able to participate in person.

13 **Contact Person in the Market**

Our full-time General Manager is always available to support you with any questions you may have and can connect you to other members or third parties. Likewise, enquiries we receive from travel agents, media or other trade partners relevant to you will be forwarded.

Additional Benefits for our Members

14 Become a part of the **leading tourism network for travel to the United States in Germany.**

15 Access to a broad variety of additional activities (more details on the following pages). All of our **events are available exclusively to our members.**

16 You can train up to **650 travel agents** per year at our travel agent roadshows and events.

17 Train 100+ travel agents on your destination or product through our **VUSA Webinars**. We promote and organize the webinars entirely; all you need to do is hold your presentation – conveniently from your desk!

18 Benefit from our PR activities and participate in our **media networking events** to get in touch with key German media.

19 Our close **cooperation with Brand USA** enables us to make our activities attractive and affordable at the same time due to Brand USA's frequent sponsorship of our events.

20 **VUSA Germany is constantly evolving.** We never rest on our laurels, but are always looking for ways to further improve our activities or to introduce entirely new opportunities to our members.

Visit USA Activities and Membership Benefits in Detail

On the following pages, you can find an overview of the different activities we are offering to our members. Some of these activities have been developed in response to the Covid-19 pandemic, some have been well-established before already.

No matter what will happen in the future, we will continue to flexibly adapt the activities we conduct to the general situation as well as our members' needs.

1. ONLINE

1.1 www.vusa.travel – The VUSA Website

Our website www.vusa.travel is one of the most significant online platforms for U.S. travel and tourism trade in Germany.

All members have their **own profile page** as well as the possibility to publish any news or additional information as postings. The members create and upload their content directly through an easy-to-use CMS.

Postings or contact details can be posted publicly or can only be visible for logged in trade and/or media users. Thus, the website provides our members with an effective marketing **tool to reach B2C, B2B and media** target groups.

Members and travel agents can find upcoming or recorded webinars, registration forms to events, news or meeting minutes on the website.

The website was launched in March 2022. After more than a year in use, the website has proven to be a huge success with **over 10,000 user sessions** per month.

As more and more content is added by our members over time and SEO improvements take place continuously, the website's performance will further improve in the future.



1.2 Monthly B2B Newsletter: VUSA NEWS

We send out our B2B newsletter "VUSA NEWS" to the German travel trade and media. The newsletter is **sent out to over 22,000 travel agents** with an average opening rate of up to 40%.

The newsletters have a pre-defined overall topic or are open to all news. All members have the opportunity to include their news free of charge.

In addition, members are welcome to announce their own webinars or events in a special section of the newsletter. This provides them with a high-reach promotion tool that is included in the membership.

2. USA Travel Guide – Circulation: 20,000

Our annual "USA Travel Guide" features general information on the United States, portraits of all regions and states as well as a fold out map. We ensure that every destination or attraction member is featured in the editorial content.

The Travel Guide is distributed at tourism shows as well as at our trade and media events. Travel agents can order the magazine free of charge. A total of 20,000 copies will be printed per year.

Our USA Guide will be completely relaunched in fall 2023. We are happy to offer the opportunity to book a full-page advertisement in the new issue of the travel guide to destinations, attractions, rental car companies and airlines again. The estimated ad costs are:

COSTS FULL-PAGE ADS

Interior pages: EUR 2,000.- (+VAT)

Inside cover (U2/U3): EUR 3,250.- (+VAT)

Back cover (U4): EUR 5,000.- (+VAT)



3. NETWORKING EVENTS

3.1 Members' Meetings – Virtual and In-person

We usually organize **3-4 members' meetings per year** to inform our members about upcoming activities and other important topics. **In-person events** in Frankfurt take place in turn with **virtual members' meetings**.

The live events are an ideal networking opportunity as usually between 40 and 50 of our members participate and there is one dedicated hour reserved only for connecting with other members.

The virtual members' meetings are ideal for our partners abroad and enable them to stay up-to-date even from afar.

In addition, we plan to organize one networking event per year that is open to all Visit USA members.



3.2 German IPW Breakfast

Our traditional and well-established German IPW Breakfast usually takes place on the day before the show starts. It is the perfect opportunity to focus on the German market for a bit during hectic IPW in a very casual and informal environment. A great chance to **meet the entire German, Austrian & Swiss delegations** as well as the other Visit USA members. 180-200 people join the event in total. Participation is free of charge for all VUSA members.



4. TRADE EVENTS

4.1 USA Workshops – May & June 2023

Workshop-style roadshow in 6 cities: the events take place in spacious restaurant locations. 8 members can participate in each city.

Up to 50 travel agents can attend per event. Participants are divided into up to 8 groups. Each group participates in 15-minutes workshops with each partner. The presentations are held on VUSA-owned computer screens.

Another edition of the USA Workshops will take place in Q2/2024.

PARTICIPATION COSTS
per city: EUR 900.- (+VAT)



4.2 USA Cinema Roadshow – September 11-14, 2023

Plenary presentation-style roadshow in 4 cities within 4 days: the events take place in cinemas, as the giant screens in the cinema halls offer fantastic opportunities for partner presentations. 50-100 travel agents can attend each event.

12 partners per event: Each partner holds a 15-minutes presentation in front of the whole audience and receives a table at a travel market during breaks.

After the presentations, one of Brand USA's IMAX movies will be shown as the "grand finale". The participating travel agents can invite their own clients to the movie. This provides our partners with the chance to present their destination/product during a travel market session to the invited consumers.

Cities tbc: Cologne, Stuttgart, Nuremberg, Munich

PARTICIPATION COSTS
per city: EUR 900.- (+VAT)



4.3 Halloween Travel Agent Event – October 27-29, 2023

Our signature Halloween Event is the largest travel agent training event for the USA in Germany. The event takes place annually in October at the Hilton Frankfurt Airport. Between 100-130 travel agents from all over Germany participate.

Participants arrive on Saturday morning and attend workshops all day. Considering that the travel agents spend their weekend attending the event, have to cover transportation costs themselves and pay a participation fee, we can ensure dedicated and motivated participants at the Halloween Event.

Each partner has the choice between a 15-minute presentation in front of all participants or to hold eight workshops with a duration of 15 minutes each with groups of 10-14 travel agents. In addition, participants receive a booklet containing information on all participating members.

The event will close with our renowned Halloween party that includes professional make-up for each participant, Halloween decoration in the entire ball room, live music and show acts.



PARTICIPATION COSTS HALLOWEEN EVENT

Presentation package: EUR 3,000.- (+VAT)

- One 15-minutes plenum presentation OR eight 15-minutes workshops
- Inclusion in the booklet handed out to all travel agents
- A single or double room for two nights at the Hilton Frankfurt Airport

ADDITIONAL BRANDING OPPORTUNITIES

Will be available to all participating members.

4.4 USA Webinars

During the pandemic, webinars and other virtual trainings have been an integral part of our strategy to allow our members to remain visible in the market. After the pandemic, we returned to a frequency of 1-2 travel agent webinars per month.

Visit USA covers the entire organization of the webinars (e.g. promotion, registration management, technical infrastructure). Members only need to hold their presentation from their desk. Each webinar has a duration of 45 minutes.

We regularly see 100+ participants (up to 300 during lockdowns). Each webinar is recorded and made available in the travel agent section of www.vusa.travel as well as on our YouTube channel.

Cost for 45-minutes webinar: EUR 250.- (+VAT)

4.5 Virtual USA Roadshows

We conducted our first virtual roadshow in early May 2020 – only weeks after the start of the pandemic. We initially developed this concept to bypass the “short” period of time in which we could not hold live events. By 2023, we have conducted a total of 6 Virtual USA Roadshows. We will offer virtual roadshows in addition to physical training events in the future.

The virtual roadshow consists of 5 webinars on 5 consecutive days. In each webinar, 3 members hold 20-minute presentations each. Approximately 300 travel agents will register per roadshow. All VUSA members are able to participate free of charge once.

One-time participation included in the membership.

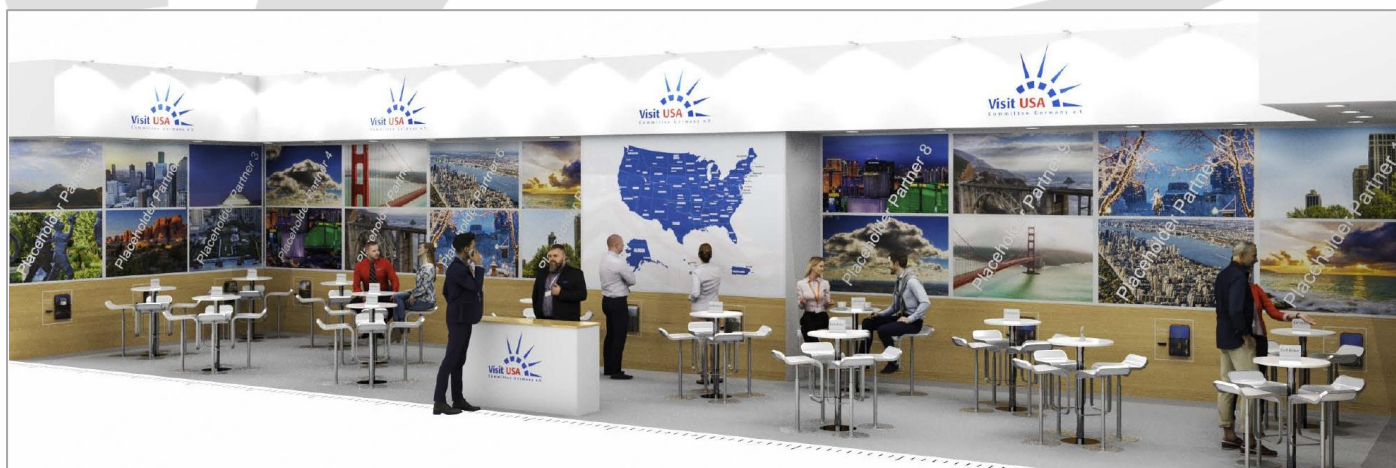
4.6 ITB Berlin – March 5-7, 2024

Feel free to join the Visit USA Booth as co-exhibitor during ITB 2024. The booth is designed to offer a basic, entry-level participation possibility at relatively low costs.

Each co-exhibitor receives a table and 4 chairs to conduct meetings during the show. In addition, two branded back panels will be available to each partner.

EXPECTED COSTS

Participation as co-exhibitor: EUR 5,000.- (+VAT)



5. MEDIA EVENTS

5.1 ITB Media Breakfast – March 6, 2024

Meet with more than 150 German-speaking and international media at our ITB Media Breakfast in Berlin. The event is jointly organized by Brand USA and Visit USA to maximize visibility of the U.S. in the German-speaking media. Our Media Breakfast provides a great opportunity to get in touch with media potentially interested in your destination/product. VUSA members benefit from a discounted participation fee.

Participation costs for VUSA members: EUR 250.- (+ VAT)



5.2 Media Networking Event – November 2023 tbc

In addition to our annual media networking event at ITB Berlin, VUSA will organize a media networking event in a city yet to be confirmed. We expect around 50 journalists and bloggers/influencers to participate in our media event. Every participating partner receives a table to present the own destination/product and to get in contact with the media.

PARTICIPATION COST

Table at the networking event: EUR 500.- (+VAT)



6. TOURISM CONSUMER SHOWS 2024

The consumer travel show season in early 2020 – right before the pandemic hit – was our **most successful tourism consumer show season ever!**

- **More than 500,000 visitors** at the three shows we participated in for the 1st time
- Record number of **distributed USA Guides**: 10,250 copies (2019: 9,000 copies)
- Our **largest USA booth ever** as partner country of “Reisen Hamburg 2020”



In 2023, we only participated in one show (f.re.e Munich) in order to test the waters after the pandemic. The result was clear: a new visitor record (160,000 visitors in 2023 vs. 135,000 visitors in 2022), distribution of as many brochures as never before and extraordinary interest in the United States ensured that this was **our best f.re.e Munich ever!**



We will offer to organize our **USA Pavilion again in the 2024 season!** However, participating at the shows with a USA booth will only be possible with a sufficient number of co-exhibitors.

With our Visit USA Pavilion, we offer a reasonable, yet very visible way to participate in Germany's major tourism consumer shows. We propose to have a booth at these shows:

- **CMT Stuttgart (January 13-21, 2024)**
- **F.re.e Munich (February 14-18, 2024)**
- In case of enough interest, we will be able to organize a booth at a third show to be determined.

EXPECTED COSTS

Single counter: EUR 2,350.- (+VAT)

Double counter: EUR 4,100.- (+VAT)

Brochure distribution: EUR 350 (+VAT)



7. Membership

With exception of our ITB Media Breakfast, all Visit USA activities and benefits highlighted in this Business Plan **are only available to members of the Visit USA Committee Germany.**

All members can actively take part in the association's major decisions like elections of the board, as these **elections and votes will be held virtually**. Likewise, our regular **virtual members' meetings** ensure that even members without staff or representative in Germany remain up-to-date.

In addition, we offer **combined memberships with the Visit USA Committees Austria and Switzerland**. Please kindly note that all Visit USA Committees work entirely independent of each other and we are not able to provide information on the other Committees' activities.

Our membership year equals the calendar year. Joining the association is possible at any point of time. The membership fee for the first year is calculated based on the remainder of the year (e.g.: joining on July 1st = 50 % of the year remaining = 50 % of the annual membership fee will be billed).

Please kindly contact our General Manager at **office@vusa.travel** in case you would like to apply for a membership or if you have any open questions with regards to the Visit USA Committee Germany.

MEMBERSHIP FEE

Germany: EUR 1,000.-

Germany, Austria & Switzerland: EUR 1,350.-

**We look forward to
working with you!**

In case of any questions,
contact us at any time at:

**office@vusa.travel
+49 176 248 44 035**



**Please find this Business Plan
ready for download at:**

