



Cooperative International Marketing Opportunities 2007-2008

TRADE SHOWS:

La Cumbre Trade Show, Ft. Lauderdale, FL

Join in the CRUSA sales booth at La Cumbre, the premier marketplace for travel professionals from Central and South America. Nearly 30 countries are represented, with the largest buyer delegations traditionally from Argentina, Brazil, Colombia and Mexico. The show is a structured marketplace incorporating 30 computer-matched appointments with onsite hand scheduling. La Cumbre is an invitation-only event and the ratio of buyers to suppliers is closely monitored. For more details on the show, visit www.lacumbre.com.

Dates: Show dates: September 5-7, 2007
Cost: \$1500.00 + travel expenses
Contact: Heidi Johannesen, Virginia Tourism Corporation
Tel. 202-872-0554; hjohannesen@virginia.org

China International Travel Mart, Kunming, Yunnan Province, China

China International Travel Mart, organized by the China National Tourism Administration, is Asia's largest tourism fair. CITM 2006 attracted more than 4,100 exhibitors from 91 countries and regions, including domestic and overseas tourism authorities, travel agencies, hoteliers, airlines and caterers. CRUSA exhibited at CITM 2006 for the first time and our presence was organized by the Maryland Center China. The Maryland Center is sponsored by the Maryland Department of Business and Economic Development (DBED), in collaboration with private-sector members of the Maryland business community, and represents the State of Maryland's interest in the expanding market of China. Nearly 458,000 Chinese visited the USA in 2006, a 13% increase over 2005. Beginning in March 2007, United Airlines began daily nonstop service from Beijing, China to Washington Dulles International Airport.

Dates: Show dates: November 1-4, 2007
Cost: \$1500.00 + travel expenses
Contact: Matt Gaffney, Capital Region USA; Tel. 302-226-0422;
mgaffney@capitalregionusa.org

World Travel Market Travel Trade Show, London, England

Participate with the CRUSA sales team to promote your product to tour operators, travel writers and travel agents from the U.K. and worldwide. More than 13,000 trade visitors attended WTM 2006, including 8,000 from the UK, CRUSA's largest overseas market. The CRUSA stand is located in the See America Pavilion. Our UK sales representative will arrange pre-scheduled appointments during the show with our top UK tour operator partners. For more information about the show visit: <http://wtmlondon.com>

Dates: Show dates: November 12-15, 2007
August 1, 2007: deadline to register for CRUSA booth participation

Cost: \$1,500.00 + travel expenses

Contact: Matt Gaffney, Capital Region USA; Tel. 302-226-0422;
mgaffney@capitalregionusa.org

Mid-Atlantic Seminar, Reykjavik, Iceland

This event, sponsored by Icelandair, brings together U.S.-based sellers and Scandinavian and European buyers in Reykjavik for a trade show and educational seminars to enhance the awareness of the Icelandair Airlines gateway destinations and Icelandair as the best way to fly from Europe to the Capital Region USA.

Dates: February 7-10, 2008 (tentative dates)
Registration forms are sent out by Icelandair in November with an immediate response desired. Registration is first-come, first-served. Contact Kerstin Ockens, Icelandair Sales at: 410-715-5120 to be put on the list.

Cost: Trade Show participant – approx. \$730.
Seminar and trade show – approx. \$930.
Price includes airfare, ground transportation, hotel and some meals.

Contact: Pete Chambliss, Maryland Office of Tourism Dev.
Tel. 410-767-6294; pchambliss@mdwelcome.org

International Tourism Exchange (ITB), Berlin, Germany

ITB is the largest travel trade show in the world, attracting more than 140,000 visitors and 75,000 trade buyers in 2007, including tour operators, travel agents, meeting/incentive planners and travel press from Germany and worldwide. The CRUSA stand is located in the See America Pavilion. Pre-scheduled appointments will be arranged for all participants in the CRUSA booth. For more details visit:

www.itb-berlin.com

Dates: March 5-9, 2008
December 31, 2007 for registration in the Capital Region USA stand and inclusion in the ITB exhibitor catalog

Cost: \$1,500.00 + travel expenses

Contact: Matt Gaffney, Capital Region USA; Tel. 302-226-0422;
mgaffney@capitalregionusa.org

Note: If you are interested in ITB, consider participating in the CRUSA booth at the Visit USA Workshop in Brussels, Belgium, two days prior to ITB. This event, sponsored by the Visit USA Committee in Belgium, draws approximately 225 tour operators, travel agents and journalists annually for informal meetings with USA suppliers.

TIA International Pow Wow Show

TIA's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. In just three days of intensive pre-scheduled, computer-generated business appointments, more than 1,000 U. S. travel organizations from every region of the USA, and representing all industry category components, and more than 1,500 international and domestic buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3 billion in future Visit USA travel. At Pow Wow, the Maryland, Virginia and Washington, DC booths are located together to create a unified "Capital Region USA" aisle.

Dates: May 31-June 4, 2008 Las Vegas, NV
Contact: Your state/city tourism office for availability and pricing

SALES MISSIONS:

West Coast Receptive Operators Mission to California

This mission will target receptive tour operators in California who handle inbound arrangements for a large portion of the international business coming to the USA from Asia, with a secondary focus on Europe. This mission will help support new air service capacity to Washington, DC from Japan, China and Korea. Among other opportunities, we will host lunch for the Japanese Tour Operators Association in Los Angeles. Space is limited to nine (9) partners on a first-come, first-served basis, with a maximum of three suppliers from each jurisdiction: Washington DC, Virginia and Maryland.

Dates: Week of September 17, 2007
Cost: \$1,000 + travel expenses
Contact: Matt Gaffney, Capital Region USA; Tel. 302-226-0422
mgaffney@capitalregionusa.org

MARKETING & SALES OPPORTUNITIES:

2008 Capital Region USA Holiday Guides

The CRUSA Holiday Guide is the primary response piece distributed to consumers and the travel trade in our target markets of the U.K., Ireland, Germany, France, Scandinavia and the BeNeLux countries. 155,000 copies will be distributed in 2007 in English and German languages. A smaller print run of 10,000 copies each will be produced in Portuguese. All guides are posted to the CRUSA website and receive approximately 21,000 downloads per year (links are established to all advertiser's websites). CRUSA is also testing a fully interactive electronic version of the 2007 English language guide which is available from the CRUSA website, providing advertisers with an expanded audience at no additional cost. If this project proves successful it will be expanded for 2008.

Dates: Ad closing date: July 31, 2007
Publish date: November 2007
Cost: Rates begin at approx \$2000

Contact: Larry Cohen, Northeast Media Group; tel. 203-255-8800
toprep@aol.com.

Research

CRUSA publishes annual reports on overseas visitor arrivals and economic impact. To read the reports visit the About Us section of our website at www.capitalregionusa.org and click on Research.

CRUSA produces the following sales materials:

- Holiday Guides in English, German, Spanish, French and Portuguese
- CRUSA Highway maps
- Video DVD – 9 minute video promoting the Capital Region in the following languages - English, German, Spanish, French and Portuguese
- Photo CD – 90 unrestricted use photographs, suggested itineraries and a PowerPoint sales presentation to assist the travel trade in selling the Capital region USA.
- Capital Region USA Newsletter – distributed quarterly in the UK to highlight what's new in the Capital Region
- CRUSA website – visited by more than 200,000 consumers worldwide each year, the site features a calendar of events, suggested itineraries, map, photos, video, attractions and sightseeing information and links to tour operator partners in our top markets. The site is being completely redesigned and will re-launch in Spring 2007. Specialty websites have been developed for the UK (www.capitalregionusa.co.uk) and German (www.capitalregionusa.de) markets.

Stay in Touch with CRUSA's Sales & Public Relations Representatives:

CRUSA's public relations firms in the UK & Germany are constantly in contact with media to place story ideas, organize media visits, and create a positive buzz for Washington, DC & the Capital Region. They are always on the lookout for what's new in the region, BUT PLEASE send them only information that is of interest to the international market.

United Kingdom

Lisa Cooper
KBC Public Relations & Marketing Ltd.
Suite 3, Falmer Court
London Road
Uckfield, East Sussex
United Kingdom
Tel. 01825 76 36 36
Fax 01825 76 36 40
Email: lisa@kbc-pr.com

Germany

Werner Claasen
Claasen Communication
Hindenburgstrasse 2
64665 Alsbach
Germany
Tel 06257 68781
Fax 06257 68382
Email: crusa@claasen.de

Similarly, CRUSA's sales representatives are in constant contact with tour operators and travel agents in their markets to expand packaged product to the Capital Region and to create cooperative promotions. Be sure to keep them up-to-date on your products and services.

<p>United Kingdom Claire Blacknell Capital Region USA, Inc. Link House 140 The Broadway Tolworth Surrey KT6 7JE United Kingdom Tel. 020 8339 6048 Email: tmp.uk@btinternet.com</p>	<p>Belgium, the Netherlands & France Gerda DeRoy-Arnauts Capital Region USA, Inc. BC-Zaventem Leuvensesteenweg 613 1930 Zaventem, Belgium Tel. 32 2 757 63 90 Fax 32 2 757 63 91 Email: gerda.arnauts@skynet.be</p>
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