

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

MONTHLY PUBLIC RELATIONS ACTIVITY REPORT

Office: *United Kingdom*

Month: *February 2024*

PR Monthly Overview	<p>February generated coverage:</p> <ul style="list-style-type: none"> - AVE: £8,806 / Approx. \$11,108.68 - Total circulation: 3,682,880 - 2 pieces of coverage <p>Monthly coverage titles included:</p> <ul style="list-style-type: none"> - The Times - The Sunday Times 																					
Individual Media Visits:	<p>Individual Media Visit</p> <table border="1"> <thead> <tr> <th>Name</th> <th>Publication</th> <th>Dates of travel</th> <th>VA</th> <th>MD</th> <th>DC</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>Jane Knight</td> <td>Mail on Sunday</td> <td>20 – 27 August 2023</td> <td>x</td> <td>x</td> <td>x</td> <td>FINN monitoring for coverage.</td> </tr> <tr> <td>Dom Eames</td> <td>LoveEXPLORING</td> <td>20 – 27 April 2024</td> <td>x</td> <td>x</td> <td>x</td> <td>The committee is working on an itinerary outline to be shared with Dom.</td> </tr> </tbody> </table>	Name	Publication	Dates of travel	VA	MD	DC	Status	Jane Knight	Mail on Sunday	20 – 27 August 2023	x	x	x	FINN monitoring for coverage.	Dom Eames	LoveEXPLORING	20 – 27 April 2024	x	x	x	The committee is working on an itinerary outline to be shared with Dom.
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Group Press Trips:	<p>Group trips:</p> <ul style="list-style-type: none"> • Coverage has been published in Women’s Health (Sarah Coleman), The Sunday Post (Scotland) (Wendy Rigg), Cosmopolitan UK (Sophie Leen) and The Scotsman (Emma Newlands) • FINN is monitoring the below publications for coverage: <ul style="list-style-type: none"> o Red Magazine – Fiona Andrews (due in May issue) o Cosmopolitan – Sophie Leen (two additional pieces on Maryland and DC) 																					

Media Mission, 18
– 24 February 2024

FINN held the February Media Mission hosting 6 delegates from the region, meeting with over 40 journalists across three cities.

FINN held the London media dinner and met with:

- City AM – Adam Bloodworth
- Freelance Journalist – Ash Hidden
- Freelance Journalist - Eddi Fiegel
- Freelance Journalist – Robert Spellman
- Freelance Journalist – Jeffery Mills
- Freelance Journalist – Jo Kessel
- Freelance US Specialist - Jacqui Agate
- Hello! Magazine – Sophie Vokes-Dudgeon
- The Times - Laura Jackson

FINN held multiple one-to-one media meetings in London meeting with:

- Culture Trip – Cassam Looch
- Freelance Journalist – Ruth Brindle
- Freelance Journalist – Will Hide
- Freelance Journalist – Laura Millar
- National Geographic Traveller – Sacha Scoging
- Travel Gossip – Kelly Ransom
- TravelMole – Graham McKenzie
- The Telegraph – Chris Leadbeater

FINN held the Dublin media dinner and met with:

- East Coast FM – Joseph Supple
- Freelance Journalist – Edaein O’Connell
- Freelance Journalist – Marisa Mackle
- Freelance Journalist – Nicola Brady
- Irish Daily Star – Keeley Ryan
- Irish Tatler – Norah Casey
- Northern Ireland Travel News – Erin English
- Sunda Independent – Kevin Flanagan
- Sunday World – Daragh Keany
- The Irish Examiner – Jillian Bolger
- Unravel Travel TV – Leslie Graham

FINN met with key editors and journalists which in Dublin including:

- Belfast Telegraph – Domhnall O’Donoghue
- EVOKE.IE - Sybil Mulcachy
- Freelance Journalist – Kevin Gleeson
- Irish Daily Mail – Linda Maher
- The Irish Independent - Pol O’Conghaile

FINN held the Brighton media dinner and met with:

- Attitude Magazine – Markus Bideaux
- Big Travel Podcast – Lisa Francesca Nand
- Freelance Journalist – Teresa Machan
- Freelance Journalist - Tracey Davies
- Freelance Journalist – Mike Unwin
- Selling Travel – Steve Hartridge

FINN shared an overview of key journalists that the team would suggest targeting for press trips in 2024 with CRUSA.

Written Materials
and Press
Releases:

Press releases and written material in development in February

- Press release – ‘Romance in the Capital Region’ – FINN actioned edits from the partners and reshared for final approval

	<ul style="list-style-type: none"> ● FINN to draft a 'Spring in the Capital Region' press release to be shared for approval in March
Media Enquiries:	<ul style="list-style-type: none"> ● FINN drafted and shared a package deal from America As You Like It with Richard Mellor for his USA money-off deals feature in The Sunday Times. FINN secured coverage in both The Times and The Sunday Times ● FINN shared a pitch on Virginia Grammy winners, <i>boygenius</i> and composer <i>Gorby Haab</i> with UK music journalists ● FINN shared information on the 60th anniversary of the Civil Rights act as part of an all-agency pitch for the Travel Alliance Bulletin ● FINN shared information on What's New in Charlottesville & Albemarle County in 2024 with relevant national and trade media. FINN followed up to see if this is of interest for any round ups ● FINN shared information on Maryland as part of an agency-wide pitch of culinary events ● FINN shared information on the Salamander hotel in Virginia to Gemma Tipton for her Irish Times feature on great horse holidays
Meetings and Events:	<ul style="list-style-type: none"> ● FINN met with Lucy Perrin at The Times and discussed key themes around the Capital Region including slow travel angles and culinary delights

Social Media:	<ul style="list-style-type: none"> ● FINN posted February content across Twitter, Instagram, and Facebook 						
	<table border="1"> <thead> <tr> <th>Channel</th> <th>Number of Posts</th> </tr> </thead> <tbody> <tr> <td>Instagram</td> <td>21</td> </tr> <tr> <td>Facebook</td> <td>24</td> </tr> </tbody> </table>	Channel	Number of Posts	Instagram	21	Facebook	24
	Channel	Number of Posts					
	Instagram	21					
Facebook	24						
<ul style="list-style-type: none"> ● FINN amended the February content calendar based on CRUSA feedback ● FINN drafted March content for Twitter, Instagram and Facebook and shared with CRUSA for approval 							
	*See social media report for full details and statistics						
Future Activity Plan:	<p>In addition to usual ongoing media activities, FINN will:</p> <ul style="list-style-type: none"> ● Monitor publications for media press trip coverage ● CRUSA team to feedback on the 2024 plan 						
Submitted by and Date:	Amy Skelding, Anna Beketov, Rachel Santa Cruz and Elly Babe on 8 March 2024						

MONTHLY SUMMARY

TRENDS FOR THE MONTH:

- According to the UN Tourism Barometer, International tourism recovered 88% of pre-pandemic levels in 2023, supported by strong pent-up demand.
- Following a strong rebound in 2023, international tourism is expected to fully recover pre-pandemic levels in 2024, with initial estimates pointing to 2% growth above 2019 levels in international tourist arrivals.
- An estimated 1286 million international tourists (overnight visitors) were recorded around the world in 2023, an increase of 34% over 2022, or 325 million.
- Total export revenues from tourism (including passenger transport) are estimated at USD 1.6 trillion in 2023, almost 95% of the USD 1.7 trillion recorded in 2019.
- Economic and geopolitical challenges continue to pose significant challenges to the sustained recovery of international tourism and confidence levels.

	FY24 Goals	January	February	March	FY24 Y-T-D Total
Sales Calls	35	7	8		61
GTE	8 clients	0	0		9
Guide Distributions	10,000	984	9,000		19,067
Training Sessions	4	0	0		9
Sales Mission	1	0	0		0
Consumer Shows	2	1	1		2

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Purely Travel
London Life Magazine
February edition

Escape to the wide-open spaces of **Capital Region USA: Washington, DC, Maryland and Virginia**

Ancored by America's capital city, the Capital Region is an ideal holiday for those seeking to explore vast national parks, tranquil coastal waterways, sprawling coastlines, historic battlegrounds, charming small towns, and miles of open road along the region's many scenic byways.

The National Mall in Washington, DC is the ideal place to kick off an American holiday. Nicknamed, "America's front yard", this two-mile long national park is home to iconic monuments and inspiring memorials, from the stateliest Washington Monument to the dignified Lincoln Memorial. A visit to one or more of the city's famous Smithsonian Museums is a must, and with free entry, it's no wonder the world's largest museum complex is one of DC's top attractions.

Beyond the National Mall, Washington, DC is home to more than 20 distinct neighbourhoods. Explore the cobblestone streets of Georgetown, the historic architecture and green spaces of Woodley Park, and the waterfront parks and estates along the Capital Riverfront.

A quick day trip from DC can lead to vibrant urban destinations like Arlington, Virginia. Located just across the Potomac River it offers easy access to DC's top attractions and several historic attractions of its own including Arlington National Cemetery. Just one-hour north of DC, Baltimore, Maryland's buzzing Inner Harbor is the city's focal point and location for top attractions such as the National Aquarium.

Those looking for fun on the water should check out Annapolis, Maryland's capital city. A gateway to the Chesapeake Bay, America's largest estuary, Annapolis' waterfront location has also earned the city's reputation as "America's Sailing Capital". Virginia Beach boasts the world's longest pleasure beach, divided into three distinct areas, each offering a different coastal experience, from the lively resort beaches to the serenity of Sandbridge Beach. Williamsburg is just an hour west of Virginia Beach and is home to America's Historic Triangle: Colonial Williamsburg, Jamestown Settlement, and Yorktown.

If the mountains are calling, then Charlottesville, Virginia is the place to be. This historic city and the surrounding region in the Blue



Image courtesy of www.visitva.com/
About Washington's Potomac
River-Ready Race Course Bridge Project, Maryland

THE DETAILS

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Washington D. C.



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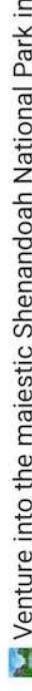
Get ready to roll out on an epic road trip adventure through the Capital Region USA with our amazing Motorhome holidays! Buckle up, as we guide you through some of America's most iconic sights and hidden gems!

Start your journey in Washington D.C., exploring its rich history, stunning monuments and world-class museums. Don't forget to stop by the Lincoln Memorial at sunset for a

brehtaking view.



Make your way to Maryland's Eastern Shore, where you can feast on fresh crab, walk along scenic beaches and even spot wild horses at Assateague Island National Seashore.



Venture into the majestic Shenandoah National Park in Virginia, where you can hike, picnic, or simply enjoy the breathtaking views of the Blue Ridge Mountains.

Travel through Virginia's tidewater region. Chickahominy Riverfront Park offers opportunities to enjoy the park's namesake river, including a 290-foot lighted fishing pier, boat ramp, and equipment rentals.

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<https://www.platinumtravel.ie/holidays/fly-drive-holidays/capital-region-motorhome.html> Let's hit the road!

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Platinum Travel is in Washington D.C., United States.

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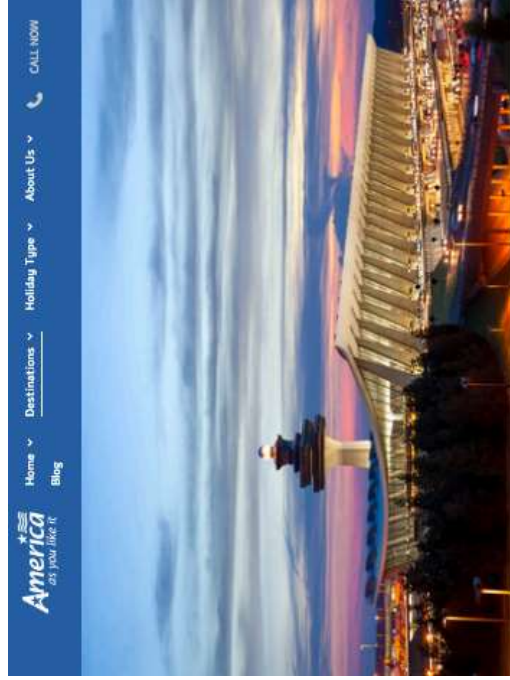
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#RoadTripDreams #TravelGoals
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America As You Like It Website updates



[Back to Virginia](#)

Charlottesville

Charlottesville is one of the most dynamic and historic cities in Virginia, thanks in large part to the amenities of neighbouring Albemarle County and voted as Wine Enthusiast's Wine Region of the Year. Explore the do-ers where along the Shenandoah Valley. The region is home to the estates of three former U.S. presidents, a vibrant cultural scene and a robust arts community. Also a great home base for visiting Shenandoah National Park and the 105-mile long Skyline Drive.



Capital Region

Inspiring monuments and remarkable museums define a visit to Washington, DC. But beyond the capital city's major attractions discover natural escapes, urban adventures, exciting nightlife, distinctive cuisine and world-class shopping. Culture-rich cities and small towns make up Virginia and Maryland reflecting the diversity of America itself.

One of the many joys of exploring Washington, DC, Virginia and Maryland is their great variety regardless of the season. There is something for everyone at any time of the year. Whether you are a lover of shopping, nightlife, fine dining, museums, Colonial and Civil War history or are looking for mountain scenery, crystal lakes or wide sandy beaches, the Capital Region USA offers it all and more!

Your great American Road Trip starts here on the region's collection of stunning Scenic Byways. Some of our favourite highlights are Virginia Beach, Richmond, Baltimore & Washington, DC.

Fly non-stop to Washington Dulles International Airport with British Airways, United Airlines and Virgin Atlantic.

Click to receive a copy of the dedicated Capital Region E-Guide, or for more information on the different regions visit the Capital Region USA website. You can also watch videos of Washington DC, Virginia and Maryland below which will assist you with your holiday planning.

[Click Here to download The Capital Region USA 2024 Guide](#)

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Explore Washington DC, and its neighbouring states, Virginia and Maryland, where you will discover natural escapes, urban adventures, vibrant nightlife, diverse cuisine, and top-notch shopping. From mountains to beaches, cultural cities to quaint towns, the region offers year-round variety, catering to all interests.

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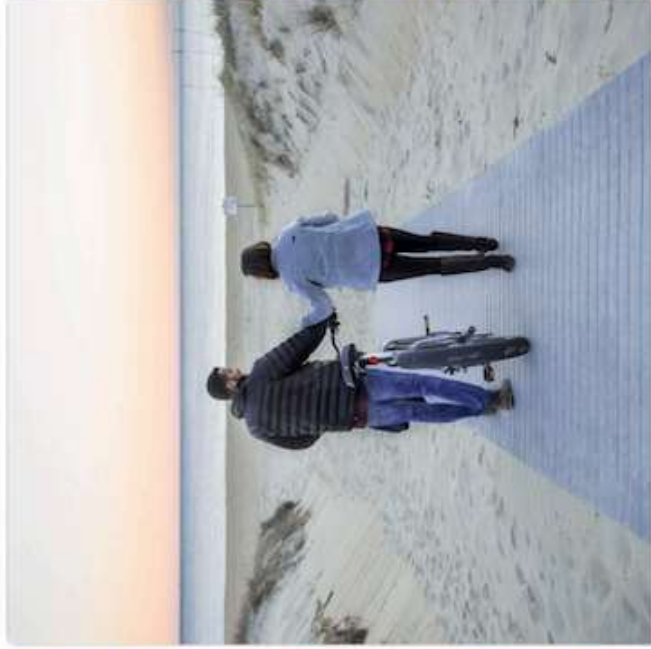
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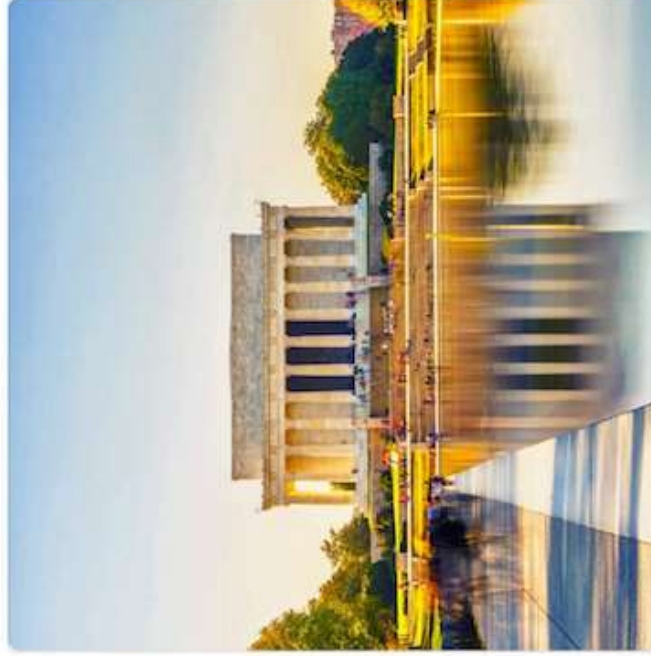


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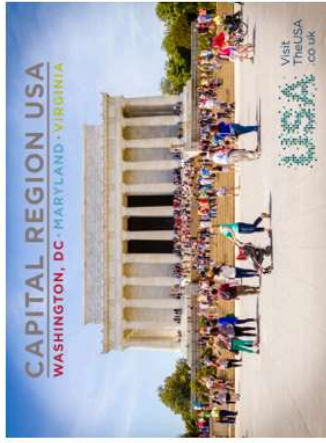


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Just 26 miles west of Washington, DC, Washington Dulles International Airport is centrally located in the Capital Region USA and convenient to Washington, DC, Virginia and Maryland. Fly non stop with British Airways, United Airlines and Virgin Atlantic.

[Find Out More About Capital Region USA](#)



Washington, DC

Washington DC, the nation's capital offers a wealth of history and culture, as well as world class shopping, dining and nightlife. In addition to the White House residence and US Capitol, top-notch museums like those of the Smithsonian Institution and famous monuments such as the Lincoln Memorial offer plenty of opportunities for cultural and historical exploration.

From The Wharf, a lively development along the Southwest Waterfront, to the hip 14th Street corridor near Logan Circle, DC also boasts an assortment of eclectic neighbourhoods, ideal for experiencing the city's vibrant nightlife, booming restaurant scene and diverse entertainment.

Visitors from around the world flock to the capital city during the three-week-long National Cherry Blossom Festival (20 March–14 April). May brings Passport DC, a full month of festivities, during which DC's embassies open free to the public, honouring the city's many diverse cultures with street festivals, performances and more.

[Find Out More About The Capital Region: Hip & Historic](#)



Maryland

From mountains, to the Chesapeake Bay and the Atlantic Ocean, Maryland boasts a vast assortment of outdoor activities, unique attractions, and historical landmarks. It has been described as 'America in Miniature' since it

encapsulates so much within about a three-hour drive of Baltimore and Washington, DC. Western Maryland is the perfect place for adventure and Frederick is a great place to start - surrounded by the rolling hills of the Catoctin Mountains and steeped in American Civil War history. There are picturesque mountains for hiking and white-water rapids for rafters; Deep Creek Lake for boating and water skiing when its warm or Wisp Resort for winter ski. If you prefer to step back in time, explore the C&O Canal and Antietam National Battlefield.

Central Maryland is home to both the capital, Annapolis, and its most populated city, Baltimore. This region boasts an unbeatable combination of fun and culture from a ball game to a classical concert, shops to historic sites, plus great meals at the region's famous restaurants.

[Find Out More About Capital Region in the Fall](#)



Virginia

Virginia is a destination dedicated to a love of life and zest for travel. Indulge your own passion as you visit quaint towns, beautiful sandy shores and the majestic Blue Ridge and Appalachian mountain ranges, where echoes of colonial life and Civil War heritage coexist with artful contemporary culture.

Explore Virginia Beach where beautifully harvested Lynnhaven oysters once coveted around the world, are being harvested right in the Lynnhaven River. Take a boat tour of the oyster-farm and enjoy a unique Chef's Table experience right on the water.

Visit Charlottesville, an historic city and home to the estates of three former U.S. presidents, more than 35 vineyards, and a robust arts community. Charlottesville is also a great home base for visiting Shenandoah National Park and the 105-mile long Skyline Drive, a scenic byway that runs the length of the park.

Discover Arlington, located just across the Potomac River it offers easy access to DC's top attractions and several historic attractions of its own including Arlington National Cemetery.

Plan your adventure to Williamsburg to experience historic attractions, roller coasters, Broadway-style shows, and other tours. Walk along the beach, and cycle the miles of scenic trails along the Colonial Parkway.

[Find Out More About Virginia's Crooked Road](#)



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Book your holiday to the Capital Region USA before the 30th June 2019 to receive 10% off

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As well as fantastic holidays to the Capital Region USA, America As You Like it also has great value fly-drive and city break holidays across North America. Click here to visit our home page with a full list of our destinations. Whatever your choice of holiday destination, we have a wealth of experience and expert staff on hand to help you plan your ideal trip.

We look forward to hearing from you.

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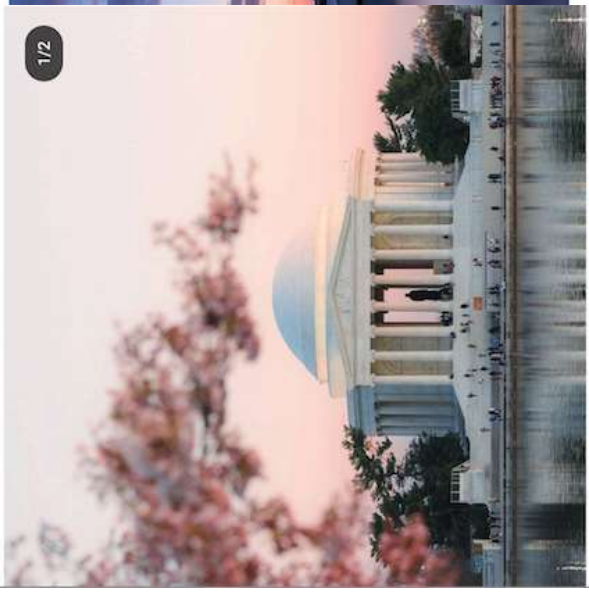
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Happy Valentines day! Take an unforgettable romantic road trip in the Capital Region that spans beaches and mountains and unwind at wineries. Find out more. 📌

<https://bit.ly/48fzHw0>

#CapitalRegionUSA #visitvirginia #virginiaisforlovers #visitdc #MyDCCool #visitwashingtondc



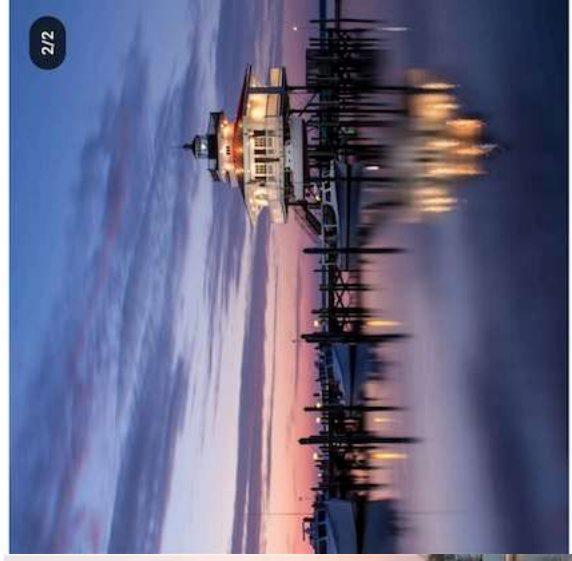
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History from the past and present

America As You Like It • Feb 08, 2024

History and culture of the Capital Region



Museums

Museums are wonderful places that engage the creative mind and unlock the imagination to the past. The Capital Region has a range of museums that showcase American and world history to captivate you. Beginning in the nation's capital city, Washington, DC is home to more than 70 museums including 17 from the renowned Smithsonian Institution. Highlights include the National Air & Space Museum, National Museum of Natural History, and the National Museum of the American Indian. In Virginia, art lovers should visit the Taubman Museum of Art in Roanoke to see art come to life through visual effects and take classes to create their own masterpieces. The glass collection at the Chrysler Museum of Art in Norfolk offers studios and workshops where you can even create your own glassware. Richmond's American Civil War Museum offers an amazing perspective on the Civil War that altered American society while the expansive Virginia Museum of Fine Arts features everything from ancient Egyptian works to Fabergé eggs. Baltimore, Maryland is home to several must-see art museums including the Walters Art Museum, the Baltimore Museum of Art (home to the largest collection of Henri Matisse in the world), and the American Visionary Art Museum, the nation's museum for self-taught artists.

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America As You Like It Blog



History from the past and present

History and culture of the Capital Region

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A Culinary Pleasure

Within a two-hour drive from New York, you will find the amazing Dutchess County. It is a perfect stop on a fly-drive,

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Maritime Heritage

Maryland, with its beautiful Chesapeake Bay and Atlantic Coast beaches, offers a plethora of outdoor charms. From the picturesque towns like St. Michaels to the stunning beaches and the wild horses of Assateague Island, Maryland's Eastern Shore is a treasure trove of surprises. Be sure to check out the Chesapeake Bay Maritime Museum, an 18-acre interactive museum home to a collection of artefacts, exhibitions, and vessels. Annapolis, the capital of Maryland and 'America's Sailing Capital', adds to the state's allure with its abundance of restaurants, museums, and opportunities for waterfront fun. Visitors can enjoy activities such as sailing, boating, and savouring the Old-Line State's signature blue crabs. Dive into the city's colonial scandals or discover the impactful stories of women who changed American history through themed Watermark walking tours. Learn more about the region's maritime heritage on a tour of the US Naval Academy campus and museum or at the Annapolis Maritime Museum.



Military History

Virginia, home to historical luminaries like George Washington and Thomas Jefferson, witnessed intense battles during the Revolutionary and Civil wars. Today, historic sites and trails tell the tale of these significant events ([see here](#)). Explore Colonial Williamsburg to immerse yourself in 18th-century heritage through re-enactments, tours, and museum collections. Nearby, Jamestown and Yorktown offer insights into America's origins and the Revolutionary War. At the American Aviation Museum in Virginia Beach, visitors can take flight over the Atlantic coastline in the museum's World War II era aircraft. In northern Virginia, Arlington is home to Arlington National Cemetery and several military memorials including the iconic U.S. Marine Corps War Memorial. To embark on a fascinating journey through this historically rich region, consider a fly-drive adventure. Discover the stories and landscapes that shaped the nation.

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Music and Movies

For the music aficionados among you, seeking concerts and live theatre, Washington, DC offers the historic National Theatre and the John F. Kennedy Center for the Performing Arts. Both venues host traveling Broadway shows as well as performances by the National Symphony Orchestra and the Washington National Opera. Country music lovers will want to visit the Appalachian Mountains of southwest Virginia, home to The Birthplace of Country Music Museum, Carter Family Fold, and The Crooked Road Heritage Music Trail.

The Capital Region, with its iconic landmarks such as the White House and the Lincoln Memorial, has been a popular location for numerous films due to its expansive and diverse settings. The National Mall in Washington, D.C., has served as the backdrop for classics like 'Mr. Smith Goes to Washington,' the Academy Award-winning 'Forrest Gump,' and the action-packed 'Independence Day.' Along the National Mall, the Smithsonian museums play a prominent role in film history. The second instalment of the Night at the Museum series, 'Night at the Museum: Battle of the Smithsonian,' features several artifacts from these museums. The Smithsonian also offers Night-time Adventures at the Natural History Museum, including occasional sleepovers where families can experience their own night at the museum. During the day, a must-visit is the nearby Smithsonian National Museum of American History, showcasing iconic film artifacts like Dorothy's ruby red slippers from 'The Wizard of Oz,' the beloved Muppet character Kermit the Frog, and props from popular TV series such as 'M*A*S*H' and the film 'Hairspray' in Baltimore.



Scenic Drives

The Capital Region is the ideal destination for a fly-drive adventure, offering diverse activities to suit every holiday preference. Consider taking the family on a road trip of a lifetime in a motorhome, exploring and staying in beautiful and unique areas.

Charlottesville, a dynamic and historic city in Virginia, stands out thanks to the amenities of its neighbouring Albemarle County. Voted as the Wine Enthusiast region of the year, Charlottesville boasts the estates of three former U.S. presidents, over 35 vineyards, a vibrant culinary scene, and a robust arts community. It also serves as a great home base for visiting Shenandoah National Park and the Blue Ridge Parkway, 'America's Favourite Scenic Drive'. Surrounded by the rolling hills of the Catoctin Mountains, Frederick, Maryland features numerous scenic byways and three historic covered bridges. Steeped in American Civil War history, the city's 50-block downtown area offers over 200 specialty shops and dozens of restaurants. Explore wineries, breweries, and distilleries—more than anywhere else in Maryland. The region promises a memorable and diverse getaway for all types of travellers. [See here](#) for a fantastic holiday idea.

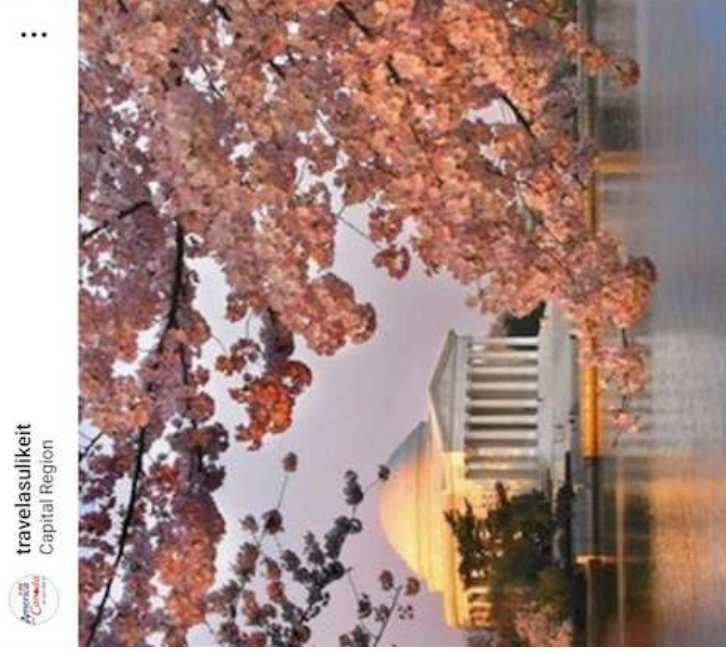
CONSUMER PROMOTIONS UK

America As You Like It
6 h · 🌐

Nothing is more symbolic of springtime in the D.C. region than cherry blossoms. There are plenty of ways to enjoy the gorgeous white & fluffy pink blossoms in Alexandria, VA. Cruise down the Potomac River and catch sight of the Lincoln Memorial, Jefferson Memorial, Washington Monument and more or take a bike ride to the Tidal Basin. Read our latest Capital Region blog to explore this amazing region and plan a trip today 📌

<https://bit.ly/3P233qN>

#capitalregionus #visitvirginia #virginiaisforlovers #visitdc #visitwashingtondc



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North America Travel Service

North America Travel Service

February 5 at 4:24 PM

A WASHINGTON, DC, EXPERIENCE - 3 night city break

Explore the iconic monuments, exciting attractions, intriguing museums, vibrant neighbourhoods and cool vibe of Washington, DC. This sensational package includes flights, three nights at The Watergate Hotel (deluxe), a sightseeing tour and a Segway experience. With just an eight hour flight time, you can spend more time discovering the city. Longer durations, alternative hotels and additional tours are also available.

More information: <https://www.northamericatravelservice.co.uk/.../washington.../>

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February 5 at 4:26 PM

A WASHINGTON, DC, EXPERIENCE - 3 night city break

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More information: <https://www.northamericatravelservice.co.uk/.../washington.../>



**WASHINGTON, DC
EXPERIENCE**

**3 NIGHT
CITY BREAK
HOLIDAY**

INCLUDES A SIGHTSEEING TOUR AND A SEGWAY EXPERIENCE.



**WASHINGTON, DC
EXPERIENCE**

**3 NIGHT
CITY BREAK
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INCLUDES A SIGHTSEEING TOUR AND A SEGWAY EXPERIENCE.

CONSUMER PROMOTIONS UK

North America Travel Service

North America Travel Service

February 8 at 4:25 PM

CITY BREAKS IN THE USA AND CANADA

There can be so many reasons to take a city break. A long weekend to see the sights and enjoy some shopping, a romantic few days without the kids to celebrate a special birthday or anniversary, a fun weekend away, or just because you want some time-out! We have city break packages across the whole of the USA and Canada. These are just a sample, so if you don't find the location you want, just let us know.

More information: <https://www.northamericatravelservice.co.uk/.../city-break/>

NORTH AMERICA TRAVEL SERVICE

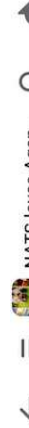
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CITY BREAKS IN THE USA AND CANADA

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More information:

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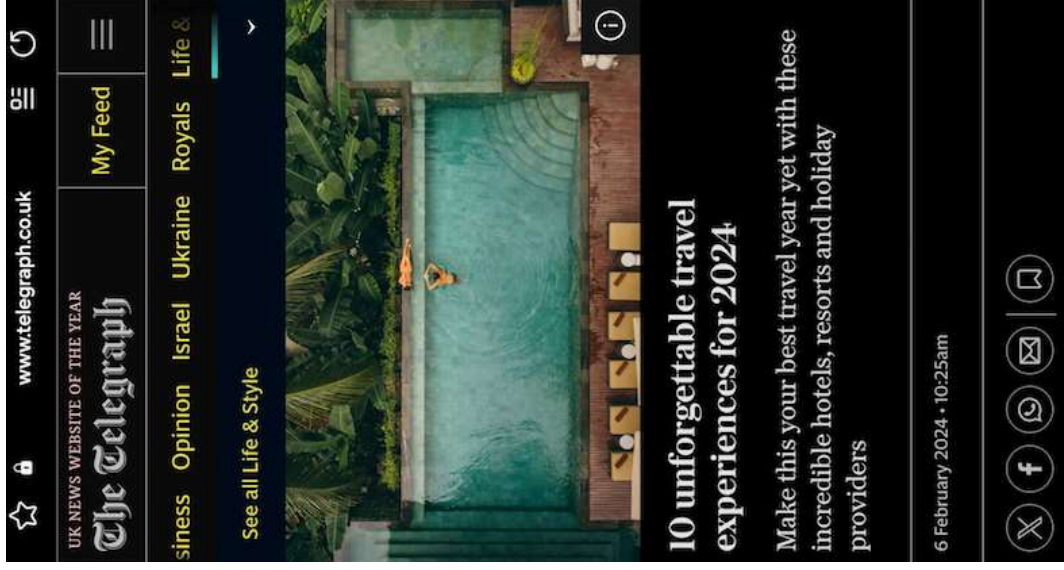
northamericatravelservice CITY BREAKS IN THE USA AND CANADA

There can be so many reasons to take a city break. A long weekend to see the sights and enjoy some shopping, a romantic few days without the kids to celebrate a special birthday or anniversary, a fun weekend away, or just because you want some time-out! We have city break packages across the whole of the USA and Canada. These are just a sample, so if you don't find the location you want, just let us know.

More information:

<https://www.northamericatravelservice.co.uk/holiday/city-break>

CONSUMER PROMOTIONS UK



The screenshot shows the mobile app interface for The Telegraph. At the top, there's a navigation bar with the website URL 'www.telegraph.co.uk', a 'My Feed' button, and a menu icon. Below the navigation bar, the app title 'The Telegraph' is displayed, followed by a list of categories: 'Business', 'Opinion', 'Israel', 'Ukraine', 'Royals', 'Life & Style'. A main article preview is visible, featuring a photograph of a person in a small boat on a body of water. The article title is '10 unforgettable travel experiences for 2024' and the sub-headline is 'Make this your best travel year yet with these incredible hotels, resorts and holiday providers'. At the bottom of the app interface, there are social media sharing icons for X, Facebook, WhatsApp, Email, and a bookmark icon. The time and date '6 February 2024 • 10:25am' are shown in the bottom right corner.

North America Travel Service

VTC funded: [Telegraph.co.uk](https://www.telegraph.co.uk) - 10 unforgettable travel experiences for 2024
<https://www.telegraph.co.uk/lifestyle/api-media/luxury-holidays-and-hotels/>

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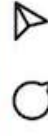
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Trailfinders

Capital Region USA product included in 14 February e-newsletter

Trailfinders
 To: Lisa Chamberlain
 8 Standout Last Minute Holiday Offers

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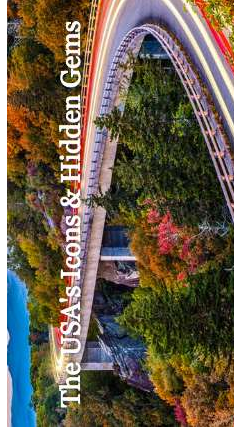


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Best of Eastern USA by Rail

Duration: 14 nights

Overview:

Ride Amtrak's Acela train between the iconic cities of Washington, Philadelphia, New York and Boston. Take a photo at the White House, visit the Statue of Liberty and explore Boston's Faneuil Hall on this holiday of highlights.

Itinerary:

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Explore the delights of the USA with our favourite fly drive holidays. Combine Washington DC's majestic monuments with music loving Nashville or witness stunning national parks within the Capital Region. There's an adventure to suit all.

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Washington DC - Monuments, Mountains & Moonshine

Duration: 14 nights

FLY DRIVE

Overview:
Combine majestic Washington DC with music loving Nashville on a journey through stunning national parks and characterful towns of the Appalachian Mountains.

Days 1-3 Washington DC
Arrive in DC and admire the city's many monuments including the Lincoln and Jefferson Memorials. Visit world class museums and explore cosmopolitan neighbourhoods such as Georgetown and Adams Morgan.


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BOOK NOW: £3,949pp in Business

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Capital Region & The Blue Ridge Mountains

Duration: 13 nights

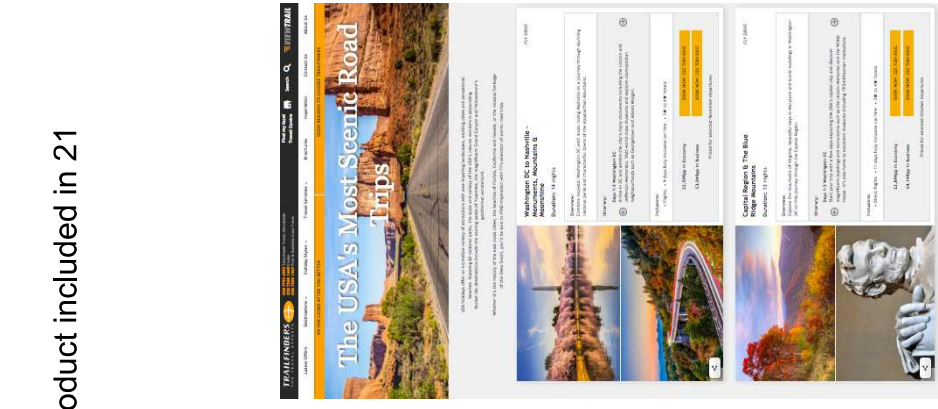
FLY DRIVE

Overview:
Explore the mountains of Virginia, beautiful bays in Maryland and iconic buildings in Washington DC on this journey through the Capital Region.

Days 1-3 Washington DC
Start your trip with a few days exploring the USA's capital city and discover magnificent buildings and monuments such as the Lincoln Memorial and the White House. It's also home to excellent museums including 19 Smithsonian institutions.

Inclusions:
• Direct flights • 11 days fully inclusive car hire • 3* to 4* hotels

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A SNAPSHOT OF TODAY'S OFFERS

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- Business Class rail between Washington DC - Philadelphia - Boston

14 nights £2299pp



Capital Region & The Blue Ridge Mountains

Location: Eastern USA

Including:

- Direct flights
- 11 days fully inclusive car hire
- 3★ to 4★ hotels

13 nights £2899pp



Washington DC to Nashville - Monuments, Mountains & Moonshine

Location: Eastern USA

Including:

- Flights
- 9 days fully inclusive car hire
- 3★ to 4★ hotels

14 nights £2599pp



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Trailfinders

Capital Region USA paid marketing



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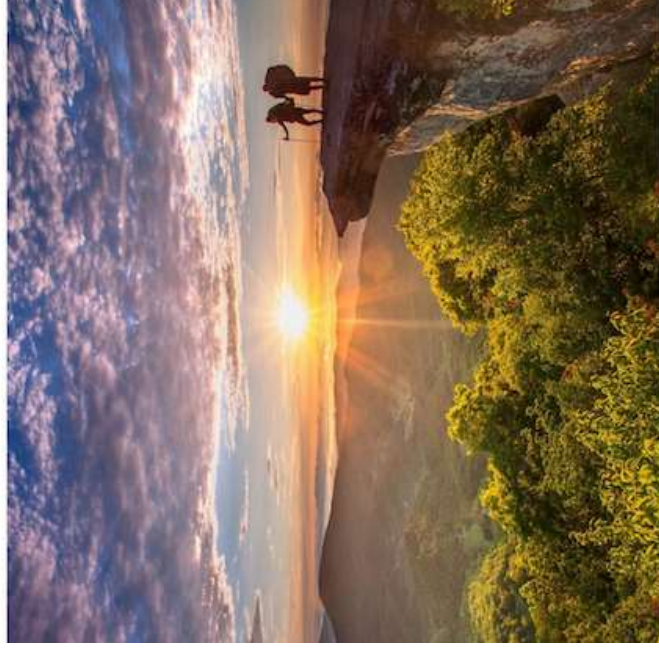
...

Inspiring monuments and remarkable museums define a visit to Washington, DC. But journey beyond the capital city's major attractions and discover natural escapes, urban adventures, exciting nightlife, distinctive cuisine, world-class shopping, and culture-rich cities and small towns across Virginia and Maryland that are as diverse as America itself. Discover more at trailfinders.com/capitalregion

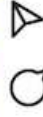


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Dial A Flight
Capital Region USA product included in
22 February e-newsletter

Coast to coast. Visit the USA and
Canada

22 February 2024 00:24

Les Edmondson

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includes flights

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7. Celebrity Solstice Alaskan Cruise




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Cruise America

Poster displayed on RV at Destinations Show

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British Airways

British Airways Executive Club
To: TMP
Bring out your booi side, stateside

27 February 2024 12:45
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Affordable holidays in the USA

A trip to a major US city or historic National Park doesn't have to break the bank. In fact, there are many surprisingly inexpensive, but non-bottom-dollar ways to explore and enjoy it all, from sea to shining sea. Here's how ...



Holiday in the USA on a budget

From affordable eats in Brooklyn to cosy mountainside cabins, find savings all the way from La La Land to NYC.

Expert tips



CONSUMER PROMOTIONS UK



≡ CONTENTS

🔍 SEARCH HIGH LIFE



National Museum of African American History and Culture (Alan Korchinberg), the Jefferson Memorial (Adobe Stock)

Washington, D.C.

The residents of the District of Columbia don't have elected representatives in the federal government (see every licence plate), but they do get to enjoy some of the nation's most significant museums and monuments for free, as do visitors. Pay nothing for admission to the National Air and Space Museum, the National Gallery of Art, the United States Holocaust Memorial Museum and many others, including one of the country's most spectacular: the National Museum of African American History and Culture, which documents the African American experience from enslavement to today. The inverted bronze David Adjaye-designed structure stands out amongst the Neoclassical buildings on the National Mall.

From the wharf on the Potomac River, one of D.C.'s newest neighbourhoods, take a free jitney to East Potomac Park and walk a circuit around the Tidal Basin to see the Thomas Jefferson Memorial, the FDR Memorial, and the moving Martin Luther King, Jr. Memorial. Back on the Wharf, toast s'mores at Camp Wharf at the Firepit after enjoying East and West coast oysters at Hank's Oyster Bar.

Where to sleep: Kimpton hotels in D.C. offer families and travellers modern design and spacious rooms, plus many offer a third night free for stays of three nights or more. All are within walking distance of the White House, the Capitol building, or the Mall, including the stylish George – A Kimpton Hotel, in the Capitol Hill business district.

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CRUSA product news included in e-zine



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2024

United Airlines wins the highly coveted award for 'Airline of the Year - Best Airline to North America' at the Irish Travel Industry Awards 2024

United Airlines has won the highly coveted award for 'Airline of the Year - Best Airline to North America' at the Irish Travel Industry Awards 2024, hosted by Irish journalist and author Eoghan Corry at a gala banquet, which took place in the historic Round Room at Dublin's Mansion House.



Photo shows from left to right: Martina Coogan, United Head of Corporate Sales UK and Ireland, Vicky Billing, Riviera Travel, Aoife Gregg, United Leisure Sales Account Manager and Karolien De Hertogh, United Director Sales UK and Ireland.

"We are thrilled to be recognised with this prestigious award which is a recognition of the efforts of the entire United team in Ireland," commented Karolien De Hertogh, United Director Sales UK and Ireland. "We look forward to another successful year in 2024 and are committed to providing the highest level of service to our customers and travel industry partners in Ireland."

In Ireland, United recently marked a quarter of a century of flying from Dublin, a significant milestone for the airline. United offers year-round daily non-stop flights from Dublin to New York/Newark and Washington Dulles, with its New York/Newark service increasing to double daily service in Summer 2024, as well as summer seasonal flights between Dublin and Chicago O'Hare and from Shannon to New York/Newark and Chicago O'Hare. Customers can benefit from U.S. Customs and Border Protection Preclearance in Dublin and Shannon, meaning no security or waiting on arrival in the U.S. and easier onward connections.

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TRADE PROMOTIONS

Travel Gossip
CRUSA product news included in 7 February news



Princess Cruises switches US port of call after locals tell it to stay away



By Kelly Ranson
07/02/2024
Home » Princess Cruises switches US port of call after locals tell it to stay away

Princess Cruises has changed one of its US ports of call in Virginia this summer after concerns were raised about it arriving in historic Yorktown.

The 2,200-passenger *Island Princess* had been due to drop anchor in York River and tender passengers into the town (pictured), which has a population of just 258.

However, a petition titled 'Stop mega-cruises ships in Yorktown' launched last July was signed by more than 7,500 people. It claimed the 'character of Yorktown, the home to the final victorious battle of the American Revolution, would be changed forever if massive – over 3 football fields long – ocean-class cruise ships are allowed to come to this small river community'.

The petition went on to say: "Tourism has always been a part of Yorktown and smaller, appropriately-sized, cruise ships visit Yorktown regularly – it is the scale of these massive ships that is inappropriate. The height of one of the smallest Princess ships is more than twice the height of the Coleman Bridge roadway at its peak."

Princess has now moved the three calls to the bigger cruise port of Norfolk, which is 45 minutes away. Yorktown acts as a gateway to Colonial Williamsburg and Jamestown, and passengers will still have excursions to these sites from Norfolk.

The cruise line didn't confirm the reason for the move, but shared this statement with *Travel Gossip*: "To ensure our guests experience legendary Virginian hospitality as they explore the region's significant historical contributions to American history, Princess is confirming Norfolk on the published itinerary for *Island Princess* and its three new calls to the Commonwealth this summer."

TRADE PROMOTIONS UK

Travelpack

Capital Region USA product included in 12 February e-newsletter

☆ Selling Travel

To: Lisa Chamberlain

Reply-To: shani.kumar@bnpublishing.co.uk

Travelpack: Globally Inspired Holidays. Tailored Just for You!

12 February 2024, 09:42

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Kerala - Flavors & Tranquility

New Zealand Campervan Self Drive

Ultimate USA Trip - Planes, Trains & Automobiles

Factbox	
Prices start from :	£ 6,299
Travel between :	13 Oct 24 and 13 Oct 24
Board Basis :	As per Itinerary
Duration :	33 nights



Fri 18 Oct 24 - Philadelphia, PA to Washington, DC

Philadelphia, PA to Washington, DC

BUSINESS CLASS SEAT

1110/1247

2153 Acela

Fri 18 Oct 24 - Washington

2 nights stay at Beacon Hotel & Corporate Quarters in a Deluxe Room on Room only



Ultimate USA Trip - Planes, Trains & Automobiles

- 33 nights from £6,299pp
- As per itinerary
- Travel: 13 Oct 24
- Return flights & Transfers

Full itinerary

TRADE PROMOTIONS UK

Visit USA



Your USA trade news

NEWS TO USE FROM VISIT USA MEMBERS



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Kennedy Space Center Visitor Complex brings to life the epic story of the U.S. space program. Meet a real astronaut, stand nose-to-nose with real spacecraft, and go behind NASA's gates.

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LATEST NEWS STORIES



Baltimore ready to put on the charm

Baltimore is looking forward to establishing itself as a 'must do' east coast destination for travellers after joining the Visit USA Association (UK).



Baltimore ready to put on the charm

Baltimore is looking forward to establishing itself as a 'must do' east coast destination for travellers after joining the Visit USA Association (UK).



"We see our Visit USA membership as a great way to communicate with the UK trade and consumers, thanks to members' access to the association's extensive database of users and the opportunities to participate in trade and consumer activities, including events, roadshows and e-marketing opportunities. Through these activities we look forward to educating and spreading awareness of Baltimore's many draws and attractions," said Tilly Grace, Senior Account Executive at MMGY Hills Balfour, Baltimore's UK rep.

Served by daily British Airways direct flights, Baltimore's unique history and heritage and array of visitor attractions and experiences will appeal to UK visitors in search of Americana experiences, said Grace.

Originally nicknamed 'Monumental City' - a tag thought to have been given after the first Washington Monument in the US was erected in Baltimore - today it is best known mainly as 'Charm City', a nod to the city's hidden charm, history and vibrant culture, which are best discovered through exploring its many distinctive and welcoming neighbourhoods.

"Fell's Point is one of Baltimore's oldest and most beloved neighbourhoods, with its charming stone streets and waterfront restaurants. And don't miss Federal Hill, a historic district known for its picturesque views of the Inner Harbour, museums and the famous Cross Street Market."

City highlights include historic sites such as Fort McHenry National Monument and Historic Shrine and the Washington Monument; visiting the Baltimore Museum of Art, one of the city's most beloved treasures which is suitable for all ages; catching a baseball game at Oriole Park at Camden Yards, one of the most beautiful stadiums in the country; and discovering the city's thriving culinary scene (Baltimore is known for its Maryland blue crabs).

"When planning a trip to Baltimore, three or four nights would be our recommendation. This will allow visitors enough time to discover the sights, food and culture that make the city unique," says Grace.

"While it's impossible to explore the entirety of Charm City in this amount of time, you can certainly check several attractions off your list. Just a one-hour drive or 30-minute train ride from Washington DC; an under two hour journey from Philadelphia; and a quick and affordable two-hour and 45-minute Amtrak train journey from New York, it's easy to fit Baltimore into any east coast itinerary."

baltimore.org/travel-trade is a rich source of information for agents wanting to learn more and offers a variety of useful guides and suggestions on what to eat, see and do in Baltimore.

baltimore.org

TRADE FAMS

American Affair

Travel Agent incentive to win place on a Capital Region USA Fam now completed and agents selected based on sales.

Itinerary confirmed as follows:

- Day 1 Arrive IAD on UA919. Overnight DC
- Day 2 Morning in DC. Mt Vernon. Overnight Alexandria
- Day 3 Williamsburg. Busch Gardens. Overnight
- Day 4 Day on water/at beach. Overnight Virginia Beach
- Day 5 Morning in VB. Overnight Charlottesville
- Day 6 Shenandoah NP. Overnight Frederick.
- Day 7 Morning in Frederick. Depart IAD on UA918



Booking Incentives



The Capital Region FAM Trip Incentive

On this FAM trip, you'll discover the great outdoors and some of Virginia and Maryland's beautiful cities, as well as the world class monuments and museums of the USA's capital city - Washington, DC. To be in with the chance of winning one of the 5 places, all you need to do is make an American Affair booking and you'll be automatically entered into one of our weekly draws.

- Incentive available for bookings made between 1-31 January.
- Each American Affair booking counts as one entry, but a booking including the Capital Region counts as two.
- Winners will be announced on a weekly basis on our American Affair Agents Facebook page.
- 5 nights in May 2024.

CONSUMER SHOWS

DESTINATIONS LONDON Visit USA Pavilion

America As You Like It *
American Queen Voyages
Bon Voyage Travel & Tours *
Capital Region USA
Deep South USA
Florida Keys/Key West
Fredericksburg CVB & Visit Austin
Freedom Destinations *
Kentucky Tourism
New York State Division of Tourism
North America Travel Service*
Oklahoma Tourism & Recreation Department
Philadelphia CVB & New Jersey Division of Tourism
Rocky Mountaineer
The Great American West
Travel Oregon
Travel Texas & Visit Houston
Travelpack *
Utah Office of Tourism
Virgin Atlantic Holidays (double booth) *
Visit San Antonio
Visit St Pete/Clearwater
Visit USA UK Association



No matter the time of year, no matter your tastes or your budget, you'll find a holiday somewhere in the USA to suit you - and the climate to go with it! Meet and be inspired by experts from the USA travel market at The Visit USA Pavilion. It brings together a fantastic collection of reputable travel brands and tourist boards to London Olympia, showcasing the country's diversity of holiday experiences to help you plan your next US adventure.

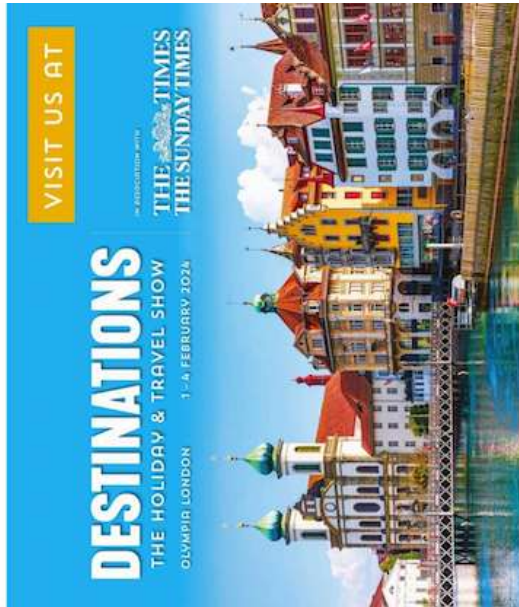
VUSA EXHIBITORS CONFIRMED TO DATE



CONSUMER SHOWS



 trailfindersuk
 London, United Kingdom



DESTINATIONS
 THE HOLIDAY & TRAVEL SHOW
 OLYMPIA LONDON 1 - 4 FEBRUARY 2024
 IN ASSOCIATION WITH
THE SUNDAY TIMES

VISIT US AT

GET YOUR COMPLIMENTARY TICKETS

2 likes




trailfindersuk Visit us at Destinations: The Holiday & Travel Show 2024, the essential event for travel inspiration which takes place from 1st - 4th February at Olympia, London.

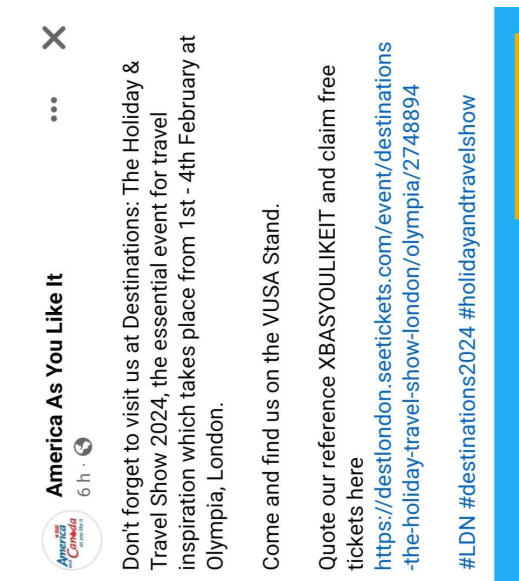
Come and find us on the VUSA stand where we will be talking all things stateside and will be very happy to see you!

Quote our reference XBASYOULIKEIT and claim free tickets here

<https://destlondon.seetickets.com/event/destinations-the-holiday-travel-show-london/olympia/2748894?offerCode=XBASYOULIKEIT>

#destinationsshow2024 #ldn #travelplanning



 trailfindersuk
 London, United Kingdom



DESTINATIONS
 THE HOLIDAY & TRAVEL SHOW
 OLYMPIA LONDON 1 - 4 FEBRUARY 2024
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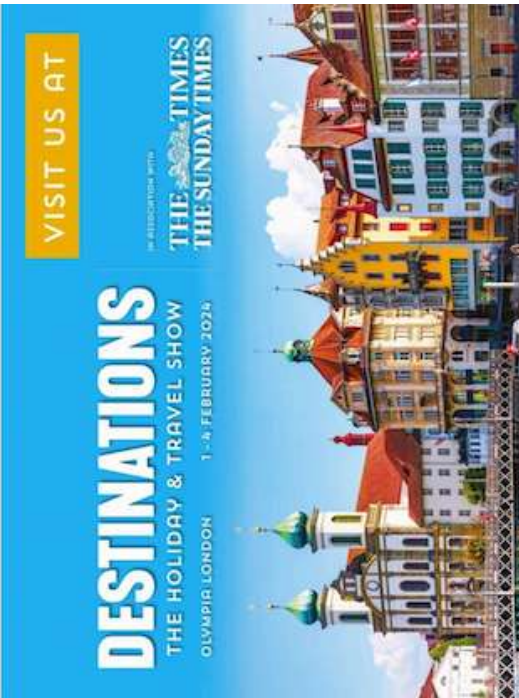
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#destinationsshow2024 #ldn #travelplanning



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 London, United Kingdom



DESTINATIONS
 THE HOLIDAY & TRAVEL SHOW
 OLYMPIA LONDON 1 - 4 FEBRUARY 2024
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trailfindersuk Come and visit us at the Destinations: The Holiday & Travel Show in London from 1st - 4th February, where our Travel Experts can help tailor make your 2024 dream holiday. Book your FREE tickets at link in bio.

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Book your FREE tickets at link in bio.

#Trailfinders #LoveTrailfinders #Travelgram #InstaTravel #onceinalifetime #travel #bucketlistadventures #bucketlisttravel #travelinspiration #traveladdict #traveltheworld #travelling #destinationsshow

CONSUMER SHOWS



Visit USA UK members are out in force at this years Destinations: The Holiday & Travel Show at London Olympia till Sunday. Our tour operators America As You Like It, Travepack, Virgin Holidays, Freedom Destinations - The America Experts, North America Travel Service, and Bon Voyage Travel & Tours - UK. Tailor-made USA & Canada Holidays are fielding and converting all the consumer enquiries our state partners and suppliers are sending them. Meanwhile our infamous Chair Julie Greenhill Horan was on a panel talking up all things USA.



What a team! Visit USA UK members make a mighty force at this years Destinations: The Holiday & Travel Show. We're here till Sunday evening so come on down to Olympia London and see us on the massive USA Pavilion.



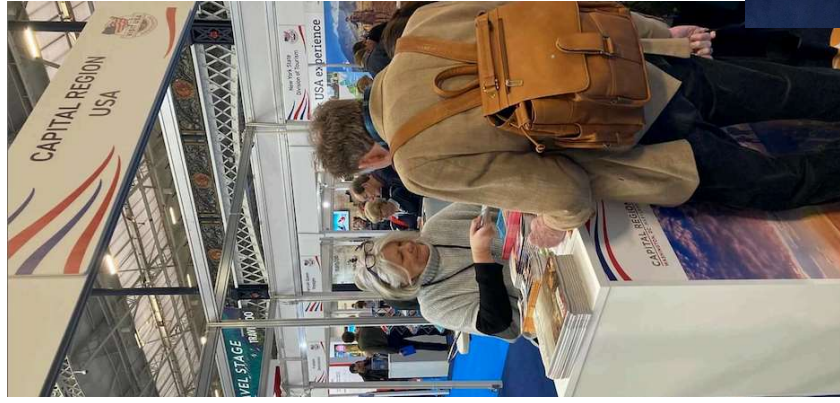
Day 3 of the Destinations: The Holiday & Travel Show and our Visit USA UK members are still going strong. Only Sunday left to come to Olympia London and speak to all of our America experts.



It's a wrap! Visit USA UK members say farewell to London consumers at Destinations: The Holiday & Travel Show for another year. But you can still find all the information you need on our website where there's a flip version of the Travel Planner plus loads more information about our members.



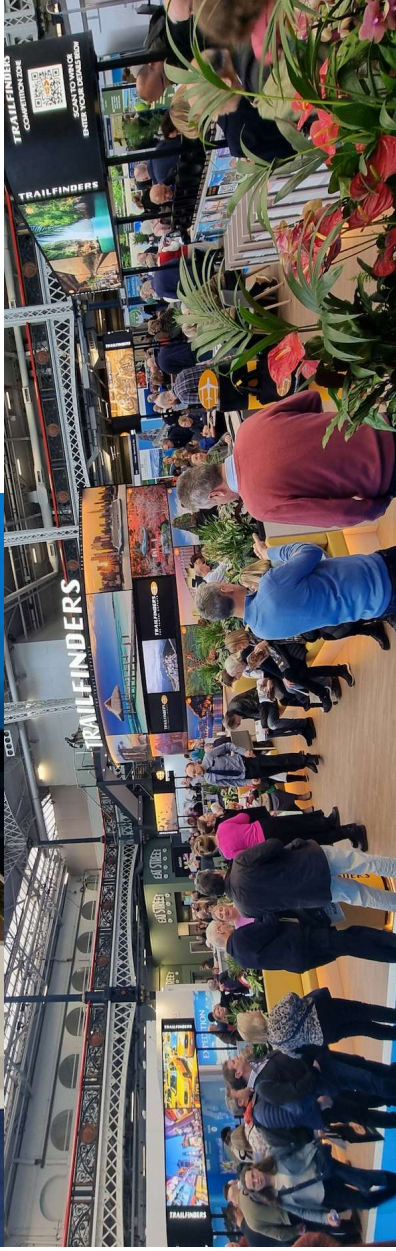
CONSUMER SHOWS



CONSUMER SHOWS



CONSUMER SHOWS



SALES CALLS UK

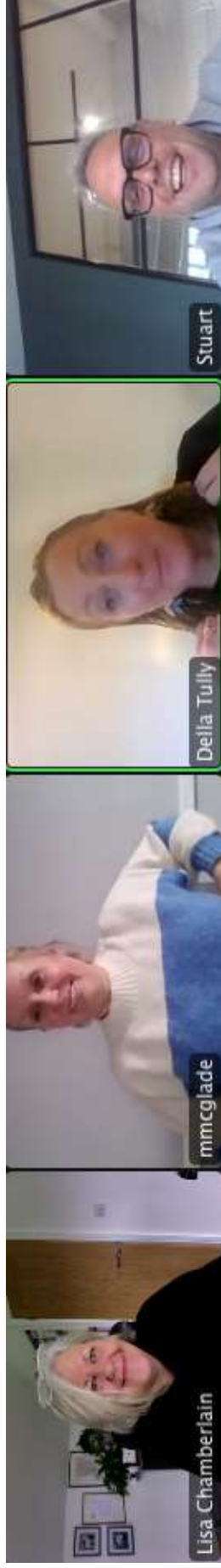
North America Travel Service Yvonne Spencer – Sales Director yvonne.spencer@nats-uk.com	Liaised with Yvonne & Andy on final timings and plans for Top agent event in Edinburgh including prize draw for CRUSA holiday. Sent through dietary requirements and requested shipping details. Meeting with John at Destinations
Great Rail Journeys	Posted link to 'Highlights of America's East Coast' escorted rail tour on CRUSA facebook.
Bon Voyage Travel Dirk Kelly – Product Director Dirk.Kelly@bon-voyage.co.uk	In person meeting with Dirk & Jo to discuss attendance at GTE this year. Dirk confirmed Jessica Soper, Product Executive will attend and would like details of the pre and post fams asap. Requested Easter Package info for Finn.
Freedom Travel Mark Sykes – Product Manager Marks@freedomdestinations.co.uk	In person meeting with Mark & Rowan at Destinations to discuss GTE attendance and possibility of sending either Richard or Rowan (Marketing) or potentially senior reservations staff member.
Purely America Andrew Bird – Director andrew@purelyamerica.co.uk	Sent through Alexandria release and images for social media and requested discounted Easter package details for FINN team. Confirmed mission meeting and posted link to 'Chesapeake Chase' fly-drive on CRUSA facebook.
Kuoni Tom Waite – Programme Manager tom.waite@kuoni.co.uk	In person meeting with to chat about his upcoming holiday to Shenandoah and Charlottesville and possibility of attending GTE. Sent over holiday dates to Kimberly to see if partners able to assist with attraction tickets.
Travelbag Katie Ellis - Destination Manager Katie.ellis@travelbag.co.uk	Liaised with Katie on content for blog - Scenic Byways in the Capital Region and images all provided along with logos for co-op marketing activity.
Titan Travel Hercules Zeris – Product Manager Hercules.zeris@titantravel.co.uk	In person meeting with Hercules who is interested in operating a DC to Nashville escorted tour in 2026. Sent through content on Virginia's Crooked Road for review.

SALES CALLS UK

Platinum Travel (Ireland) Ciara Foley – Managing Director ciara@platinumtravel.ie	Posted link to 'Crooked Road Virginia' fly-drive tour on CRUSA facebook. Ciara now all confirmed to attend GTE.
Wexas Katrin Rummer – Product Manager Katrin.Rummer@wexas.com	Sent through Alexandria release and images for social media and also shared content for Traveller Magazine DPS and signed off generic social media ads.
United Airlines Lesley Roberts – Leisure Sales UK lesley.roberts@united.com	Followed up with Lesley and Karen (karen.meehan-bissett@united.com) who is attending NATS event and Claire (claire.webber@united.com) attending Major event on their presentation slides and prize details.
Finn Partners Lucy Bairstow - Senior Account Manger lucy.bairstow@finnpartners.com	In person meeting with Lucy & Charis McDowall who are now working on the Destination DC Trade team. Ran through marketing plans, GTE sign ups and opportunities to work closer together going forward.
Major Travel Rute Magalhaes – Head of Commercial rute@major.travel	Extensive further liaising with Rute on details and running order for the travel agent training event in London during the Sales Mission. Confirmed details for CRUSA holiday. Sent through dietary needs for group.
America As You Like It Cath Pusey – Product Manager cath@americaasyoulikeit.com	In person meeting with Cath to follow up on GTE attendance and mission meeting. Posted link to 'From Summit to Shore, Small Towns and Unique neighbourhoods' on CRUSA facebook. Sent through Alexandria release and images for social media.
Trailfinders Hugh Surtees –Marketing Executive hugh.surtees@trailfinders.com	Liaised with Hugh on Telegraph Magazine ads and social media posts for upcoming marketing campaign. Requested change of images and different products to be promoted on remainder of ads.
Stewart Travel Simon Fraser – General Manager SimonFraser@stewarttravel.co.uk	Checked in with Simon and Abigail to confirm product meeting in Glasgow HO during Sales Mission.

SALES CALLS UK

<p>US Embassy Stephen Brown-Commercial Specialist Stephen.Brown@trade.gov</p>	<p>In person meeting with Stephen to run through timings for sales mission meeting. Sent through names of delegation per their passports and also updated on who already signed up for GTE.</p>
<p>Glen Travel Alan Glen - Director alan@glentravel.co.uk</p>	<p>Checked in with Alan to confirm venue for meeting in Glasgow during Sales Mission with him and Marketing Manager, Shirley Saadi.</p>
<p>Barrhead Travel Andrew McAulay – Group Head Andrew.McAulay@barrheadtravel.co.uk</p>	<p>Checked in with Andrew to confirm set up and format for training at flagship Glasgow store during Sales Mission followed by meeting with Jade and the Product & Marketing teams at HQ.</p>
<p>American Affair Mandy McGlade - Product Manager Mandy.McGlade@americanaffair.com</p>	<p>Zoom meeting with Mandy & Stuart to go through CRUSA Travel Agent Fam itinerary in detail. Flights now held with United out 13 May and returning 19 May. Updated route shared with CRUSA team and Della confirmed to escort.</p>



SALES MISSION

UK Sales Mission

Zoom meeting with UK delegation to run through schedule. All invoices now paid.
Meetings confirmed and transportation booked.



SALES MISSION - TRADE SHOW

UNITE USA March 2024



Ms. Lisa Chamberlain
 Director - UK & Ireland
 Lisa.chamberlain@btinternet.com
 Ph.: 01326 250213



Capital Region USA & Virginia Partners
 Falmouth
 United Kingdom
<http://www.capitalregionusa.com/>



Mr. Scott Baiyo
 Executive Director
 tmp.uk@btinternet.com
 Ph.: 01326 250213



Capital Region USA & Partners
 Falmouth
 United Kingdom
www.capitalregionusa.com

Video Gallery



Video Gallery



Photo Gallery

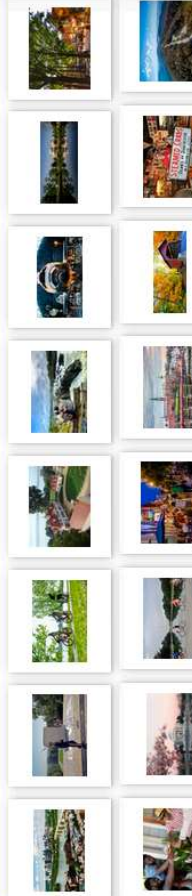
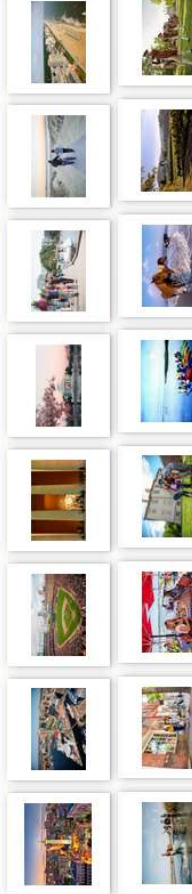


Photo Gallery



Additional Attendee

AM: Arlington – Portia Conery & Fairfax County – Lori Scott
 PM: Charlottesville – Courtney Cacatian

Company profile

Capital Region USA are joined by representatives from across Virginia: Stay Arlington, Visit Fairfax & Charlottesville

Inspiring monuments and remarkable museums define a visit to Washington, DC. But journey beyond the capital city's major attractions and discover natural escapes, urban adventures, exciting nightlife, distinctive cuisine, world-class shopping, and culture-rich cities and small towns across Virginia and Maryland that are as diverse as America itself.

Upload files/images

- CRUSA Travel Trade Toolkit_2024.pdf
- Capital Region USA - Motorhome.pdf

Additional Attendee

AM: Baltimore – Eric Masteron & Destination DC – Lucy Bainslow
 PM: Virginia Beach – Jim Coggin & Alexandria – Caria Bascope-Hebble

Company profile

Capital Region USA are joined by representatives from across the region: Visit Baltimore, Destination DC, Virginia Beach & Alexandria

Inspiring monuments and remarkable museums define a visit to Washington, DC. But journey beyond the capital city's major attractions and discover natural escapes, urban adventures, exciting nightlife, distinctive cuisine, world-class shopping, and culture-rich cities and small towns across Virginia and Maryland that are as diverse as America itself.

Upload files/images

- CRUSA Travel Trade Toolkit_2024.pdf
- Capital Region USA - Motorhome.pdf

MONTHLY SUMMARY

FRANCE

TRENDS FOR THE MONTH:

The month of February is marked by an increase in bookings for French summer vacations. Although France is still very popular for spending vacations in France, many are keen to travel abroad (and Parisians in particular) following the Olympic Games, which will be held in Paris from July 27 to August 11, 2024.

Tour operators are reporting very good figures for bookings to the USA despite a sharp rise in prices (airfares and hotel).

	FY24 Goals Semester 2	February	March	April	FY24 Y-T-D Total
Sales Calls	30	5			10
Media Calls	n/a				n/a
Trade FAMs	4	0			1
Guide Distributions	5,321	650			1,150
Training Sessions	4	2			3
GTE Tour Ops recruitment	n/a				n/a
Consumer Shows	n/a	1			1
Sales Mission	n/a				n/a
Media Mission	1	0			0
Media FAMs	4	0			0
News (Press) Releases	6	1			2
Newsletters (Trade)	6	1			2
Facebook posts	30	7			14
					1

FRENCH SALES CALLS

Joker

Geerdegemvaart 96-98
BE - 2800 Mechelen
Ludwig Verbruggen - Product
Manager Individual Tours
ludwig.verbruggen@joker.be

Marketing activities as part of the FY24 co op have now been finalized with the marketing department and the 100% CRUSA newsletter is scheduled to be sent out on March 6th: https://us4.campaign-archive.com/?e=__test_email__&u=2e751ee1bb2d0469f20df4e0b&id=019489dff3
It will highlight the blog's articles: <https://www.joker.be/nl/reisblog/zeven-verrassende-combinaties-de-capital-region>
<https://www.joker.be/nl/reisblog/hotspots-en-rond-washington-dc>
as well as the itinerary:
<https://www.joker.be/nl/individuele-reizen/usa-discover-capital-region>
The date of October 20, 2024 has also been confirmed for the annual Reisbeurs event in Mechelen, at which we will have a CRUSA booth.

Jetset Voyages

249, rue de Crimée
F – 75019 Paris
Valérie Heurtel – Product Manager
valerie.heurtel@premiumtravel.fr

Valérie has informed us of the launch of the new Jetset 2024 brochure at the beginning of February.
It is now distributed in over 1,000 travel agencies and they are currently communicating (weekly newsletter, commercial tours, press release, etc...) on its distribution.

We have confirmed a training session for sales representatives who visit the agencies to train them on the destination they are unfamiliar with, so that they can better promote the region and the itinerary featured in the brochure.

Voyamar

24, Avenue René Cassin
F – 769009 Lyon
Lauret Borde – Product Manager
lborde@voyamar.fr

After Livane Latarjet's departure following the pandemic, she was not replaced. Today, Laurant Borne is the new Product Manager and is keen to re-develop the USA production, which has been put on hold for the last 2 years. The company's strategy is to emphasize eco-responsibility not only in their operations but also in the activities they offer, with very precise specifications. We worked together during our last trip to Lyon to help them find accommodation and activities that met their specifications. A new training session is planned for May/June, once all the production has been updated. He will also be attending IPW Los Angeles for the very first time.

FRENCH SALES CALLS

United Airlines

15, Avenue de l'Opéra
FR – 75001 Paris

Anthony Quinas – Account
Manager Leisure Sales

Anthony.Quinas@united.com

Following UA's major annual meeting in Houston, which Anthony attended at the beginning of February, he gave us an update on the company's excellent performance, as well as its desire to further strengthen air capacity between CDG and IAD (a major focus for UA).

We were also invited to the training UA will be running at the end of March with tour operator Parcours Voyages. CRUSA will be the only destination during this training.

Anthony expressed his keen interest in participating again in the Charlottesville GTE in September 2024.

TUI Store Cergy

3, rue du Marché Neuf
FR – 95000 Cergy

Anne-Laure Carre– Agency
Director

agencecery-mdt@tuifrance.com

The travel agency is one of the largest agencies in the TUI network in France and achieves a very large turnover in the USA in particular. Anne-Laure asked us to schedule a meeting in their agency to discuss itineraries in the region that she does not know well. We gave them complete training on the region and also 2024 travel guides which will be distributed in their agency.

TRAINING PRESENTATIONS

FRANCE

For each Training:

Company name:

Jetset Voyages

Number of Clients Trained:

7 Sales representatives

Type of Clients Trained:

Comments:

For each Training:

Company name:

TUI Store Cergy P

Number of Clients Trained:

4 Travel agents

Type of Clients Trained:

Comments:

FACEBOOK

FRANCE

Fans: 12,759

Again this month, our posts generated a lot of interaction with our community.

Région Capitale des USA est à **Mountain Lake Lodge, Giles Va** 11 février à 16:00 · **Embroke, États-Unis** · [CapitalRegionUSA](#)

La région de la capitale est renommée pour abriter de nombreux lieux de tournage dont "DIRTY DANCING" A MOUNTAIN LAKE en Virginie. La plus célèbre des histoires d'amour estival a principalement été tournée sur le domaine hôtelier de villégiature Mountain Lake Lodge à Pembroke. Les fans peuvent d'ailleurs réserver l'un des week-ends thématiques « Dirty Dancing » pour vivre une immersion totale dans l'histoire du film. [#CapitalRegionUSA](#)



Boostez cette publication pour toucher jusqu'à 3798 personnes en plus en dépensant 14 €.


9

J'aime Commenter Partager

Boostez la publication

Région Capitale des USA est à **Washington, DC** 17 février à 18:00 · [CapitalRegionUSA](#)

La ville à beau être compacte, la capitale des Etats Unis est très influente ! En plus d'abriter la Maison Blanche et le Capitole des Etats Unis, des musées de premier rang comme ceux de la Smithsonian Institution et des monuments célèbres tels que le Lincoln Memorial, la ville concentre un large éventail d'options culturelles et historiques.



Boostez cette publication pour toucher jusqu'à 3798 personnes en plus en dépensant 14 €.

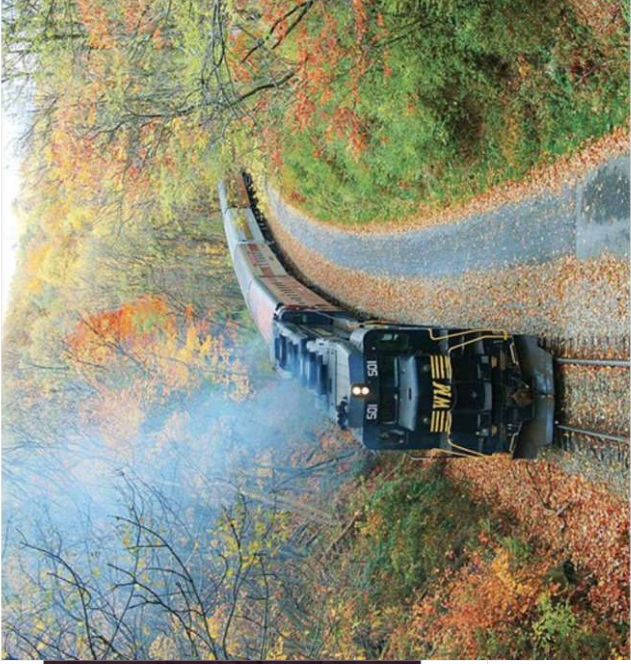
14

1 partage

Boostez la publication

Région Capitale des USA (FR) 6 février à 09:55 · [CapitalRegionUSA](#)

Un spectacle intemporel !
Le Frostburg Flyer du Western Maryland Scenic Railroad traverse des paysages à couper le souffle le long de la route montagneuse reliant Cumberland à Frostburg, dans le Maryland.



Boostez cette publication pour toucher jusqu'à 3798 personnes en plus en dépensant 14 €.

Claude Mazet et 11 autres personnes

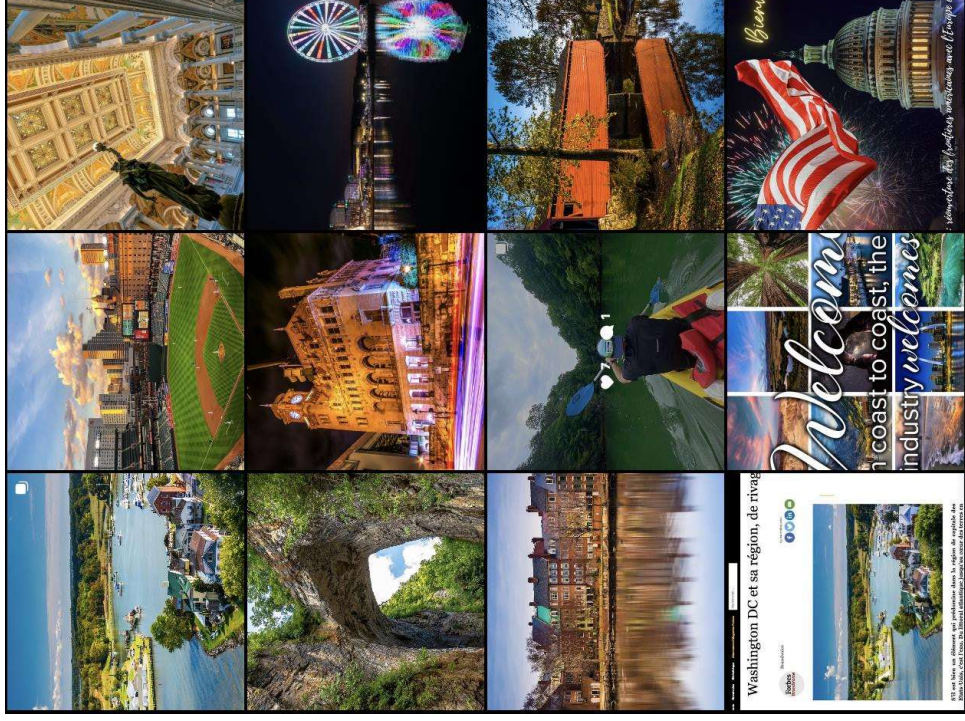
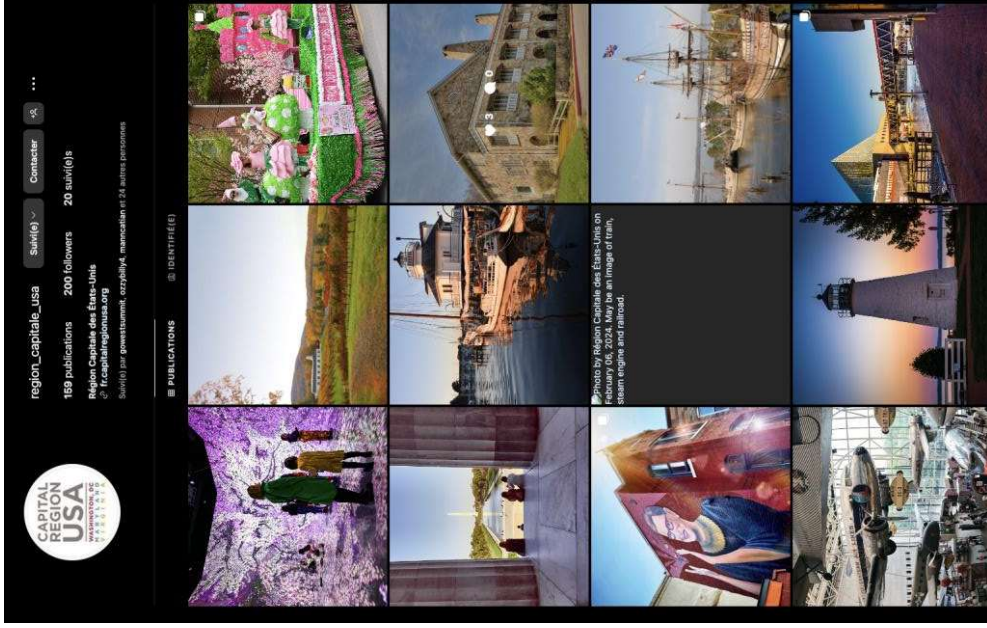
1 partage

Boostez la publication

INSTAGRAM FRANCE

Instagram France: @region_capitale_usa

Followers: 200





Virginie : Focus sur la Virginie du Nord.

Affectueusement surnommée NoVA (Northern Virginia) par ses habitants, la Virginie du Nord recèle quelques pépites et promet des découvertes riches et variées. Dans un rayon de 15 à 30 minutes autour de l'aéroport international de Dulles, où atterrissent les vols en provenance de France et d'Europe, des villes dynamiques et branchées alternent avec des bourgades de campagne haut de gamme. De quoi s'acclimater en douceur au décalage horaire à l'arrivée et repartir sans se précipiter en fin de séjour. Musées, vignobles, activités de plein air, équitation, art et shopping, la découverte est contrastée et insoupçonnée !



A seulement 15 minutes de l'aéroport international de Dulles, la région de Fairfax est idéale pour démarrer son séjour américain en douceur et dévoile une identité aux multiples facettes. Les férus d'histoire américaine visiteront dès leur arrivée le magnifique domaine de Mount Vernon, résidence historique de George Washington, 1er Président des Etats-Unis. Il est l'un des rares sites historiques américains à rester accessible toute l'année, y compris les jours fériés. Les voyageurs entamant un road trip pourront s'y rendre en voiture, certains préféreront louer un vélo ou choisiront d'y arriver en bateau au départ de la charmante ville d'Alexandria.

Du 18ème siècle à la conquête de l'espace, il n'y a qu'un pas à faire dans le comté de Fairfax : Pour les aficionados de sciences aéronautiques et spatiales, c'est ici que se trouve l'annexe du célèbre Smithsonian Air and Space Museum de Washington, DC. A Chantilly, l'Udvar-Hazy Center est composé de 2 immenses hangars et expose des milliers d'objets, d'aéronefs, d'avions ou de navettes spatiales. Les visiteurs parcourront l'immense enceinte le nez en l'air et les yeux pétillants en découvrant entre autres, un Concorde Air France, un impressionnant avion-espion Lockheed SR-71 Blackbird et, clou du spectacle s'il en est, la navette spatiale Discovery. Visite passionnante et incroyable qui ravira petits et grands !



Les forêts, vallées et parcs d'Etat permettent de s'oxygéner en restant à proximité de villes dynamiques et ainsi de varier les plaisirs. Le parc de Great Falls Park est parfait pour les amoureux de balades nature et activités de plein air. Situé le long du fleuve Potomac, on vient pour y admirer le spectacle des chutes, formant des cascades en escalier tout en profitant de la nature environnante, resplendissante aux beaux jours, lamboyante à l'automne et poétique lorsqu'elle revêt son manteau d'hiver. Les chemins de randonnée longent les roches sculptées par l'érosion. Rendez-vous à Mather Gorge pour apprécier les panoramas des 3 points de vue principaux. Ils sont facilement accessibles en 10 minutes à pied des parkings et du Visitor Center, où se trouve aussi un petit musée sur l'histoire géologique des gorges. Il est possible faire du VTT et d'observer les différentes espèces d'oiseaux. Du côté de Burke Lake Park, de nombreux points de vue s'étendent le long des sentiers du parc.

Les magnifiques feuillus se reflètent dans les eaux limpides du lac, en une toile de fond incroyable pour les amateurs de photographie. Sur place, il est possible de louer un canoë pour admirer la vue depuis les eaux. La balade nature se poursuit avec le jardin botanique de Meadowlark Gardens, l'un des plus jolis de la région. Toute l'année, le jardin organise des ateliers botaniques. Meadowlark abrite des plantes et arbres endémiques à chacune des régions géographiques de la Virginie. Il faut absolument voir le belvédère, joyau du domaine paysager. C'est ici que se trouve une authentique cloche coréenne pesant 3 tonnes. Considérée comme trésor national en Corée, c'est la seule de ce genre dans l'hémisphère ouest et le symbole de l'amitié entre la Virginie et la Corée du Sud. De quoi finir la découverte en beauté.

Côté design, arts et architecture, la région de Fairfax n'est pas en reste. A la grande surprise des voyageurs, ici se trouve l'un des chefs-d'œuvre du célèbre architecte Frank Lloyd Wright, le Pope-Leighey House. L'une des rares conceptions sur la côte Est. Combinant qualité et design, elle fait partie de la fameuse série des maisons usoniennes, concept et terme complètement inventés par Lloyd Wright, qui devait permettre aux classes moyennes américaines d'accéder à la propriété à des prix abordables. Ici, la conception est parfaitement intégrée à la nature et l'architecture visionnaire qualifie cette technique, déjà dans les années 1930, d'architecture environnementale. Un peu plus loin, dans la ville de Loudoun, se découvre le Workhouse Arts Center. Ce centre possède une histoire assez singulière puisqu'il fut, à une époque, une prison pour délinquants non-violents. Aujourd'hui transformé en établissement éducatif et culturel, il abrite 65 studios d'artistes et créateurs. Les visiteurs peuvent ainsi échanger avec les artistes en pleine création, participer à des ateliers de céramique, d'art équilibrable, des cours de musique, de cuisine, de mixologie et même assister à une représentation théâtrale ! C'est aussi l'occasion de s'offrir un souvenir original et unique, fabriqué sur place. Le centre organise également des festivals culturels et musicaux du printemps à l'automne. Et, autre surprise, des déjeuners ou diners appelés « murder mysteries » ont lieu plusieurs fois par an, où les participants doivent résoudre une enquête policière le temps de leur repas, clin d'œil humoristique au passé pénitencier des lieux !



En soirée, direction le quartier de Mosaic : ce nouveau district allie urbanisme et modernité, promenez-vous le long des rues arborées où boutiques locales, marchés fermiers, festivals et restaurants branchés se côtoient. Les voyageurs auront un large choix d'adresses pour dîner. Ils pourront opter pour un menu de saison préparé à base d'ingrédients locaux au restaurant True Foods Kitchen, préféreront un burger et une bière fraîche au Caboose Commons ou voyageront en Méditerranée le temps d'un dîner grec à la table de Our Mom Eugenia ou italien chez Pupatella.

Voisin de la région de Fairfax, se trouve le comté de Loudoun, où se côtoient vallées viticoles, plaines agricoles et bourgades cossues de Virginie. A commencer par Middleburg, village virginien réputé. Mélange parfait entre hébergements haut de gamme et charme d'une petite ville, Middleburg est connue pour être la capitale de l'équitation. Mais même sans être cavalier émérite, la bourgade séduit instantanément. Ses édifices historiques et ses briques, sa petite rue commerçante aux vitrines coquettes et ses étendues de forêts attirent toute l'année les voyageurs à la recherche de quiétude et de moments partagés. Elle est autant prisée par les épicuriens que pour des escapades romantiques ou familiales. Entre auberges historiques et établissements chics, tables savoureuses et vignobles pittoresques, aucun voyageur ne reste insensible au charme de Middleburg.

A Middleburg, tout tourne autour des plaisirs de la table et des sens. A l'heure du goûter, le coffee-shop Cuppa Giddy Up sert l'un des meilleurs catés bios de toute la région accompagné de cupcakes, scones ou muffins gourmands. Quand arrive l'heure de l'apéritif, c'est au King Street Oyster Bar qu'il faut aller. Ce bar à huîtres est ostensiblement prisé des locaux et des voyageurs de passage. Sont évidemment servies les huîtres de Virginie, qui est le plus important producteur du pays, mais aussi quelques variétés venues du Maryland. Enfin pour dîner, les gourmets pourront choisir la table de l'auberge historique The Red Fox Inn & Tavern, qui accueille des hôtes prestigieux dont le Président JF. Kennedy et son épouse Jackie, Elizabeth Taylor ou encore plus récemment Tom Cruise. Juste à la sortie de la bourgade, une autre adresse est très connue : le Salamander Resort & Spa mêle habilement élégance virginienne et atmosphère subtilement décontractée. Les voyageurs profitent ici de tout ce que Middleburg a à offrir : charme sophistiqué, paysages verdoyants, tables raffinées et loisirs propres à la région. En soirée, des dégustations de vins régionaux sont organisées pour les jardins et pour les plus jeunes, des S'Mores sont délicieusement grillés et fondus dans les braseros dispersés dans le patio. En résumé, tout est fait pour que le temps soit suspendu et que le visiteur, quel que soit son âge soit sous le charme.



Un peu plus à l'écart, à seulement 15 minutes du centre-ville de Middleburg, **The Goodstone Inn** est une **propriété historique située sur un domaine agricole** et fermier de 107 hectares toujours en activité. Sa situation géographique, entre collines et vallées, et son histoire remontant aux années 1700, séduit immédiatement le voyageur. Cet établissement ne compte que **18 chambres réparties en quelques petits cottages et maisonnettes savamment décorées**. L'atmosphère country-chic est à son comble! L'établissement est principalement réputé pour sa table The Conservatory, servant une délicieuse cuisine de saison puisque les produits sont directement sourcés de la ferme à la table. Le petit-déjeuner gourmand ravira également les papilles des voyageurs dès l'aube, qu'ils partent en balade à vélo à travers le domaine ou se reposent au bord de la jolie piscine. Oui, Middleburg vaut le détour...

Un peu plus au Nord de la région, au cœur d'un domaine paysager de 200 hectares, à seulement 15 min de route au nord de l'aéroport international de Dulles, sur les bords du fleuve Potomac, se trouve le **Lansdowne Resort**. Attaché à la commune de Leesburg, l'établissement est autant apprécié pour ses prestations bien-être que pour ses loisirs récréatifs. **Golfeurs et voyageurs épicuriens en ont fait leur retraite de week-end**, parfaite pour une escapade ou une pause relaxation. Ici, **le programme de détente et ressourcement a été particulièrement étudié pour équilibrer bien-être et plaisirs**. En combinant les vertus de la vigne et du chocolat, le Spa Minérale propose **une approche à la fois revitalisante et gourmande**. La vinothérapie, proposée uniquement à partir des vignes environnantes de Virginie, allie antioxydants et composés rajeunissants tandis que le magnésium contenu dans les fèves de cacao assure vitalité et soin redynamisant. **Le cadre idyllique du spa promet un programme bien-être tout en douceur**. Que l'on vienne en voyageur solitaire, en week-end golf entre amis ou en escapade romantique, non seulement le domaine comblera les amateurs de séjour raffiné et diners gourmands de la ferme à l'assiette mais en plus les soins et thérapies classiques ou innovantes proposées seront parfaites pour le ressourcement du corps et de l'esprit.

Enfin, **pour conclure cette découverte de NoVa**, Leesburg ravira les voyageurs fans de shopping : ici se trouvent les fameuses **Leesburg Premium Outlets**. Ce centre commercial en plein air abrite les boutiques de nombreuses **grandes marques américaines et internationales à des prix défiant toute concurrence** : Under Armour, Nike, Polo Ralph Lauren, Gap, Marc Jacobs et même Lacoste (cocoïco !), il y en a pour tous les budgets et tous les goûts. Notre conseil : prévoir un bagage supplémentaire !



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The Capital Region USA, France

16 rue Ballu – 75009 Paris - Tel : 01 70 23 06 00 Contact : Emmanuelle Massieu (emmanuelle@repandco-France.com)
Facebook.com/RegionCapitaleUSA/



CAPITAL REGION USA WASHINGTON, DC · MARYLAND · VIRGINIA

Paris, Jeudi 15 février 2024

Virginie : Focus sur la Virginie du Nord.

Affectueusement surnommée NoVA (Northern Virginia) par ses habitants, la **Virginie du Nord** recèle quelques pépites et **promet des découvertes riches et variées**. Dans un rayon de 15 à 30 minutes autour de l'aéroport international de Dulles, où atterrissent les vols en provenance de France et d'Europe, des **villes dynamiques et branchées alternent avec des bourgades de campagne haut de charme**. De quoi s'acclimater en douceur au décalage horaire à l'arrivée et repartir sans se précipiter en fin de séjour. Musées, vignobles, activités de plein air, équitation, art et shopping, la découverte est contrastée et insoupçonnée !

À seulement 15 minutes de l'aéroport international de Dulles, la **région de Fairfax est idéale pour démarrer son séjour américain en douceur et dévoile une identité aux multiples facettes**. Les férus d'histoire américaine visiteront dès leur arrivée le **magnifique domaine de Mount Vernon**, résidence historique de George Washington, 1er Président des États-Unis. Il est l'un des **rare sites historiques américains à rester accessible toute l'année**, y compris les jours fériés. Les voyageurs entamant un road trip pourront s'y rendre en voiture, certains préféreront **louer un vélo ou choisiront d'y arriver en bateau au départ de la charmante ville d'Alexandria**.

Du **18ème siècle à la conquête de l'espace**, il n'y a qu'un pas à faire dans le comté de Fairfax : Pour les aficionados de sciences aéronautiques et spatiales, c'est ici que se trouve l'**annexe du célèbre Smithsonian Air and Space Museum** de Washington, DC. À Chantilly, l'**Udvar-Hazy Center** est composé de 2 immenses hangars et expose des milliers d'objets, d'aéronefs, d'avions ou de navettes spatiales. Les visiteurs parcourent l'immense enceinte le nez en l'air et les yeux pétillants en découvrant entre autres, un **Concorde Air France**, un **impressionnant avion-espion Lockheed SR-71 Blackbird** et, clou du spectacle s'il en est, la **navette spatiale Discovery**. Visite passionnante et incroyablement ravira petits et grands !

Les **forêts, vallons et parcs d'État permettent de s'oxygéner** en restant à proximité de villes dynamiques et ainsi de varier les plaisirs. Le parc de **Great Falls Park** est parfait pour les amoureux de balades nature et activités de plein air. Situé le long du fleuve Potomac, on vient pour y admirer le spectacle des chutes, formant des cascades en escalier tout en profitant de la nature environnante, resplendissante aux beaux jours, flamboyante à l'automne et poétique lorsqu'elle revêt son manteau d'hiver. Les chemins de randonnée longent les roches sculptées par l'érosion. **Rendez-vous à Mather Gorge** pour apprécier les panoramas des 3 points de vue principaux. Ils sont facilement accessibles en 10 minutes à pied des parkings et du Visitor Center, où se trouve aussi un petit musée sur l'histoire géologique des gorges. Il est possible faire du VTT et d'observer les différentes espèces d'oiseaux. Du côté de **Burke Lake Park**, de nombreux points de vue s'étendent le long des sentiers du parc. Les magnifiques **feuillus se reflètent dans les eaux limpides du lac**, en une toile de fond incroyable pour les amateurs de photographie. Sur place, il est possible de louer un canoë pour admirer la vue depuis les eaux. La balade nature se poursuit avec le **jardin botanique de Meadowlark Gardens**, l'un des plus jolis de la région. Toute l'année, le jardin organise des ateliers botaniques. Meadowlark abrite des **plantes et arbres endémiques à chacune des régions géographiques de la Virginie**. Il faut absolument voir le **belvédère**,

joyau du domaine paysager. C'est ici que se trouve une authentique cloche coréenne pesant 3 tonnes. Considérée comme trésor national en Corée, c'est la seule de ce genre dans l'hémisphère ouest et le symbole de l'amitié entre la Virginie et la Corée du Sud. De quoi finir la découverte en beauté.

Côté design, arts et architecture, la région de Fairfax n'est pas en reste. À la grande surprise des voyageurs, **ici se trouve l'un des chefs-d'œuvre du célèbre architecte Frank Lloyd Wright**, la **Pope-Leighey House**, l'une des rares conceptions sur la côte Est. Combinant qualité et design, elle fait partie de la fameuse série des maisons usoniennes, concept et terme complètement inventés par Lloyd Wright, qui devait permettre aux classes moyennes américaines d'accéder à la propriété à des prix abordables. Ici, la conception est parfaitement intégrée à la nature et l'architecte visionnaire qualifiait cette technique, déjà dans les années 1930, d'architecture environnementale. Un peu plus loin, dans la ville de Lorton, se découvre le **Workhouse Arts Center**. Ce centre possède une histoire assez singulière puisqu'il fut, à une époque, une prison pour détenus non-violents. Aujourd'hui transformé en établissement éducatif et culturel, il **abrite 65 studios d'artistes et créateurs**. Les visiteurs peuvent ainsi échanger avec les artistes en pleine création, participer à des ateliers de céramique, d'art équitabile, des cours de musique, de cuisine, de mixologie et même assister à une représentation théâtrale ! C'est aussi l'occasion de s'offrir un souvenir original et unique, fabriqué sur place. Le centre organise également des **festivals culturels et musicaux du printemps à l'automne**. Et, autre surprise, **des déjeuners ou diners appelés « murder mysteries »** ont lieu plusieurs fois par an, où les participants doivent résoudre une enquête policière le temps de leur repas, clin d'œil humoristique au passé pénitencier des lieux !

En soirée, direction le quartier de **Mosaic : ce nouveau district allie urbanisme et modernité**, promenez-vous le long des rues arborées où boutiques locales, marchés fermiers, festivals et restaurants branchés se côtoient. Les voyageurs auront un **large choix d'adresses pour dîner**. Ils pourront opter pour un **menu de saison préparé à base d'ingrédients locaux au restaurant True Foods Kitchen**, préféreront un **burger et une bière fraîche au Caboose Commons** ou **voyageront en Méditerranée** le temps d'un **diner grec** à la table de **Our Mom Eugenia** ou **italien chez Pupatella**.

Voisin de la région de Fairfax, se trouve le **comté de Loudoun**, où se côtoient vallées viticoles, plaines agricoles et bourgades cossues de Virginie. À commencer par **Middleburg, village virginien réputé**. Mélange parfait entre hébergements haut de gamme et charme d'une petite ville, Middleburg est connue pour être la capitale de l'équitation. Mais même sans être cavalier émérite, la bourgade séduit instantanément. **Ses édifices historiques de briques, sa petite rue commerçante aux vitrines coquettes et ses étendues de forêts** attirent toute l'année les voyageurs à la recherche de quiétude et de moments partagés. Elle est autant **prisée par les épicuriens que pour des escapades romantiques ou familiales**. Entre auberges historiques et établissements chics, tables savoureuses et vignobles pittoresques, aucun voyageur ne reste insensible au charme de Middleburg.

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PRESS RELEASE

FRANCE

récemment Tom Cruise. Juste à la sortie de la bourgade, une autre adresse est très courue : le **Salamander Resort & Spa mêle habilement élégance virginienne et atmosphère subtilement décontractée**. Les voyageurs profitent ici de tout ce que Middleburg a à offrir : charme sophistiqué, paysages verdoyants, tables raffinées et loisirs propres à la région. Tir à l'arc, équitation, pêche en rivière, spa, cours de yoga dans les jolis jardins. En soirée, des dégustations de vins régionaux sont organisés pour les grands et pour les plus jeunes, des S'Mores sont délicieusement grillés et fondus dans les brasseiros dispersés dans le patio. En résumé, **tout est fait pour que le temps soit suspendu** et que le visiteur, quel que soit son âge soit sous le charme.

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Emmanuelle (emmanuelle@repandco-France.com) ou Nora (nora@repandco-France.com)

Facebook.com/RegionCapitaleUSA

Monthly Update Report Germany February 2024

Main PR Activities

German/Swiss Media Mission 2024

Claasen Communication accompanied the German/Swiss CRUSA Media Mission, which took place from January 28 until February 3, 2024. Starting point was Zurich, Switzerland, with several following stops in Germany: Munich, Nuremberg, Dusseldorf and Bonn.

In total, we met with:

- **20 journalists** during intense single media appointments and a media dinner on February 1 in Dusseldorf
- **4 representatives from Swiss International Air Lines and United Airlines** during an industry dinner on January 29 in Zurich (new Swiss nonstop service ZRH-IAD starting on March 28, 2024)




From our meetings with the Swiss travel trade media – travelnews.ch and Travel Inside – we saw some immediate results, as both editors published articles about news from Washington, DC, Virginia and Maryland.



TRAVELNEWS
Die Schweizer Fachzeitschrift für Reisen

NEWS TRAVEL NEWS TALK TRAVELNEWS TV PINNWAND EVENTS JOBS

ON THE MOVE



Mit dem neuen Swiss-Flug in die Capital Region USA

Am 28. März 2024 nimmt die Swiss neu eine tägliche Verbindung von Zürich nach Washington D.C. auf. Die Capital Region USA – mit Washington D.C., Maryland und Virginia – verspricht ein tolles Reiseerlebnis.



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Start: Reisebranche - TRAVEL INSIDE USA: Das sind die Highlights der Capital Region

Reisebranche TRAVEL INSIDE Destination People & Events

USA: Das sind die Highlights der Capital Region

TRAVEL INSIDE - 01.02.2024

Washington DC, Maryland und Virginia Beach besuchen die Schweiz und stellen im persönlichen Gespräch mit TRAVEL INSIDE ihre Regionen vor.

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Die Vertreter*innen der Capital Region USA (v.l.): Scott Balyo (Capital Region USA), Kelli Neumann (Virginia Beach), Maria Greiner (Claasen), Nicole Nussbaum (Washington DC) & Ana Half-DeFoor (Maryland) ©TRAVEL INSIDE

Die Hauptstadtregion der USA ist bekannt für berühmte Monumente und Museen, aber sie ist auch vollgepackt mit Natur, Kultur, Geschichte und Luxus. Vier Vertreter*innen der "Capital Region" haben Ende Januar die Schweiz besucht, um die Highlights ihrer Destinationen vorzustellen.

Media Fams

Mrs. Flora Jaedicke visited the Capital Region USA from February 4 until 13, 2024. Her storyline lays the focus on strong women from that region including historic characters like Harriet Tubman but also current personalities. Therefore, Flora's itinerary was laid out for that storyline. Flora negotiated in October with publishing house NOW Medien that they will publish the article. After returning back to Germany, we did a comprehensive follow-up with Flora and also arranged a written interview with one of the female chefs in Washington, DC, who wasn't available during Flora's stay.

After we had met freelance journalist **Mr. Martin Wein** on our Media Mission 2024 in Bonn, he was very interested in travelling to the Capital Region USA. Especially during Cherry Blossom season which can be linked to his home town Bonn, Germany. Martin will be visiting our region from the March 27 to April 3, 2024. For that, the prepared storyline will be spring time around the Chesapeake Bay including the Cherry Blossom Festival in Washington, DC. We are currently working with CRUSA on the itinerary. Flights and transportation are already booked for his time abroad.

Media Calls/Support

Information support for journalist **Mr. Felix Hormel**, who was researching a feature about the development of the MICE segment in the USA for the magazine *CIM Conference & Incentive Management*. We gave him some current statistics from Washington, DC.

Highlights Media Results

Freelance journalist Mrs. Susanne Wess, who visited CRUSA in April 2023, has published her first article on February 28, 2024 in culinary online magazine *genussfreak.de* (80,000 UVPM) about female winemakers in Virginia (ad-value: over 10,000 USD).



The screenshot shows a webpage from *genussfreak.de* with the article title "Frauenpower im Weinberg: Virginias Winzerinnen starten durch". The page features a navigation menu at the top, a main article with text and images, and a sidebar with "Infokasten" (Info box) containing details about accommodations and wineries. The main article text discusses the history of wine in Virginia and the role of women winemakers. The sidebar lists "Unterkunft" (Accommodation) at TheRed Fox Inn & Tavern in Middleburg (VA) and "Weingüter" (Wineries) including Zephaniah Farm Vineyard, Otium Winecellars, and Chrysalis Vineyards.

genussfreak.de Start Kochen & Backen Weinfreak Genussreisen Genuss

Frauenpower im Weinberg: Virginias Winzerinnen starten durch

In den malerischen Landschaften Virginias gedeiht neben Geschichte und Kultur auch eine blühende Weinbauszene. Doch hinter diesem Erfolg stecken nicht nur die Reben und das Terroir, sondern auch jede Menge Frauenpower: leidenschaftliche Winzerinnen, die mit ihrem Engagement und Fachwissen die Weinszene in Virginia prägen, allen voran in Loudoun County, wo die Geschichte des Weins bis in die Kolonialzeit zurückreicht. Hier ein Blick auf die spannende Entwicklung des Weinbaus in Virginia und auf einige der herausragenden Winzerinnen vor Ort.

Die Geschichte des Weinbaus gleicht hier einer Berg- und Talfahrt, von den Anfängen im 17. Jahrhundert bis zur heutigen Renaissance. Zwar begannen die englischen Siedler schon sehr früh mit dem Anbau von Wein, doch es brauchte Zeit, bis die Bedingungen und Technologien reif genug waren, um qualitativ wirklich hochwertige Weine zu produzieren. Heute erlebt der Weinbau in Virginia eine bemerkenswerte Wiedergeburt: 52 Weingüter produzieren auf einer Fläche von rund 350 Hektar pro Jahr etwa 1.800 Tonnen Trauben, wobei 19 Prozent der Produktion auf Loudoun County entfallen. Aufgrund der Vielfalt an Bodentypen, Höhenlagen und Mikroklimata, von den kühlen Bergregionen im Westen bis zur milden Küstenlandschaft im Osten, bietet Virginia ideale Bedingungen für den Anbau verschiedener Rebsorten. Besonders die extrem robuste autochthone Rebsorte Norton verkörpert den ganzen Stolz der Region. Bestens gedeihen hier außerdem die internationalen Sorten Vignier, Petit Manseng, Petit Verdot, Merlot sowie Cabernet Franc und Cabernet Sauvignon. Aber auch Trauben, die man sonst eher aus Deutschland oder Österreich kennt, werden hier mit beachtlichen

Infokasten
Unterkunft
TheRed Fox Inn & Tavern in Middleburg (VA)
www.redfox.com
22 großzügige Zimmer, Suiten und Ferienhäuser im Kolonialstil mit großzügigen Terrassen, auf denen man abends ein gutes Glas Wein als Sundowner genießen kann.

Weingüter
Zephaniah Farm Vineyard, Emily Hatch
zephwine.com
Otium Winecellars Anita Tanamala
otiumcellars.com
Chrysalis Vineyards, Jenni McCloud
chrysaliswine.com

Media Cooperation with USA Entdecken

In the German online magazine and monthly newsletter *USA Entdecken*, which focuses on travel news, interviews and in-depth stories about the U.S., CRUSA received its own section on the online portal and was highlighted with a banner in the January newsletter, which linked to the CRUSA subpage at usaentdecken.de.



Press Releases & News Updates

In the month of February 2024, we researched and wrote the following press release(s), which were delivered to up to 700 main media contacts each:

- Get to know the Capital Region USA with the new Holiday Guide 2024 (different press releases for trade and consumer media)
- Millions of pink and white blossoms: The Capital Region USA celebrates spring

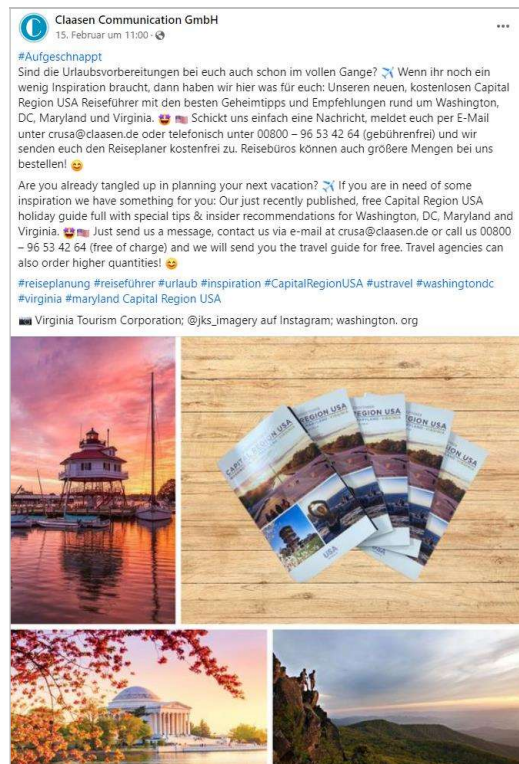
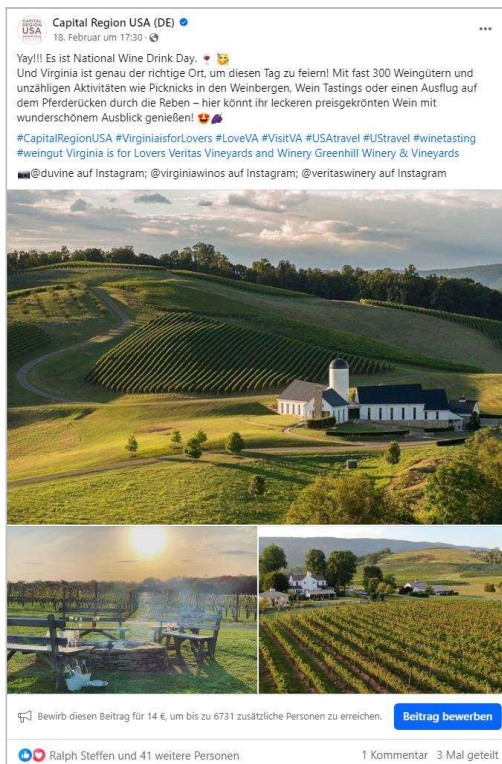
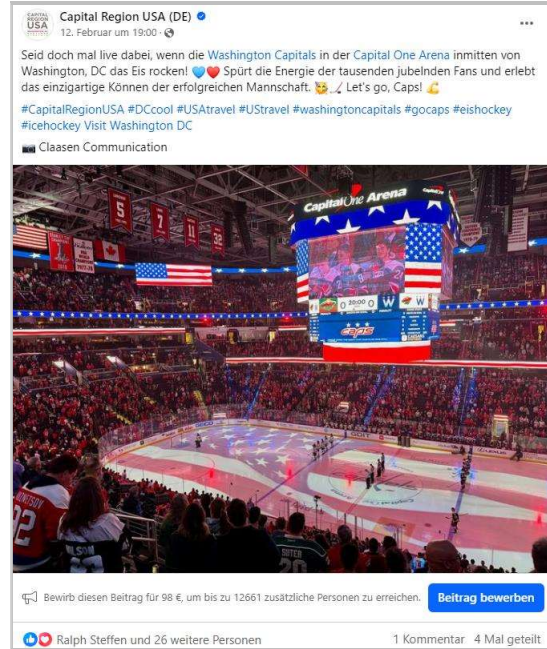
Press releases are also posted on the website www.claasen.de, which is visited mostly by editors, travel writers, bloggers, publishing houses and corporate PR departments in- and outside our travel industry. All CRUSA press releases can be found in the press lounge section on www.claasen.de as a special service for media inquiries.



Ongoing Social Media Activities

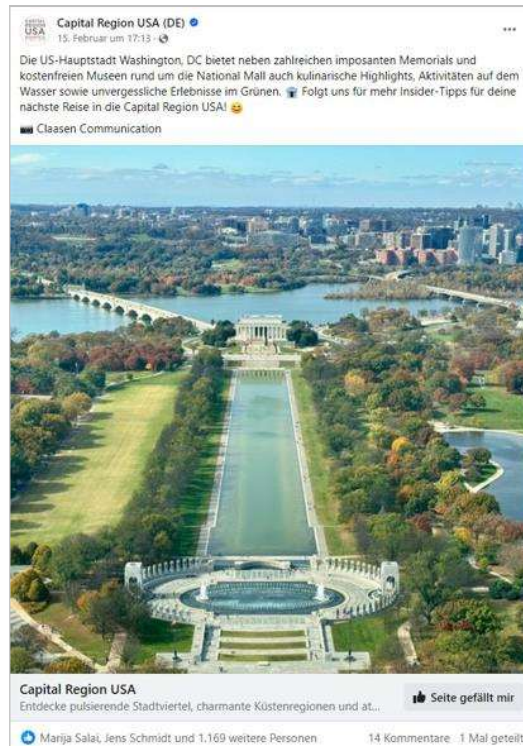
1) Facebook

Constant updates on our German CRUSA Facebook page (**12 posts in February**) as well as on Claasen Communication's Facebook page, including inspirational images, news and general travel information. We also deliver consumer support by answering questions via Facebook.



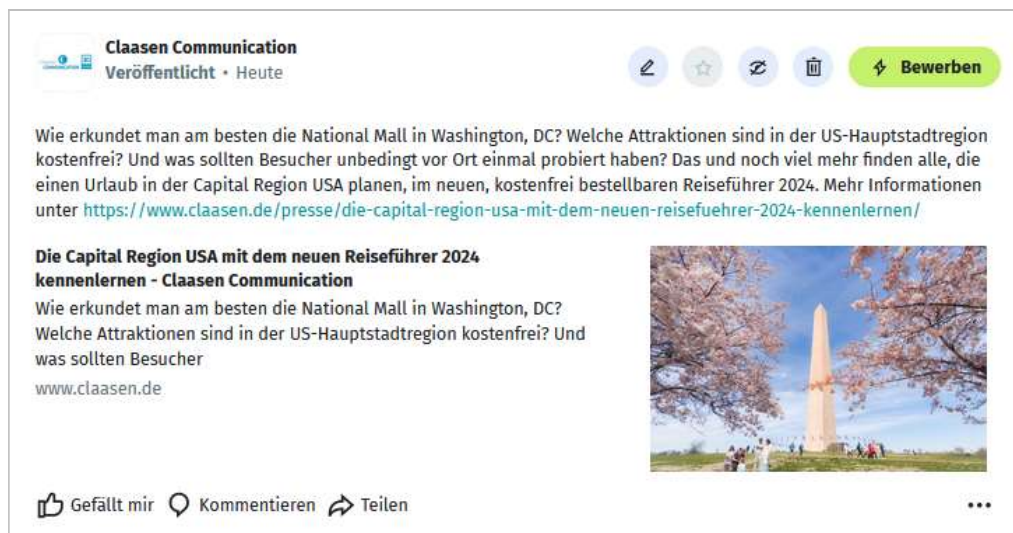
Facebook ad campaign:

In February, Claasen published another ad campaign to increase the followership, spending 400 Euros. The results have far exceeded all expectations. The ad was liked by over 1,170 people and had a total reach of over 41,000. All in all, we got over 700 new followers. Furthermore, we proactively invited everyone, who liked the posts, to follow our page and therefore gained some additional new followers.



2) XING – social network for business professionals

Claasen Communication uses its own company profile on the largest business social network in Germany XING to post news about the Capital Region USA for reaching out to high potentials with a big interest in traveling. More than 21.5 million members worldwide (most from German-speaking countries) use XING for their networking.



Consumer & Media Support/Advice Desk

This includes the helpdesk/phone support service for consumers planning to travel to the region as well as for media and travel agents looking for CRUSA stories, image support and news. Here, we act as CRUSA’s experienced information office and provide various advices concerning travel options and sightseeing opportunities, for example about the Scenic Byways, destinations in Maryland and Virginia as well as Washington, DC.

Media Documentation

On-going media documentation for the Capital Region USA, including weekly/daily coordination with clipping service Landau-Media in Berlin which delivers the clips to Claasen Communication on a weekly basis. Major results were sent immediately to the CRUSA partners via email.

Main Marketing/Sales Activities

Sales Calls and Trainings – Monthly Summary February 2024

	Jan 2024	Feb 2024	Total FY24	Second-half FY 24 Goal
Sales Calls	3	1	4	15
Trainings	0	0	0	5

SALES CALLS	
Argentum Reisen GmbH Mrs. Alice Hansemann-Beier Senior Travel Advisor	Sales call with Alice from travel agency Argentum Reisen in Munich, which focuses on luxury travel. Alice was interested to learn more about new luxury hotel properties in the Capital Region USA. We also supported her with some contacts from the St Regis Washington Hotel as she had booked a room for some of their clients there and wanted to add some additional amenities.

Sales and Marketing Projects

Tour Operator Marketing Coop Proposals FY23/24

Claasen Communication had negotiated CRUSA customized marketing coop campaigns in the German-speaking market for FY23/24 with the following tour operators:

- America Unlimited
- CANUSA Touristik
- CRD Touristik
- Knecht Reisen
- Ruck Zuck Urlaub
- USA-Reisen.de

After the approval in January, we started working on the timing for each activity with the tour operators.

USA-Reisen.de: Customer Event and Podcast

Meeting with **Mrs. Doreen Sell**, Marketing Manager at *USA-Reisen.de*, to discuss first details for the planned VIP consumer event on April 16, 2024 during the CRUSA Sales Mission in Berlin. We discussed different location opportunities and sent out the requests to the potential event locations. We also set a date during ITB Berlin beginning of March to record the CRUSA podcast episode.

Knecht Reisen: Cooking Event for Travel Agents in April

Claasen Communication virtually met with the event team of Knecht Reisen to discuss the planned cooking event for travel agents on April 18, 2024. The event will take place close to Zurich (Switzerland) during the CRUSA Sales Mission. We supported the event team with recipes from the region to create a CRUSA inspired menu.

CRUSA Global Travel Exchange September 2024

Claasen Communication is continuously working on securing tour operator participants from the German-speaking market for the CRUSA GTE 2024 in Charlottesville, Virginia. We already received some registrations and also responses with high interest. We are waiting to get details on the pre and post fairs to follow-up with the interested tour operators.

IPW 2024 in Los Angeles

Claasen Communication confirmed the participation for this year's IPW in Los Angeles (May 3-7, 2024) and booked the hotel and airfare. We also started to work on the appointment matchmaking list for Virginia and Maryland.

DERTOUR Austria/Austrian Airlines Trade Fair

We are in contact with DERTOUR Austria as they are planning a trade fair to Washington, DC and the surrounding from March 19 till 23, 2024 for 9 travel agents. The tour will be escorted by 2 pax – one from DERTOUR Austria and one from

Austrian Airlines as they are sponsoring the airfare. The group will stay 2 nights in DC, 1 night in VA (Alexandria) and 1 night in MD (National Harbor).

SWISS Trade Fam

SWISS International Air Lines is planning a trade fam to Washington, DC from April 12 till 14, 2024 together with Lufthansa and United Airlines (Atlantic Joint Venture). After a call in January and our meeting with SWISS during the CRUSA media mission, we provided the idea of the trade fam to Destination DC. They took over the project and are working with SWISS on the fam directly. CRUSA will provide Holiday Guides and also the wooden bookmarks for all participants.

CRUSA Holiday Guide Distribution

In February, we distributed **in total 4,820 copies** of the CRUSA Holiday Guide on individual requests from tour operators (for consumer shows), travel agencies and individual consumers. We also did an initial mailing to our main tour operator partners to provide copies of the new CRUSA Holiday Guide 2024.

CRUSA Sales Mission – April 15 – 19, 2024

Claasen Communication is working on the schedule for the upcoming German/Swiss CRUSA Sales Mission in April. The following cities will be visited: Hamburg, Berlin (Germany) and Zurich (Switzerland). Hotels have already been booked for the entire group.

Besides different meetings with and trainings at tour operators, we will have two major evening events. One will be a VIP customer event in Berlin with tour operator USA-Reisen.de and the other one will be a cooking event for travel agents of Swiss tour operator Knecht Reisen close to Zurich.

Brochure Distribution

Claasen Communication partnered with Visit USA Germany to distribute the Capital Region USA Holiday Guide and some partner brochures at consumer show f.re.e Munich from February 14 till 18, 2024 (visitors: 140,000).



Visit USA Germany Trade Newsletter

We supported the German Visit USA Committee with some news from CRUSA for the trade newsletter which was sent out to 23,000 travel agents on February 20, 2024.

Capital Region USA – Vielfältige Sporterlebnisse zum Mitfiebern

CAPITAL REGION USA
WASHINGTON, DC · MARYLAND · VIRGINIA

Die Capital Region USA mit Washington, DC, Virginia und Maryland bietet zahlreiche sportliche Events an. Von Baseball über Eishockey bis hin zum American Football, die Region ist ein wahres Sportparadies. Das in Baltimore, Maryland, ansässige American Football Team der Baltimore Ravens hat es wieder in die Playoffs des diesjährigen Super Bowls geschafft. Schon zweimal hat das Team in der National Football League den Super Bowl gewonnen. [Mehr erfahren](#)