

BUSINESS PLAN 2022/23

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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 e.V. was founded in 1996 after the closure of the U.S. Travel & Tourism Association.

As of May 2022, our association consists of **109 members** from various segments of the tourism industry such as: U.S. DMOs and CVBs, hotels, airlines, car and RV rental companies, cruise lines, sightseeing companies and publishing houses.

The Visit USA Committee Germany e.V. is the **leading tourism network for travel to the United States in Germany** and has excellent relations to Brand USA, the travel trade in Germany and other Visit USA Committees in Europe. The committee has also been closely cooperating with the U.S. Travel Association and the U.S. Commercial Service ever since its foundation more than 25 years ago.

Our Team



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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 – 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 always are 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 already.
- 4 We are flexible.**
We swiftly reacted to the pandemic by introducing entirely new activities (e.g. our virtual roadshow) that enabled our members to remain visible. 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 website was relaunched in March 2022. A state-of-the art website on which members can 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 20,000 trade contacts in Germany with an opening rate of up to 40%. We will include your news 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. Approximately 300 participants per roadshow. All VUSA members are able to participate free of charge once.
- 9 Media Event**
We will organize special media events in Fall 2022. Each partner will have their own table and be able to network with more than 50 participating media. All members can participate free of charge at either one of these events.

10 Networking

Gain access to our 100+ 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.

11 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.

12 IPW Breakfast

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

13 Representation at Consumer Shows

At the B2C shows we are participating at, 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. In 2020, we participated at B2C shows with a total of 500,000 visitors and plan to participate again in 2023.

14 Contact Person in the Market

Our full-time GM 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

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

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

17 You can train up to **650 travel agents** per year at our trade events like our Bowling Workshops, USA Roadshow and Halloween Event.

18 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!

19 Benefit from our PR activities with regular press releases and participate in our **media networking events** to get in touch with key German media.

20 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.

Visit USA Activities and Membership Benefits in Detail

On the following pages, we would like to provide 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 on the other hand could not take place since early 2020.

We will continue to flexibly adapt the activities we conduct to the general situation as well as our members' needs until all of us can return to reliably planning ahead.

1. ONLINE

1.1 www.vusa.travel – The (new!) 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.

Within the first 10 weeks of operation, the website already has been a huge success:

- Over 253,000 page impressions
- Over 1,900 views of the top 10 member postings
- Over 1,600 downloads of member brochures

As more and more content is added by our members over time and SEO improvements take place continuously, the website's performance will even 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 over 20 %.

The newsletters have a set overall topic or are open to all news in turns. 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.

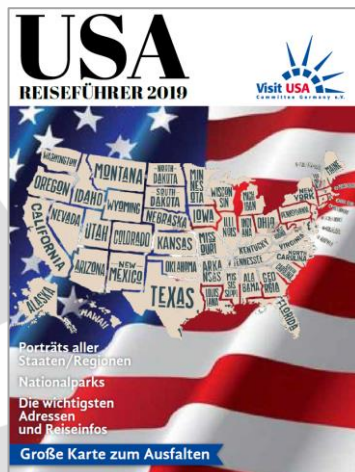
Our USA Guide will be completely relaunched in early 2023. We are happy to offer the opportunity to book a full-page advertisement in the travel guide to destinations, attractions, rental car companies and airlines again. The estimated ad costs are:

COSTS FULL-PAGE ADS

Interior Pages: EUR 1,250.- (+VAT)

Inside Cover: EUR 2,000.- (+VAT)

Back Cover: EUR 3,000.- (+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.



3.2 German IPW Breakfast

Although we are not able to organize our well-known and established German IPW Breakfast at IPW Orlando 2022, we are looking forward to reviving this traditional event at IPW 2023 in San Antonio.

This event is a 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 German Visit USA members. 180-200 people join the event in total. Participation is free of charge for all VUSA members.



4. TRADE EVENTS

Concerning live events, we usually conduct two travel agent roadshows plus one major travel agent event per year. We hope to be able to get back into this rhythm by 2023 after the pandemic forced us off the road for way too long. For 2022, we plan to conduct two roadshows in October and November. Timing yet tbc.

4.1 USA Breakfast & Lunch Workshops, October 2022 tbc

Workshop-style roadshow taking place in 4 cities within 4 days. The events will take place in spacious restaurant locations. 8 members can participate in each city.

Travel agents can register for either a breakfast or a lunch session. Up to 40 travel agents per session. Participants of each session will be divided into 8 groups. Each group participates in 15-minutes workshops with each partner. The presentations will be held on VUSA-owned TV screens.



EXPECTED COSTS

Participation per city: EUR 800.- (+VAT)

4.2 USA Cinema Roadshow, November 2022 tbc

Plenary presentation-style roadshow taking place 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 the events.

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.

EXPECTED COSTS

Participation per city: EUR 1,000.- (+VAT)



4.3 Major Travel Agent Event, 2023

We expect the circumstances to organize a major travel agent event to be right once again in 2023. Our Halloween Event has been our signature event for many years. However, we are considering alternative concepts for the restart of our annual major trade event, e.g. a 4th of July event in a different location. We would like to provide the concept of the Halloween Event as an example for this type of event:

The signature Halloween 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.



EXEMPLARY COSTS HALLOWEEN EVENT 2019

Presentation package: EUR 2,600.-

- 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

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. Pre- and post-Covid, we organize 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 pandemic started to change everything. We initially developed this concept to bypass the “short” period of time in which we could not hold live events. By now, after conducting a total of 6 Virtual USA Roadshows, we are convinced that 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 agent registrations per roadshow (peak: 834 during lockdown). All VUSA members are able to participate free of charge once.

One-time participation included in the membership.

4.6 ITB Berlin – March 8-12, 2023

Feel free to join the Visit USA Booth as co-exhibitor during ITB 2023. The booth is designed to offer a basic, entry-level participation possibility at relatively low costs.

Each co-exhibitor will receive a table and 4 chairs to conduct meetings during the show. In addition, one branded backwall panel will be available to each partner.

EXPECTED COSTS

Participation as co-exhibitor: EUR 4,500.- (+VAT)



5. MEDIA EVENTS

5.1 ITB Media Breakfast – March 10, 2023

Meet with more than 200 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 US 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)

(For non-members EUR 350.- + VAT / ONLY activity open for non-members)



5.2 Media Networking Events Munich & Hamburg, Fall 2022

VUSA Germany organizes annual media networking events for our members. In Fall 2022, we plan to hold special events at the Hard Rock Cafes in Hamburg and Munich that enable our members to get in touch with German media at no cost.

We expect around 50-75 journalists and bloggers to participate in each of our media events. Every participating partner receives a table to present their own destination/product and to get in contact with the media. An ideal opportunity to make new contacts, discuss story ideas, press trips or other types of cooperation or to reconnect with journalists one already knows.

If available, the Consul Generals of the United States in Munich and Hamburg, respectively, will also participate in the events.

Participation at one of the networking events: included in the membership

Participation at both networking events: EUR 500.- (+VAT)



6. TOURISM CONSUMER SHOWS 2023

The travel consumer show season in early 2020 – right before the pandemic hit – was our **most successful tourism consumer show season ever!** We are aware that consumer shows often are considered “a thing of the past”. But in fact, in 2020 they worked better for us than ever before:

- The three shows we have participated in **reached more than 500,000 visitors** in total for the 1st time
- Record number of **distributed USA Guides**: 10,250 copies (2019: 9,000 copies)
- Our **largest USA booth ever** with many additional activities as partner country of “Reisen Hamburg 2020”



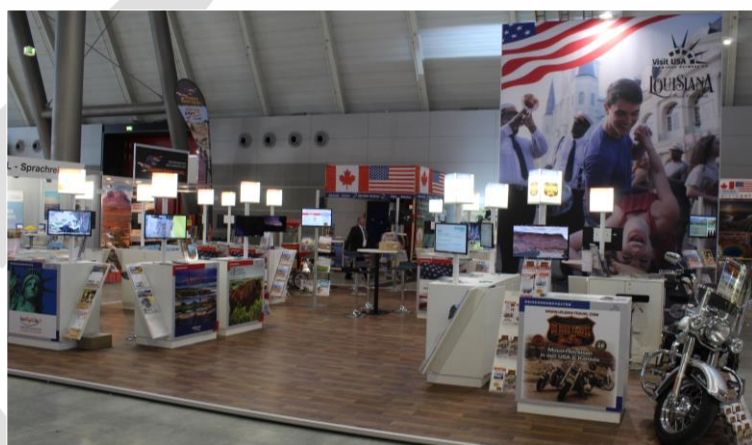
For obvious reasons, we have not been able to attend B2C shows since 2020, but we are **looking forward to organizing USA Pavilions again in the 2023 season!** We intend to use our **open and interactive booth layout again**, as it is inviting the visitors to step into our booth and to “visit the USA”.

We anticipate that the need for personal consultation with travel experts and the desire to book through tour operators for additional safety will increase strongly as a direct effect of COVID. We are sure that being present at consumer shows in early 2023 will provide the groundwork to meet these demands.

However, participating at the shows with a USA booth only makes sense with a sufficient number of co-exhibitors. A USA booth with only a few destinations on-site cannot be called representative of the country.

With our Visit USA Pavilion, we offer a reasonable, yet very visible way to participate in Germany's major tourism shows. We propose to have a booth in **Stuttgart (January) and Munich (February) in 2023** and to **possibly attend a third show** in case there is enough interest among our members.

As we will need to contract a new booth building company, we cannot provide reliable information on participation costs at the time of creating this Business Plan yet.



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. The annual membership costs are:

Membership fee Germany: EUR 1,000.-

Combined membership fee Germany, Austria & Switzerland: EUR 1,350.-

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.

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

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



SCAN ME