

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

MONTHLY PUBLIC RELATIONS ACTIVITY REPORT

Office: *United Kingdom*

Month: *January 2024*

<p>PR Monthly Overview</p>	<p>January generated coverage:</p> <ul style="list-style-type: none"> - AVE: £34,995.22 / Approx. \$44,029.53 - Total circulation: 2,159,855 - 7 pieces of coverage <p>Monthly coverage titles included:</p> <ul style="list-style-type: none"> - Wanderlust - Metro - Irish Examiner - The Scottish Sun 																					
<p>Individual Media Visits:</p>	<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>FINN booked Dom’s flights. 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	FINN booked Dom’s flights. The committee is working on an itinerary outline to be shared with Dom.
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<p>Group Press Trips:</p>	<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"> ○ Red Magazine – Fiona Andrews ○ Cosmopolitan – Sophie Leen (two additional pieces on Maryland and DC) 																					
<p>Media Mission, 18 – 24 February 2024</p>	<p>FINN continued inviting media to the London media dinner and confirmed:</p> <ul style="list-style-type: none"> - City AM – Adam Bloodworth - Freelance Journalist – Ash Hidden - Freelance Journalist - Eddi Fiegel - Freelance US Specialist - Jacqui Agate - Hello! Magazine – Sophie Vokes-Dudgeon - The Daily Telegraph – Sophie Dickenson - The Times - Laura Jackson <p>FINN continued inviting key editors to London one-to-one media meetings and confirmed:</p> <ul style="list-style-type: none"> - Freelance Journalist – Ruth Brindle - Freelance Journalist – Will Hide 																					

	<ul style="list-style-type: none"> - National Geographic Traveller – Sacha Scoging - Travel Gossip – Kelly Ransom - TravelMole – Graham McKenzie - The Metro – Amanda Cable - The Telegraph – Chris Leadbeater <p>FINN began inviting journalists to the Dublin media dinner and confirmed:</p> <ul style="list-style-type: none"> - Freelance – Nicola Brady - Irish Tatler – Norah Casey - Northern Ireland Travel News – Erin English - Sunday World – Daragh Keany - The Irish Examiner – Jillian Bolger - The Irish Sun – Ann Mooney - The Irish Sun - Nicola Bardon <p>FINN continued inviting key editors to one-to-one media meetings and confirmed:</p> <ul style="list-style-type: none"> - Irish Daily Mail – Linda Maher - The Irish Independent - Pol O’Conghaile <p>FINN began inviting journalists to the Brighton media dinner and confirmed:</p> <ul style="list-style-type: none"> - Attitude Magazine – Markus Bideaux - Big Travel Podcast – Lisa Nand - Freelance Journalist - Annabelle Thorpe - Freelance Journalist - Rachel Roberts - Freelance Journalist – Teresa Machan - Freelance Journalist - Tracey Davies - Freelance Journalist – Mike Unwin - Selling Travel – Steve Hartridge <p>FINN booked Dublin flights for the CRUSA, FINN and the delegation. FINN shared an overview of possible media gifts for each region. FINN awaiting feedback ahead of ordering.</p>
<p>Written Materials and Press Releases:</p>	<p>Press releases and written material in development in December</p> <ul style="list-style-type: none"> ● Press release – ‘What’s new in the Capital Region’ – FINN actioned edits from the partners and reshared for approval. ● FINN drafted a ‘Romance in the Capital Region’ press release to be shared for approval in February.
<p>Media Enquiries:</p>	<ul style="list-style-type: none"> ● FINN drafted and shared late deals from Purely Travel’s January sale offering a 10% discount on Virginia by-rail tour. ● FINN drafted a wellness around the Capital Region pitch to be distributed in line with New Year, New You travel trends. ● FINN shared imagery from Virginia for a micro guide on Leesburg for The Independent. ● FINN shared hotel options across the region to Ellie Seymour for her Citizen Femme feature. ● FINN shared information on Capital Region as a hot spot for 2024 to Carly Honeyfield for her Bella Magazine feature ● FINN requested and shared imagery from Maryland and Virginia for Jessica Reid at Wanderlust
<p>Meetings and Events:</p>	<ul style="list-style-type: none"> ● FINN held a media meeting with Claudia Rowan, new travel editor at The Times to discuss CRUSA and what’s new in the region ● FINN held a media meeting with Lesley Jones, editor at OK! Magazine to discuss CRUSA news and potential feature ideas ● FINN attended the Visit USA Meet the Media event speaking with multiple journalists outlining key themes around the Capital Region including culinary travel, small town angles and slow travel. FINN also spoke with key targets for the media mission to gauge availability <p>FINN met with:</p>

	<ul style="list-style-type: none"> - Adam Ready, InsideKENT Magazine - Chris Leadbeater, The Telegraph - Eddi Fiegel, Freelance - Graham McKenzie, Travel Mole - Helen Ochyra, Freelance - Harriet Mallinson, Family Traveller - Jacob Lewis, Freelance - Jacqui Agate, Wanderlust - Jeannie Williamson, Freelance - Katherine Masters, TTG - Laura French, Freelance - Laura Jackson, The Times - Mary Novakovich, Freelance - Peter Moore, LoveEXPLORING - Qin Xie, Freelance - Rashmi Narayan, Freelance - Sarah Turner, Freelance - Steve Hartridge, Selling Travel
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Social Media:	<ul style="list-style-type: none"> ● FINN posted January content across Twitter, Instagram, and Facebook 						
	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th style="width: 50%;">Channel</th> <th style="width: 50%;">Number of Posts</th> </tr> </thead> <tbody> <tr> <td>Instagram</td> <td>18</td> </tr> <tr> <td>Facebook</td> <td>20</td> </tr> </tbody> </table>	Channel	Number of Posts	Instagram	18	Facebook	20
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Instagram	18						
Facebook	20						
	<ul style="list-style-type: none"> ● FINN amended the January content calendar based on CRUSA feedback ● FINN drafted February 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 ● Continue outreach for and host the February 2024 media mission 						
Submitted by and Date:	Amy Skelding, Anna Beketov, Rachel Santa Cruz and Elly Babe on 9 February 2024						

MONTHLY SUMMARY

TRENDS FOR THE MONTH:

- According to the International Air Transport Association (IATA), which represents approximately 320 airlines worldwide, total traffic last November rose 29.7% compared to November 2022. Globally, air traffic is now at 99.1% of November 2019 levels. Willie Walsh, director-general of the IATA, said economic headwinds are 'not deterring people' from flying with the demand for international travel 'rapidly closing' in on 2019 levels.
- Heathrow has recorded its busiest December to date, with more than 6.6 million passengers travelling through last month. The airport ended the year with a total of 79m passengers in 2023. Transatlantic travel remained a key driver for passenger numbers, with 1.6 million travelling to and from North America in December. New York was the most popular destination during 2023, with over 3m passengers in total flying to JFK airport.

	FY24 Goals	January	February	March	FY24 Y-T-D Total
Sales Calls	35	7			53
GTE	8 clients	0			9
Guide Distributions	10,000	984			10,067
Training Sessions	4	0			9
Sales Mission	1	0			0
Consumer Shows	2	1			1

Purely Travel
 London Life Magazine
 January edition

TRAVEL

Discover Capital Region USA



Immerse yourself in the authentic American experience by visiting Capital Region USA. From the remarkable monuments of Washington, DC to the beautiful beaches and exquisite museums of Maryland and Virginia, history and natural beauty abound.

Begin by checking out the inspiring monuments and historic neighborhoods of Washington, DC, where history is made every day. Visit a site in one of the nation's Smithsonian Museums in a park, and with free entry, it's no wonder the world's largest museum complex is one of DC's top attractions. Across DC, sample the work of some of the country's most celebrated chefs and artisans, top-off the evening with an after-dinner drink in one of the city's high-energy clubs.

Across Virginia and Maryland, significant US historic landmarks and cultural attractions converge with awe-inspiring natural beauty, from world-class beaches and lakes to outdoor parks and magnificent mountains. Follow a scenic byway through Maryland into Virginia and discover the charms of the Chesapeake Bay or the quiet solitude of Shenandoah National Park, two of America's greatest natural wonders. Along the way, quaint small towns like Williamsburg and Annapolis will surprise and delight you with history built on the ruins of the region's collection of historic mansions and Civil War-during trails.

You've never far from one of the region's killer attractions: exciting sunsets and sunrises.



READER OFFERSAVE 10%



from historic and scenic around six weeks. Wine, meals, drinks and live local entertainment plan your own tour and timing itinerary.

Guests and enjoy a taste of Capital Region USA. Purely America is a fully-ATOL holiday specialist: your operator in Capital Region USA. With competitive airfares, car hire, pre-planned bus flexible self-drive tours, and tours, excellent on-site tours and Washington, DC, city breaks, no other UK tour operator offers you a wider choice of holiday options in Capital Region USA. Call us today to speak with someone who has been there, let us impress you and help plan your dream holiday to this exciting, historical & stunning region. ■



THE DETAILS

PurelyCapitalRegionUSA.co.uk
 Call us on 0844 811 441 811

Follow us on Instagram for travel inspiration, offers and competitions @ourtravel

CAPITAL REGION USA
 10% off all Capital Region USA holidays booked in January 2024

LONDON LIFE MAGAZINE READER OFFER
 10% off all Capital Region USA holidays booked in January 2024

Quote ref: CRUSA LIFE

TRAVEL



READER OFFERSAVE 10%

DISCOVER FAIRFAX COUNTY, VIRGINIA USA

Fairfax County is the heart of Northern Virginia, between the Washington, DC, and often called the 'Silicon Valley' of the East Coast. It is home to the nation's largest technology and financial services hubs, and is a major center for government, education, and healthcare.

Start your trip to Fairfax County with a guided tour of the county's history and culture. Discover the county's rich heritage, from its early settlement by European explorers to its modern-day status as a global hub for technology and finance.

Experience the county's diverse culture and history through its many museums, parks, and historic sites. From the National Air and Space Museum to the George Washington University, there's something for everyone in Fairfax County.

For more information on Fairfax County, visit our website at www.fairfaxcounty.gov or call us at 703-246-1000. We're here to help you plan your trip to Fairfax County, Virginia.



THE DETAILS
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LONDON LIFE MAGAZINE READER OFFER
 10% off all Capital Region USA holidays booked in January 2024

Purely America
 10% off all Fairfax County USA holidays booked in January 2024

Quote ref: FAIRFAX LIFE



Purely Travel
 The Sun (Scotland)
 Circulation: 173,507
 AVE: £1,392 / c. \$1,757



Edited by **HEATHER LOWRIE**

travel

...**TURKISH DELIGHT:** A week all-inclusive at the 5★ Flaxos The Land of Legends Kingdom Hotel in Antalya, Turkey, including free access to The Land of Legends Theme Park, is from £372pp leaving Glasgow on March 22. See tui.co.uk

...**IT'S A KRACKER:** Three nights room only at the 3★ Maly Krakow Apart-hotel in Krakow, Poland is from £269pp leaving Glasgow on January 18. See jet2holidays.com or call 0800 408 5594.

...**BEST BY MILES:** A night for up to four sharing a 2-bed apartment at Cheval Old Town Chambers on Edinburgh's Royal Mile is from £260 until May 31. See chevalcollection.com

...**THAI THIS DEAL:** Stay at Outrigger Hotels in Thailand. Includes the 5★ OUTFRIGGER Koh Samui Beach Resort. Stay five nights and get 20 per cent off food and drinks, daily breakfast and a two course dinner. Rates from £76 a night. See outrigger.com

...**SUMMER LOVIN':** A week room only at the 3★ Unwiser's Endless Summer Resort - Docksides Inn & Suites in Ontario is from £1,099pp leaving Heathrow on March 4. See virginholidays.co.uk or call 03-44 557 3850.

...**RIVER DANCE:** Four nights sailing for four sharing a Superior pet friendly Enaute Pod with Hot Tub at Braugh in Pembrokeshire is from £583 arriving April 1. See lar-goleisure.co.uk

...**SKI WHIZZ:** Seven nights B&B at the 4★ Hotel de la Massogniaz in Champoluc, Italy is from £1,695pp leaving Edinburgh on selected dates in February. See skisolutions.com.

...**HIT THE RHODES:** A week self-catering at the 2★ Avra Apartments in Lindos, Rhodes is from £595pp leaving Glasgow on May 1. See olympicholidays.com.

...**LOFT IN THE AIR:** Enjoy cliff top views on a seven-night self-catered Valentine's stay at The Sail Loft in Saun-denfoot, Pembrokeshire from £581 arriving February 10. Sleeps two. See coastalcottages.co.uk.

...**IT'S CAPITAL:** Experience a taste of the Capital Region USA on a seven-night tour from Washington, DC to Williamsburg, Virginia, and Annapolis, Maryland from £1,599pp. Includes flights (regional supplement may apply), hotels and car hire on dates in March and April. See purelytravel.co.uk/capital-region

...**WIN THE MOOD:** One night room only at the 4 Hotel du Vin St Andrews is from £31 two sharing on January 26. See hotelduvin.com

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**Purely Travel
Metro**

Circulation: 951,066

AVE: £8,001 /c. \$10,000

L A T E D E A L S

Admire Washington's cherry blossom, ski in Canada or see San Francisco with these North American discounts

by RICHARD MELLOR

1. Join the Banff fans

There's a lot to like about Banff. A vibrant, attractive, good-value Canadian town with convenient shuttle services, it's close to three snow-sure ski zones inside the wider Banff National Park - including beautiful Lake Louise. Catering to all levels, each is covered under the Tri Area pass (which includes buses). Ice-climbing and hot springs await away from the slopes, while the downtown Elk - Avenue Hotel throws in a whirlpool bath and sauna alongside its 162 sleek bedrooms, lofts or suites. February stays are being discounted by ten per cent.

Ten nights from £1,345pp, room only, including flights and transfers, skysafari.com

2. Rocky road to Canada

Contiki's group tours are exclusively for travellers aged 18 to 35 and promise a convivial atmosphere. Running until February 15, the brand's new year sale sees numerous trips reduced in price. Among them, and now 20 per cent less, is a trip to the snow-sloshed Canadian Rockies, beginning and ending in Vancouver. Highlights include strange spiral train tunnels, a hike past Maligne Canyon's waterfalls and the chance to ride ziplines across churning rivers.

Ten nights from £2,108, room only, including transport and eight meals, departs June 16, contiki.com

3. Alaskan adventure

Oceania Cruises - known for its superb food and affordable luxury - is discounting a host of sailings until February 29. One option is the mid-sized Regatta's voyage from Vancouver to Seward in Alaska. After

following the legendary inside Passage past glaciers and fjords, you'll stop to visit Gold Rush-era sites near Skagway and look for bears by the

Annapolis. There are also opportunities to go kayaking or visit the National Zoo's giant pandas and tigers. Good hotels are used throughout.

Seven nights from £1,599pp, room only, including flights and car hire, purelytravel.co.uk

Tlingit village of Hoonah. As well as 15 per cent savings, the deal throws in tips, a drinks package, wifi, speciality dining and a \$400 (£314) store excursion credit.

Seven nights from £2,954pp, full board, including all flights and transfers, departs May 13, oceaniacruises.com

4. California scheming

San Francisco's great in winter. Tours of Alcatraz prison still operate, new wines from nearby Napa arrive and whale-watching cruises set off in search of orcas. Expect to experience some of the city's famous fogs, perhaps over the Golden Gate Bridge, and inspect a huge T. Rex skeleton in the California Academy of Sciences if it rains. Finishing tomorrow, the British Airways sale includes free nights at Union Square's wacky Staypineapple hotel, which lays on cruiser bikes with which to explore the city.

Seven nights from £756pp, room only, including flights, britishairways.com

5. Take it nice and DC

Starting amid the political landmarks, historic sites and Smithsonian museums of Washington DC, Purely Travel has knocked £440 off a springtime self-drive tour introducing America's underrated Capital Region. As cherry blossom trees turn pink and steeplechase season starts, you'll get to follow Skyline Drive through Virginia's Blue Ridge Mountains and eat super-fresh seafood in Maryland's waterside



3

BY RICHARD MELLOR



1



4



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2

Canyon's waterfalls and the chance to ride ziplines across churning rivers. **Ten nights from £2,108, room only, including transport and eight meals, departs June 16, contiki.com**

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Purely Travel
Metro (Scotland)
Circulation: 41,112
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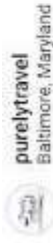
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CONSUMER PROMOTIONS UK

Purely Travel



Liked by nadiacinton and 5 others

purelytravel Baltimore is a vibrant city on the East Coast of the USA. Located within the heart of Capital Region USA, Baltimore offers a truly American experience combining small town charm with big city adventure.

Baltimore is easy to get around with walkable neighbourhoods and public transportation to take you wherever you go. No matter where you are in Baltimore, world-class museums and attractions are just around the corner. From the birthplace of the American National Anthem to historic tall sail ships, Baltimore's story is woven throughout the city and just some of Baltimore's attractions include the National Aquarium, Mount Vernon,

Baseball at Oriole Park at Camden Yards, American Visionary Art Museum, Baltimore Water Taxi, Spirit Cruises and Cruises on the Bay. Sightseeing tours via bike, trolley, kayak and walking.

The Inner Harbor is the centrepiece of downtown Baltimore. You can stroll along this lively waterfront promenade stopping in any of its delicious restaurants, attractions, and vibrant shops. Head to Power Plant Live! for an all-in-one hot spot for restaurants, bars, and music venues.

Baltimore is also known as a city of neighbourhoods. Besides the fact that there are over 200 of them, each has a different personality and offering visitors a unique experience. The heart of Baltimore may be the Inner Harbor, but its neighbourhoods are its soul. Discover boutiques along cobblestone streets in Fell's Point, stately architecture and museums in Mount Vernon, high-end restaurants in Harbor East, showstopping street art in Hampden, grand views in Federal Hill, and old-school dining in Little Italy.

Looking for a city break on the East Coast of America? Then we promise you will not be disappointed with one in Baltimore, with City breaks starting from £799 per person including daily direct return flights from London Heathrow and 3 nights in a 4* hotel, a short break to this amazing city should be added to your holiday plans for 2024!

Call us of 0844 80 444 80 to talk to one of our travel professionals who would love to tell you more about Baltimore and help your trip, or visit www.purelytravel.co.uk/baltimore

CONSUMER PROMOTIONS UK

Traifinders New Capital Region USA product - Washington DC to Nashville - Monuments, Mountains & Moonshine

ITINERARY

- 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.
- Day 4 Washington DC to Shenandoah**
Pick up your car and head to Virginia.
- Day 5 Shenandoah National Park**
Soak up sensational views from Skyline Drive - this scenic road traverses the crest of the Blue Ridge Mountains. It's not all about driving though, there's plenty of hiking trails to discover.
- Day 6 Shenandoah to Roanoke**
Leave Shenandoah behind and join the start of the Blue Ridge Parkway, this picturesque road runs all the way south to the Smoky Mountains. Break your journey in Roanoke, the 'Capital of the Blue Ridge'.
- Day 7 Roanoke to Asheville**
Head south and cross into North Carolina, where captivating and hip Asheville is nestled at the foothills of the Smoky Mountains.
- Days 8-9 Asheville**
Visit the opulent Blizmore Estate, the Vanderbilt's Gilded Age mansion, discover the galleries and museums of downtown or explore the nearby Nantahala National Forest. In the evenings sip beer from one of Asheville's numerous breweries.
- Day 10 Asheville to Gatlinburg**
Over on the Tennessee side of the 'Smokies' you'll find the kitsch tourist town of Gatlinburg. This region has a long history of producing moonshine and today the distilleries are thriving once more, albeit legally this time! Why not join a distillery tour to sample this local liquor.
- Day 11 Great Smoky Mountains National Park**
Forested mountains, deep valleys, plentiful waterfalls and spellbinding views await in America's most popular national park.
- Day 12 Gatlinburg to Nashville**
Continue on to fun loving Nashville and drop off your car.
- Days 13-15 Nashville**
Listen to country music at the Grand Ole Opry or discover new talent from the aspiring singer-songwriters at the Bluebird Cafe. Tuck into some Nashville hot chicken before revelling the night away in the honky tonks of Lower Broadway.

MAP



Overview Itinerary & Map Price & Inclusions Flights

15 days/14 nights

Guide Price £1,855 per person (based on 2 adults sharing)

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

Highlights:

- Majestic Mountains
- Appalachian Moonshine
- Dynamic Cities

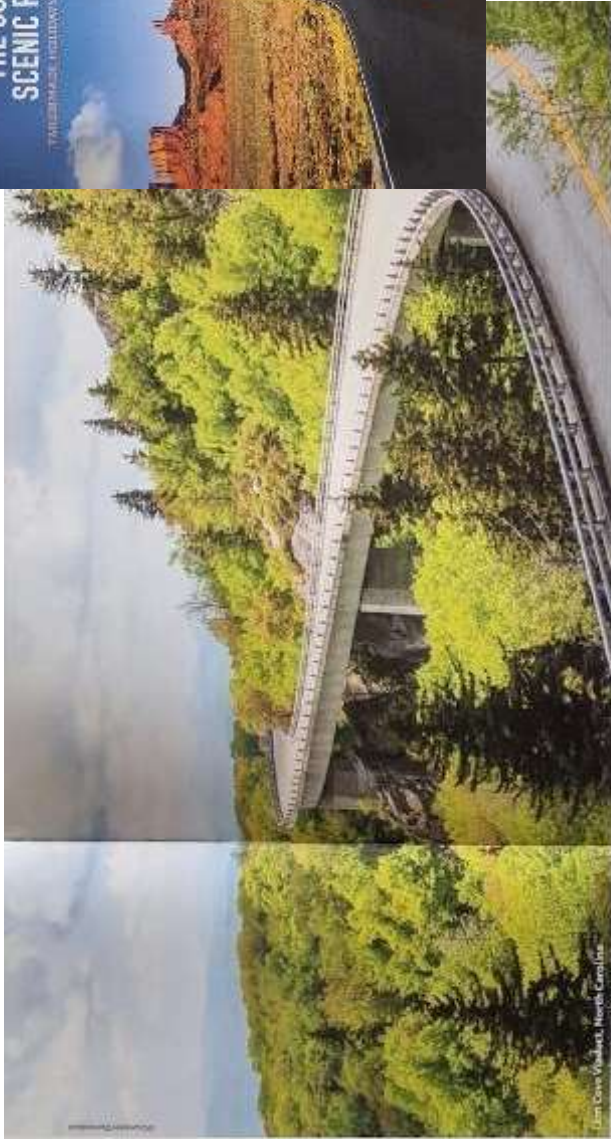
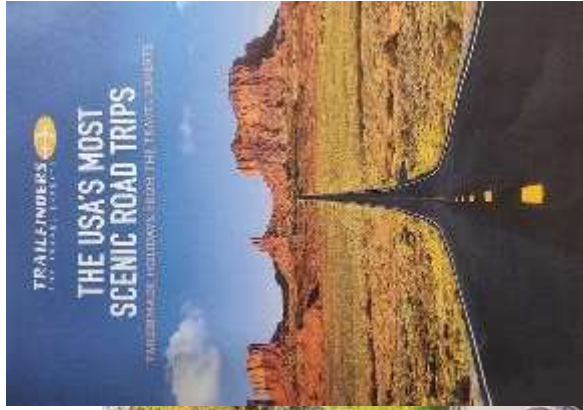
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Trailfinders

Capital Region USA product included in January 2024 USA Magazine



HOLIDAY HIGHLIGHTS



SKYLINE DRIVE
Virginia's Skyline Drive is a National Scenic Byway that runs 100 miles along the crest of the Blue Ridge Mountains. Driving through the heart of the world's marbled rhyolite country, with 21 viewpoints connecting travelers to all the major visitor centers, campgrounds, trails, and historic areas, the drive is an experience in its own right.



NEWFOUND GAP
Newfound Gap is known as one of the most popular scenic drives in the Smoky Mountains. Covering a stretch of forest, this 32-mile road offers a taste of everything the park has to offer. Highlights include the historic Magna M.E. and the spectacular Smokies where the entrance park was first discovered by Franklin D. Roosevelt.



NASHVILLE
Get your fanny cowboy-canteen ready for a visit to the capital of country music. Nashville is steeped in the history of the genre, with the culture in the marrow of every bar. Enjoy the lively music scene, visit legendary recording studios, and enjoy yourself for a good ol' fashioned live show.



WASHINGTON DC
Experience the heart of the nation's political and cultural life in the nation's capital. Visit the White House, the Lincoln Memorial, and the US Capitol building. Enjoy the vibrant food scene and the lively atmosphere of the city.



14 DAY HOLIDAY
Includes Washington DC, Nashville, TN, and the Smoky Mountains National Park.
Includes 9 days of fully motorized luxury car hire
- 34 to 44 hours
ECONOMY - £2,699pp
BUSINESS - £4,999pp
*Based on two people in one car.

WASHINGTON DC TO NASHVILLE – MONUMENTS, MOUNTAINS & MOONSHINE

Admire the iconic buildings and monuments of Washington DC, drive along the verdant mountain roads of Shenandoah NP & Great Smoky Mountains NP, and enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 1 - Fly to Washington DC
Celebrate majestic Washington DC with world-famous architecture, stunning artwork and iconic landmarks. The region's historic landmarks include the White House, the Lincoln Memorial, the Washington Monument, and the US Capitol Building.

Day 2 - Washington DC
Explore the city's rich history and culture. Visit the Lincoln Memorial, the Washington Monument, and the US Capitol Building. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 3 - Shenandoah NP
Drive to Shenandoah National Park, a stunning mountain landscape. Enjoy the scenic views and the historic Skyline Drive. Visit the Skyline Drive, a scenic road that winds through the park's heart.

Day 4 - Shenandoah NP
Continue your journey through the park's heart. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 5 - Shenandoah NP
Enjoy the scenic views and the historic Skyline Drive. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 6 - Shenandoah NP
Continue your journey through the park's heart. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 7 - Shenandoah NP
Enjoy the scenic views and the historic Skyline Drive. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 8 - Shenandoah NP
Continue your journey through the park's heart. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 9 - Shenandoah NP
Enjoy the scenic views and the historic Skyline Drive. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 10 - Shenandoah NP
Continue your journey through the park's heart. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 11 - Great Smoky Mountains NP
Visit the Great Smoky Mountains National Park, a stunning mountain landscape. Enjoy the scenic views and the historic Skyline Drive. Visit the Skyline Drive, a scenic road that winds through the park's heart.

Day 12 - Great Smoky Mountains NP
Continue your journey through the park's heart. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 13 - Great Smoky Mountains NP
Enjoy the scenic views and the historic Skyline Drive. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

Day 14 - Great Smoky Mountains NP
Continue your journey through the park's heart. Visit the Skyline Drive, a scenic road that winds through the park's heart. Enjoy the vibrant music scene of Nashville on a luxury holiday.

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Whether it's the history of the west coast cities, the beaches of Florida, California, and Hawaii, or the natural beauty of the Rocky Mountains, you'll be sure to find inspiration with the selection of scenic road trips.

Washington DC to Nashville - Monuments, Mountains & Moonshine

FLY DRIVE

Duration: 14 nights

Overview:

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

Itinerary:

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.

Inclusions:

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Washington DC to Nashville - Monuments, Mountains & Moonshine

Duration: 14 nights

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

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Best of Eastern USA by Rail

FLY DRIVE

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.

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The USA is waiting for you to 'step out and explore'. Create the perfect holiday combining some of the most legendary outlets with lesser-known hidden gems and create memories to last a lifetime.

Choose to journey across the USA by hitting the road, jumping aboard a train or taking short flights to combine multiple destinations. The experts at Trailfinders are on hand to create the perfect one for you today.



Day 1 Washington DC

Welcome to the nation's capital. Wander through the monuments and memorials of America's history. Stop by the White House, home of the President of the USA.

Day 5 Washington DC to Philadelphia

Board the Acela at Union Station and settle into your Business Class seat as you head north to Philadelphia.

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Best of Eastern USA by Rail

FLY DRIVE

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.

Day 1 Washington DC

Welcome to the nation's capital. Wander through the monuments and memorials of America's history. Stop by the White House, home of the President of the USA.

Days 2-4 Washington DC

Explore the Capitol Hill area of the city and see up the police history with the Metropolitan Police Museum. Featuring natural history, art and aviation. Discover the restaurants and bars of the White House, visit from a high viewpoint.

Day 5 Washington DC to Philadelphia

Board the Acela at Union Station and settle into your Business Class seat as you head north to Philadelphia.

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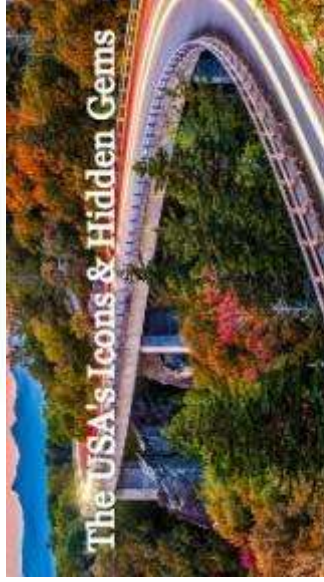
Take advantage of some superb value and limited Depart Under for JUST £999. Spend the week exploring Canada's coastline, its natural beauty and iconic sights such as the Twelve Apostles on the Great Ocean Road.

Take a look at some of our favourite holiday offers. You'll find a range of exciting offers for all nationalities of the USA to an awe-inspiring safari in South Africa. Whatever your travel ideas are, our friendly and knowledgeable Travel Experts are on hand to help.



Discover the USA's Icons & Hidden Gems

From the towering mountains and quaint historic villages of New England to the bluegrass and country music of Kentucky & Tennessee, unearth the hidden gems and experience the best of the USA with Trailfinders!



The USA is waiting and it's time for you to head out and explore. Create the perfect holiday combining some of the most legendary cities with lesser known hidden gems and create memories to last a lifetime.

Choose to journey across the USA by hitting the road, jumping aboard a train or taking short flights to combine multiple destinations. The experts at Trailfinders are on hand to create the perfect trip for you today...



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Take an unforgettable American road trip through Capital Region USA. Journey from Washington, DC to Atlantic Coast beach resorts, winding along the waterways of the Chesapeake Bay, and taking in the breathtaking vistas of the Appalachian Mountains in Maryland and Virginia. Tour the world-famous Smithsonian museums, National Parks, and Civil War sites. Unwind at wineries with mountain views and savour an array of flavours at local restaurants. Contact us now to plan your own Capital adventure for 2024.

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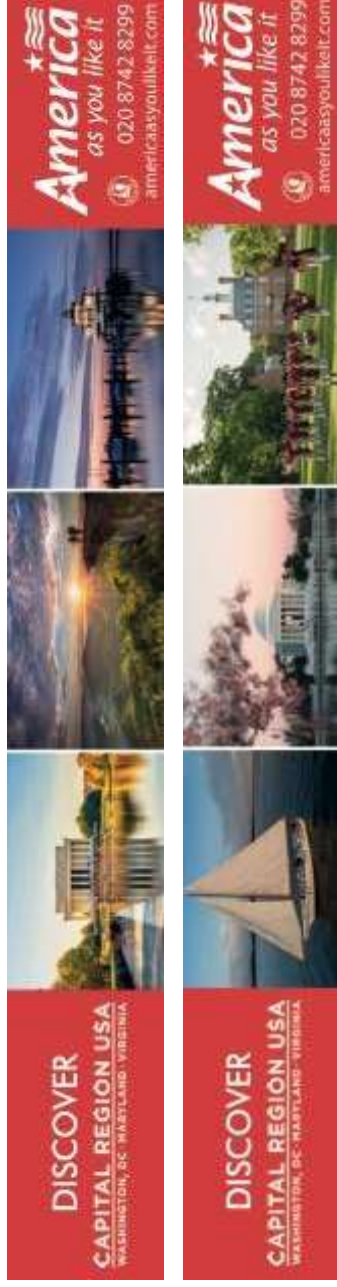
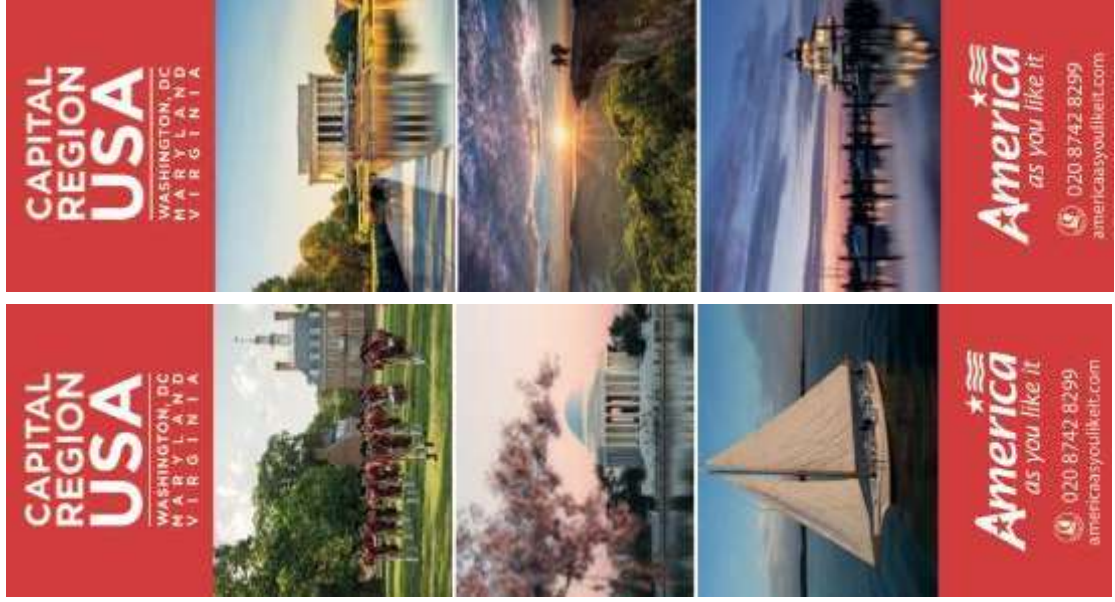
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Capital Region: Hip and Historic

The Capital Region features some of America's landmark parks and its historical significance cannot be underplayed. However, it is also a very vibrant and exciting area with trendy nightlife, internationally acclaimed restaurants and world-class shopping.

You can enjoy both sides of the region against a backdrop of stunning scenery, along many of the Scenic Byways, or from the roof-top of a top-notch hotel. [America As You Like It](#)

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The Capital Region, USA



CAPITAL REGION USA
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From the memorable monuments of Washington, DC to the beautiful beaches and majestic mountains of Maryland and Virginia, discover the top 10 things to do in America's rich and varied Capital Region.

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This Capital Region road trip takes in everything from America's most famous landmarks to beautiful coastlines, emerald forests & majestic national parks.

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Capital Region tailor-made holidays

Immerse yourself in a truly authentic American experience with a visit to the Capital Region. From the memorable monuments of Washington, DC to the beautiful beaches and majestic mountains of Maryland and Virginia, history and natural beauty abound.

Follow a scenic byway and discover the charms of the Chesapeake Bay or the serenity of Shenandoah National Park, two of America's greatest natural wonders. History buffs will marvel at the region's collection of historic attractions and Civil War driving trails.

CAPITAL REGION USA
WASHINGTON, DC · MARYLAND · VIRGINIA

Highlights of the Capital Region

Within about an hour's drive of Washington, DC, visitors can explore a variety of cities across the state of Maryland. Heading east from the capital, there's the waterfront city of Annapolis, Maryland's capital, and Baltimore, the largest city in Maryland. Alternatively, head west towards the Appalachian Mountains to explore hip and historic Frederick.

Take a quick trip across the Potomac River from Washington, DC and you'll find yourself in Arlington, Virginia, home to inspiring memorials and skyline views of the nation's capital. Then, further into Virginia, be sure to visit Charlottesville, Thomas Jefferson's hometown in the Blue Ridge Mountains, and Williamsburg, where you can experience America's beginnings. If you're looking for a relaxing beach holiday, Virginia Beach's golden sands form what is the world's longest pleasure beach.

SHOW LESS

Top itineraries in Capital Region

Let included Amtrak rail journeys and luxury hotels bring you to New York's headline-grabbing icons, Boston's harbour-side setting and the world-leading museums of Washington, D.C.

Starting among the monuments of America's political heartland, this road trip will see you out to the nearby states of Maryland and Virginia, home to beautiful coastlines, endless forests and picturesque national parks.

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Places to stay in Capital Region

Browse below for some of the most luxurious hotels and accommodation in Capital Region. Our Capital Region travel specialists regularly visit and inspect the accommodation we feature to ensure they are of an exacting standard.

8 available

- Holiday type -

- Region -

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O'Callaghan Annapolis, Maryland
Traditional hotel

A warm Irish welcome awaits you at the O'Callaghan, which sits in a very central location near the US Naval Academy in downtown Annapolis. Rooms are spacious with furniture imported from Europe and the onsite pub and restaurant serve Irish fare as well as local Maryland specialties.



The George Washington, Virginia
Historic hotel

Originally built in 1924 and having recently undergone a major refurbishment, The George Washington is located in downtown Winchester and features a Roman-style indoor swimming pool. Voted 'Wyndham Hotel of the Year' in 2011, this is the perfect place from which to explore both the Shenandoah Valley



The Jefferson, Washington D.C.
Designer hotel

Historic guests since 1955, this is one of the capital's best small boutique hotels thanks to impeccable service and luxury rooms. There are also tributes to Thomas Jefferson spread throughout with everything from original signed documents to a book room filled with leather-bound tomes.



Westgate Historic Resort, Williamsburg, Virginia
Historic hotel

A winner of both Booking.com and Tripadvisor's Certificate of Excellence, this hotel is ideal for exploring one of America's premier historical towns.



Omni Charlottesville
Contemporary hotel

This contemporary hotel is ideally sited in Charlottesville, whose historic sights were rated as one of the 'Top 10 Places to Visit' by The New York Times.



Inn at Perry Cabin, St Michaels
Grand & elegant resort

This classically American 19th century manor house comes complete with clapboard design, soaring columns and elegant gardens.



Kimpton Hotel Monaco, Washington D.C.
Contemporary hotel

Stay in a National Historic Landmark building at Hotel Monaco, among the history of the American capital.



Hotel Palomar, Philadelphia
Historic hotel

With its old-school architecture and Art Deco-inspired interiors, this is a sophisticated retreat in the city's centre.

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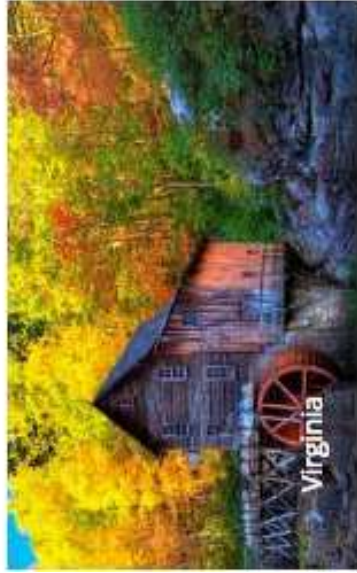
Washington, DC

The US capital teems with historic monuments and some of the country's most famous buildings, not least the White House, a grand architectural icon right at the heart of world politics.



Maryland

Maryland is rich in varied landscape, from mountains and rolling farmlands to its winding Atlantic coastline. The state was a centre of military activity during the Civil War and a number of trails exist to follow in the footsteps of those campaigns.



Virginia

Virginia has enough history and natural beauty to satisfy even the most well travelled sightseer. Close to Washington, DC you'll find George Washington's well-preserved home of ...



The US capital teems with historic monuments and some of the country's most famous buildings, not least the White House, a grand architectural icon right at the heart of world politics.

If museums are your thing, you'll be hard pressed to find anywhere better with the National Air & Space Museum, National Museum of Natural History, National Museum of African American History & Culture and the Reynolds Center for American Art & Portraiture all within a stone's throw of each other. And all offering free entry, too. Then, the bases of the Lincoln Memorial and the Martin Luther King Jr Memorial provide stark and poignant reminders of conflict and revolution, both at home and overseas.

Beyond Washington, DC's most familiar sites such as the Capital Building, Jefferson Memorial and the White House as well, the capital city unfolds into a lively urban centre. Casual cafes and upscale bistros line the trendy streets of Georgetown, while the downtown district sizzles with a host of exciting restaurants.

If shopping's on your mind, you won't be disappointed either. The city abounds with upscale boutiques, antique shops and outdoor markets, while bargain-billed outlet malls can be easily reached from downtown.

Top itineraries in Washington, DC

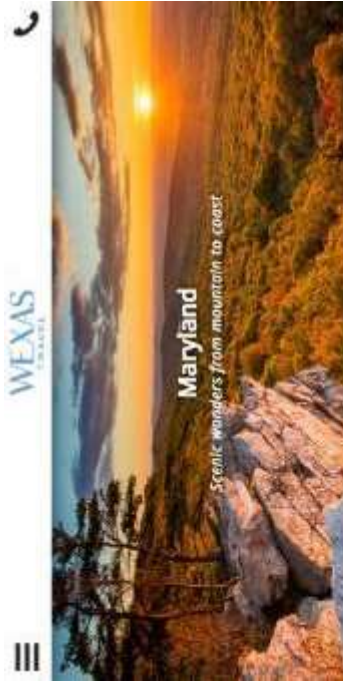


Let included Air-to-air rail journeys and luxury hotels bring you to New York's headline grabbing cones, Boston's harbour-side scenery, historical Philadelphia and the leading museums of Washington, DC.



Starting among the monuments of America's political heartland, this road trip will see you out to the nearby states of Maryland and Virginia, home to beautiful coastline, endless forests and picturesque national parks.

CONSUMER PROMOTIONS UK



Show Menu

Visit Maryland

Maryland is well noted for its variety of landscapes, from mountains and rolling farmlands to its winding Atlantic coastline. The state was a centre of military activity during the Civil War and a number of trellis exist to follow in the footsteps of those campaigns.

Baltimore

Today's Baltimore, known as Charm City, is a vibrant community that honours the past while keeping a keen eye firmly on the future. Baltimore's bustling Inner Harbor is the city's focal point and location for top attractions such as the National Aquarium and the American Visionary Art Museum. Just a short water taxi ride away is Fells Point, the historic cobblestone neighbourhood that's a legacy to Baltimore's British nautical roots. The city is where you can see the largest public collection of Marbles in the world, completely free of charge, so a craft beer in the sanctuary of a converted Dutch and stay in a four-star hotel makes a perfect historic recreation plan.



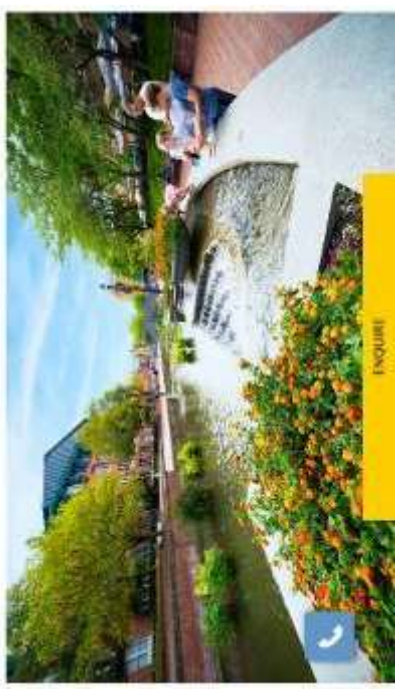
Annapolis

The port city of Annapolis was once the capital of the U.S. and is home to many colonial buildings and the United States Naval Academy. From there it's a short hop to Chesapeake Bay, waterway with the longest inland shoreline in the states, perfect for sailors, fishermen and seafood lovers, who can indulge in the local speciality - soft shell blue crab.

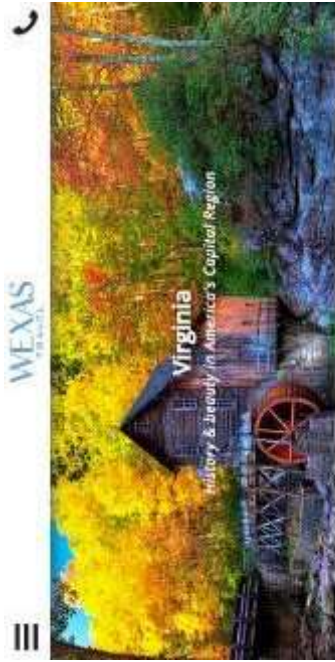
Annapolis (Credit: Yehi Magyariel & Anne Arundel County)

Frederick County

Frederick County, Maryland is surrounded by the rolling hills of the Canadian Mountains, steeped in American Civil War history, and home to a 50-block downtown with over 200 specialty shops and dozens of restaurants. Sip and sample at wineries, breweries, and distilleries - the most of anywhere in Maryland.



CONSUMER PROMOTIONS UK



Show Menu

Visit Virginia

Virginia has enough history and natural beauty to satisfy even the most well-traveled visitor. Close to Washington, DC, you'll find George Washington's well-preserved home of Mount Vernon, while Williamsburg is a living museum of the colonial era. Shenandoah National Park and the Blue Ridge Mountains are worth a visit, as are Charlottesville and Richmond.

Alexandria

Discover Washington, DC's original Old Town, named one of Condé Nast Traveler's Top 5 U.S. Small Cities for 2018 and the no.1 Best Value U.S. Travel Destination for 2018 by Money magazine. Alexandria's cobblestone streets and historic setting is a delight – a nationally-designated historic district, located on the waterfront and featuring King Street, one of the "Great Streets" of America with over 200 restaurants, boutiques and museums tucked away amid its 18th- and 19th-century architecture, all at least from the days of George Washington. Take a water taxi on the Potomac River to explore the presidential estate of America's founding father, or why not head into DC itself, usually located just a 20-minute drive north.



Fairfax County

Discover Fairfax County's array of cultural and natural delights, just minutes from downtown Washington, DC. Between taking in the monuments and museums of the capital, you might want learn more about the region's part in the American Civil War or spend some time exploring Mount Vernon Estate, the grand home of George and Martha Washington. The Smithsonian Udvar-Hazy Air and Space Museum is a must, as is the excellent Tysons shopping experience, known as "the Rodeo Drive of the East Coast". Then, after dark, settle down with a picnic dinner under the stars at The Wolf Trap Center – the only National Park in the country dedicated to the performing arts. And, there's plenty of the natural world to enjoy, too, with over 30,000 acres of Regional and National Parks offering everything from biking, hiking and kayaking to spotting bald eagles.



Mount Vernon Estate

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Norfolk

Far more than just a historical seaport on the Virginia waterfront, Norfolk offer big-city amenities and an abundance of small-town charm. It's all played out across an abundance of attractions, from superb nightlife and shopping to world-class art museums and year-round festivals. Enjoy the Battleship Wisconsin, Chrysler Museum of Art, Norfolk Botanical Garden, and Naval Station Norfolk – the world's largest Navy base. And, there's plenty to discover on the water, with kayaking, sailing, fishing and guided harbour cruises, while for music fans, there are regular performances by the acclaimed Virginia Symphony and Virginia Opera.



Norfolk Virginia

Virginia Beach

Where the Chesapeake Bay meets the Atlantic Ocean, the vibrant coastal city of Virginia Beach is home to a flourishing local culinary scene, rich history, a variety of arts and entertainment and family-friendly attractions that keeps locals and visitors entertained throughout the year. Relax and unwind on the region's 35 miles of gold-sand beaches, take a sunset stroll on the boardwalk or step off the beaten track with a visit to remote Sandbridge, with its wide open spaces and doorstep access to the Back Bay National Wildlife Refuge. Here, a network of beach and sand-dune trails offer up-close encounters with the region's bountiful birdlife.



Virginia Beach

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Arlington

Across the river from Washington, DC, Arlington, Virginia is minutes from the National Mall, Smithsonian museums, US Capitol, White House and more. Visit Arlington National Cemetery, the Marine Corps War Memorial and the Air Force Memorial.



Arlington, Virginia (Credit: David Hills for Stay Arlington)

Williamsburg

Pair history, adventure and relaxation in Williamsburg, where you can enjoy everything from luxurious spas, world-class golf and award-winning restaurants to a superb living-history museum and a range of surprising thrills that include excellent opportunities for biking and hiking. Colonial Williamsburg is an absolute highlight, with its art museums, horse-drawn carriage rides and 18th-century architecture, which remains from what was Britain's largest colonial settlement in the New World.



Governor's Palace, Williamsburg (Credit: Virginia Tourism Corporation)

CONSUMER PROMOTIONS UK

Wexas Travel



Few areas of the USA are packed with as much culture and history as the country's Capital Region. From the inspiring monuments and remarkable museums of Washington, DC to the beautiful beaches and majestic mountains of Maryland and Virginia, history, culture and natural beauty abound.

But, while it's best known for its heritage, you'll also find plenty more besides. Follow a scenic byway and discover the charms of the Chesapeake Bay or the serenity of Shenandoah National Park, two of America's greatest natural wonders.

What's more, non-stop flights from the UK to Washington Dulles International Airport with a number of international airlines mean the region is within easy reach too. Find out more about the region and discover our tailor-made trips through the link below.

<https://www.wexas.com/holidays/north-america/capital-region>



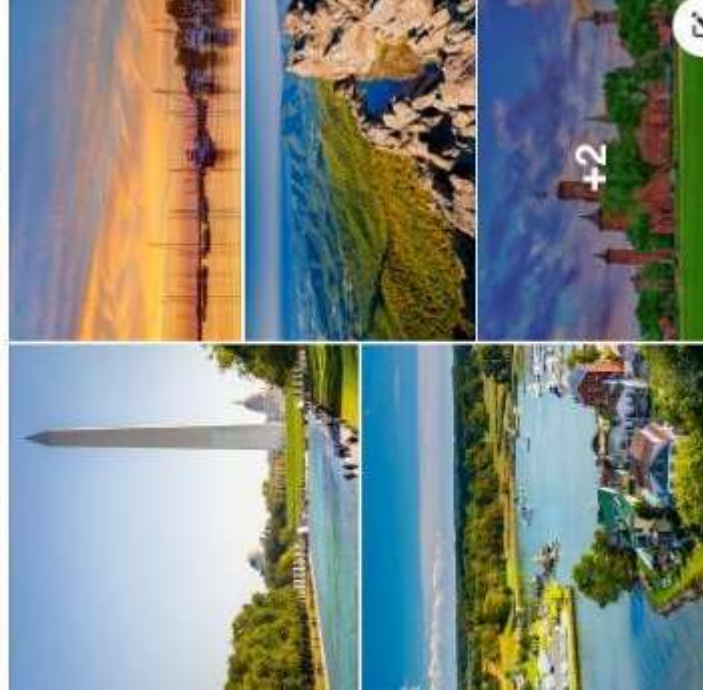
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wexas_travel Few areas of the USA are packed with as much culture and history as the country's renowned Capital Region. From the inspiring monuments and remarkable museums of Washington, DC to the beautiful beaches and majestic mountains of Maryland and Virginia, history, culture and natural beauty abound.

But, while it's best known for its heritage, you'll also find plenty more besides. Follow a scenic byway and discover the charms of the Chesapeake Bay or the serenity of Shenandoah National Park, two of America's greatest natural wonders.

What's more, non-stop flights from the UK to Washington Dulles International Airport with a number of international airlines mean the region is within easy reach too. Find out more about the region and discover our tailor-made trips through the link in our bio.

wexas_travel #travel #wanderlust #travelgram #instatravel



CONSUMER PROMOTIONS UK

Platinum Travel

It's On Us: FREE Family Ticket to the Holiday World Show!

24 January 2024 17:05

Platinum Travel

Details

IRISH TRAVEL INDUSTRY AWARDS 2024 FINALIST
ITAA TRAVEL AGENCY OF THE YEAR 2023 - UNDER 10 EMPLOYEES

Exciting News from Platinum Travel!
 We're thrilled to share that Platinum Travel is a finalist at the Irish Travel Agency Awards 2024 in the category 'ITAA Travel Agency of the Year - Under 10 Employees', and we couldn't be happier!

This honour is a testament to the dedication and passion of our fantastic team, who work tirelessly to make every journey memorable. And of course, a huge shoutout to you, our amazing clients, for trusting us with your travel dreams and adventures.

Here's to making more travel dreams come true, together!

The Platinum Travel Team

WE'RE AT HOLIDAY WORLD SHOW!

UTAH TRAVEL
 OREGON TRAVEL
 KENTUCKY TRAVEL

**FRI 26TH, SAT 27TH & SUN 28TH JAN
 RDS SIMMONSCOURT BALLSBRIDGE
 VISIT US AT STAND H7**

Holiday World Show
 RDS SIMMONSCOURT

Join us at the Holiday World Show, RDS Simmonscourt, this weekend for an exclusive showcase of luxury and bespoke travel experiences.

We're partnering with the finest in American travel: Visit Utah, Great America West, Capital Region USA, Travel Oregon, Team Kentucky and Rocky Mountaineer. Each partner brings a unique flavour of American beauty and adventure, promising a travel experience that's not just a journey, but a collection of unforgettable moments.

Get ready to be introduced to the luxurious landscapes of Montana, North Dakota, South Dakota, Idaho, Wyoming, Washington DC, Maryland, Virginia, Kentucky, Oregon and Utah. As your tailor-made USA specialist, Platinum Travel is committed to crafting your perfect, personalised USA journey. So please do come along and say hello!

We are thrilled to also partner with The Travel Corporation at this year's show. Paula will be on the Unworld / Insight Vacations / Luxury Gold Stand H12 to discuss luxury River Cruises and Guided Tours.

The schedule is as follows:

- Stand number H7
- Friday 26th - 12.30 - 5pm
- Saturday 27th - 10am - 5pm
- Sunday 28th - 10am - 5pm

We can't wait to see you there!

You are invited as our guest to visit our stand H7 at Holiday World Show Dublin in the RDS, Simmonscourt from Friday 26th to Sunday 28th January. Just click on the link [HERE](#) and enter the Promocode **HWSE** exhibitors to get your **FREE** ticket.



Meet us at the Holiday World Show this weekend at RDS Simmonscourt!

Step into a world where travel is tailored just for you, and explore the diverse landscapes and vibrant cultures of the USA with us and our travel partners.

From the scenic wonders of Utah and the expansive vistas of the Great America West to the dynamic streets of the Capital Region, the lush trails of Oregon, the welcoming heart of Kentucky, and the unique journeys offered by the Rocky Mountaineer - we've got it all lined up for you.

We can't wait to see you at stand H7! @Holiday World Show

#PlatinumTravel #HolidayWorldShow #FlyDrive #FlyDriveHolidays #LuxuryTravel #Luxury #Travel

WE'RE AT HOLIDAY WORLD SHOW!

UTAH TRAVEL
 OREGON TRAVEL
 KENTUCKY TRAVEL

**FRI 26TH, SAT 27TH & SUN 28TH JAN
 RDS SIMMONSCOURT BALLSBRIDGE
 VISIT US AT STAND H7**

Holiday World Show
 RDS SIMMONSCOURT

CONSUMER PROMOTIONS UK

British Airways



british_airways

Sponsored



BRITISH AIRWAYS
A BRITISH ORIGINAL

HOLIDAYS IN
WASHINGTON DC

FLIGHTS
+ 3 NIGHTS HOTEL
FROM **£599** PP

SALE ENDS 30 JANUARY



T&Cs apply



Book Now



Followed by **joaypr** and 1.2M others

british_airways Want to visit a city steeped in American history? Now's your chance. Flights to Washington DC + 3 nights hotel from £599pp. Sale ends 30 January. ATOL protected. T&Cs apply.

British Airways Executive Club

To: TMP

11 January 2024 16:00

[Hide Details](#)

Business class to the US, for less. Mrs Chamberlain, save in our Original Sale.

If you are unable to see this message below, click [here](#) to view.



Rush for gold. Now's your chance.



Our business-class favourites

Use your Avios to save more. Prices below include return flights in Club World from London.

Where next?	From just
Flights to Chicago	£1,299 + 98,900 Avios >
Flights to Boston	£1,399 + 98,900 Avios >
Flights to Washington	£1,399 + 98,900 Avios >
Flights to San Francisco	£1,899 + 98,900 Avios >

Our business class experience to the US starts long before take-off.

Dedicated check-in desks. Stylish lounges. A sumptuous three-course meal. And that's before you fall to sleep in your fully flat bed. It's service so good, it's almost a shame to sleep through it.

You'll arrive refreshed and ready to discover the finest restaurants the US has to offer. Or relax in your very own hilltop hideaway. Savings end at **midnight 30 January**.

Book your seat

Savour it all



from
£456 return

CONSUMER PROMOTIONS UK

British Airways

British Airways Executive Club

To: TIMP

Business class is on sale, Mrs Chamberlain

16 January 2024 13:27

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Indulge yourself, for less

BUSINESS CLASS

SALE IS NOW ON

Elevate your experience from start to finish. With business class on sale, now's your chance.

Enjoy dedicated check-in. Breeze through Fast Track security and unwind in one of our exclusive lounges. All with our best of British service, ready for unforgettable moments.

Relax on secluded beaches. Reconnect with loved ones. Wherever you find paradise, book now for less.

Business class savings must end **midnight 30 January**.

[Don't miss out.](#)

Our business class favourites

Use your Avios to save more. Prices below include return flights in Club World or Club Europe.

Where next?	From only	
Flights to Geneva	£131 + 24,500 Avios	>
Flights to Barcelona	£107 + 36,900 Avios	>
Flights to Rome	£115 + 49,600 Avios	>
Flights to Chicago	£1,299 + 98,900 Avios	>
Flights to Washington	£1,399 + 98,900 Avios	>
Flights to Mumbai	£1,498 + 98,900 Avios	>

[Book now](#)

CONSUMER PROMOTIONS UK

British Airways

 **British Airways**  Sponsored

Want to visit a city steeped in American history? Now's your chance. Flights to Washington DC + 3 nights hotel from £599pp. Sale ends 30 January. ATOL protected. T&Cs apply.

 **BRITISH AIRWAYS**
A BRITISH ORIGINAL

HOLIDAYS IN
WASHINGTON DC
FLIGHTS + 3 NIGHTS HOTEL FROM **£599** PP


SALE ENDS 30 JANUARY




  T&Cs apply

 **DC USA**  VISIT THE USA .co.uk

ad.doubleclick.net
The Original Sale

Book Now

X Washington D.C holidays 2024 | Deposits from £60...  britishairways.com

[Home](#) | [Destinations](#) | [North America](#) | [USA flights](#) | [Washington](#) | [Washington holidays](#)

WASHINGTON D.C.
HOLIDAYS
The presidential suite

Plan your trip

CONSUMER PROMOTIONS UK



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BA **BRITISH AIRWAYS** A BRITISH ORIGINAL

HOLIDAYS IN WASHINGTON DC

FLIGHTS FROM 3 NIGHTS HOTEL FROM **£599** PP

SALE ENDS 30 JANUARY

DC **THE GREAT WASHINGTON TOUR**

Book Now

Followed by joaypr and 1.2M others

british_airways Want to visit a city steeped in American history? Now's your chance. Flights to Washington DC + 3 night... more



Washington D.C holidays 2024 | Deposits from £60... [britishairways.com](#)

WASHINGTON HOLIDAYS

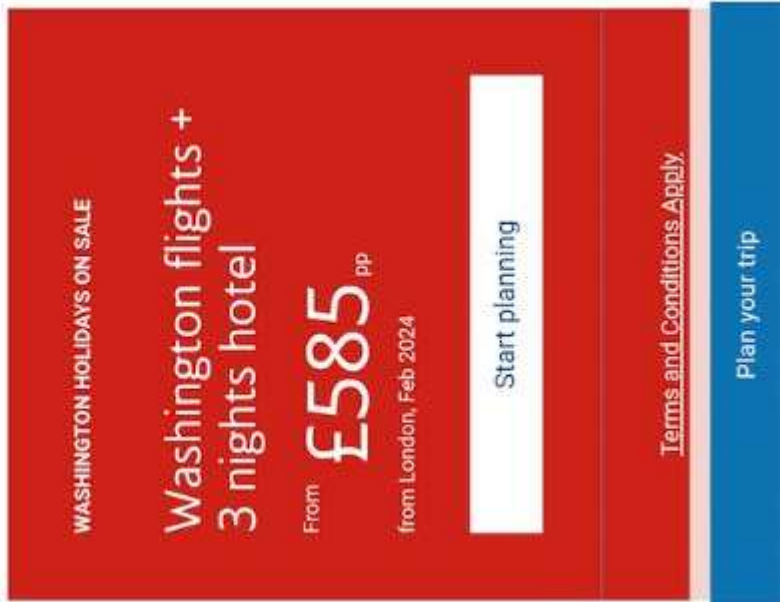
Form a more perfect union with the US capital

Although D.C enjoys a more laid-back vibe than NYC, America's capital has plenty going on. Washington offers up a lively food scene, buzzing nightlife, and a tranche of iconic museums and monuments where you can soak up centuries of history. It's also home to the nation's corridors of power, of course, and you can even tour iconic government buildings: from where momentous world events have been directed.

Stroll along the National Mall, past stunning presidential memorials, and visit the Smithsonian's many free museums. Take a ghost tour of Georgetown check out Artechouse, a gallery that blends futuristic tech with interactive games, and channel your inner James Bond at the International Spy Museum.

Escape the city among the trails of the huge Rock

Creek Park. Visit in spring, when the city's 3,000 cherry blossom trees burst into bloom, and the Tidal Basin in West Potomac Park becomes the focal point for the annual National Cherry Blossom Festival. When evening comes, sip a pre-Prohibition cocktail at buzzy Provision No.14 and tap into the community spirit at cultural hub Busboys and Poets. Book your [flights to Washington D.C.](#) today to get your adventure started.



WASHINGTON HOLIDAYS ON SALE

Washington flights + 3 nights hotel

From **£585** pp

from London, Feb 2024

Start planning

[Terms and Conditions Apply.](#)

Plan your trip

CONSUMER PROMOTIONS UK

Carefully selected Washington D.C hotels

Recommended Hotels ▾

Best hotels in Washington D.C for all types of traveller

Searching for a Washington D.C city break? We have a great choice of hotels. Eco-friendly [Hotel Zena](#) has a seasonal rooftop pool and cocktail bar with sweeping views. For an affordable break, opt for the [Doubletree Hotel Washington DC - Crystal City](#), across the Potomac in Arlington, Virginia and within walking distance of the Pentagon. [The Ven at Embassy Row](#) has been designed around the Danish concept of hygge and features a rooftop pool with Downtown views and the Ven Cafe serving breakfast and takeaway meals. The stylish [Viceroy Washington D.C.](#), on trendy 14th Street in Logan Circle, has a seasonal rooftop bar and rooms kitted out with Google NestHub virtual concierges. The [Washington Hilton](#) offers rooms with views of the Capitol Building and the Washington Monument. Located between the White House and Capitol Hill, the Grand Hyatt Washington is a 12-storey atrium hotel with direct Metro access. The [Hyatt Regency Washington](#) on Capitol Hill features a

[Plan your trip](#)

[Hyatt Regency Washington](#) on Capitol Hill features a large fitness centre and the Article One-American Grill. The [Royal Sonesta Washington D.C](#) is a luxury hotel in Dupont Circle with an outdoor pool and sun terrace. The luxury [Waldorf Astoria Washington DC](#) is set within a former post office and clock tower dating from 1899 and offers an observation deck with fine city views and an indulgent spa. Finally, the [Yotel Washington D.C](#) has a large rooftop pool, a rooftop bar and an award-winning restaurant.

[Crowne Plaza Crystal City, Washington, D.C](#)

Arlington/Alexandria, 4 ★ Hotel



Economy



3 nights



[Plan your trip](#)

CONSUMER PROMOTIONS UK

Virgin Atlantic

☆ Virgin Atlantic Flying Club
 To: Lisa Chamberlain
 Reply to: Virgin Atlantic Flying Club
 Last minute getaways, for less

12 January 2024 15:42
 Hide Details

✕ ⏪ ⏩ ⏹

Get the best value [Virgin Atlantic](#)

Membership no:
 1020888782





Late
getaways

It's a
big deal.

Hello Lisa

Got a hankering for a winter warmer? And we don't mean a takeaway and some leftover mulled wine. Nope, we're talking about trading in your cosy socks for a pair of flip flops in the **Virgin Atlantic sale**.

The best time to visit many of our warm and sunny destinations is between now and March - precisely when our days are at their darkest and shortest. And with big savings right now on all our seasonal destinations, you can treat yourself to some sun-soaked relaxation in the Caribbean or holidays, or turn the heat up with a city break to Cape Town or Dubai, with our burning a hole in your pocket.

[Fly away](#)

Save even more on holiday packages
 Save an additional **£100** this weekend plus earn **double Virgin Points** with Virgin Atlantic Holidays or Flight + Hotel when travelling now until 31st December 2024. T&C's apply.

[Shop Virgin Atlantic Holidays](#) > [Shop Flight + Hotel](#) >

Get 2024 off to a flying start



January

from **£374pp***



February

from **£376pp***



March

from **£373pp***



April

from **£377pp***



London (LHR) to
Washington, D.C.
(IAD)

Feb 20, 2024 - Mar 13, 2024

Starting from

£458*

Seen: 6 hours ago
Round trip / Economy

[Search latest fare](#)



Manchester (MAN) to
Washington, D.C.
(IAD)

Feb 15, 2024 - Mar 07, 2024

Starting from

£595*

Seen: 3 hours ago
Round trip / Economy

[Search latest fare](#)

CONSUMER PROMOTIONS UK

Heathrow Airport

17 January 2024 15:02
Hick Dorrain

Heathrow Rewards
To: Lisa Chamberlain
Reply To: Heathrow

Latest news & offers from Heathrow

Email not displaying properly? [View options](#)

Heathrow

Hello Lisa,



New year, new destination?

If you're in need of some travel inspiration for the new year and beyond, we've here to help.

Check out our [Traveler Blog](#) to uncover unforgettable destinations and hidden gems to make your holiday magical. Discover more with our interactive route map and flight fares.

[View our interactive route map](#) →

The best of the U.S.

The U.S. East Coast is home to many vibrant and diverse cities, each offering its own unique attractions and cultural experiences. Explore New York, Boston and Washington DC, direct from Heathrow.

[Find out more](#) →

Heathrow

Heathrow: Welcome to Heathrow Airport - Heathrow Blog

Hottest highlights of North America

Share



North Ayscough
05 January 2024

Action and travel

The East Coast is home to some of the country's most vibrant and buzzing cities. They are ideal to visit for a long weekend or a few days in transit when traveling. Whatever the reason for your visit, here is how to make the most of them.

[Book with British Airways](#) →

[Book with American Airlines](#) →

[Book with Delta Air Lines](#) →

[Book with Virgin Atlantic](#) →

[Book with United Airlines](#) →

Wander around Washington

An East Coast trip is incomplete without a visit to the United States' capital, a bustling city filled with major monuments, memorials and museums. Washington can be explored on foot, or you can ride a bike to each major spot in no time.

A great way to explore the main spots is by strolling or riding through the National Mall and making stops at the Washington Monument, Lincoln Memorial and Smithsonian museums along the way. You can spend however long you like at each one to really soak up the history and culture spilling out of each major sight.

One of the best times of year to visit Washington DC is in the Spring when the cherry blossoms are in full bloom, and the city is filled with vibrant colours. This will make your trip that little bit nicer and prettier and really allow you to enjoy this outdoorsy state that little bit more.



CONSUMER PROMOTIONS UK

BRAND USA

<https://www.independent.co.uk/travel/north-america/usa/leesburg-virginia-travel-guide-best-hotels-b2479410.html>

The screenshot shows a web browser displaying an article on the Independent.co.uk website. The page layout includes a top navigation bar with the 'INDEPENDENT' logo and menu items for NEWS, SPORT, VOICES, CULTURE, LIFESTYLE, TRAVEL, PREMIUM, and MORE. A search bar and a 'Via the USA' button are also visible. The main content area features a large banner image of a river scene with the text 'More than historic sites, the new traditions.' and the URL 'www.independent.co.uk'. Below this is a sub-header 'MICROGUIDES' and the article title 'How to spend a day in Leesburg, Virginia's arty, indie and historic hangout'. The article text begins with 'This pretty downtown neighbourhood on the border with Maryland isn't a tourist hotspot, but it's a treasure trove of quaint indie stores, historic buildings and a vibrant art scene, says Richard Franks'. A social media sharing section follows, showing '1 day ago' and icons for Instagram, Facebook, Twitter, and Email. The bottom of the page features a large photograph of a street scene in Leesburg, Virginia, with historic buildings and an American flag.

CONSUMER PROMOTIONS UK

Visit USA

Lusso puts U.S. clients in lap of luxury

A leading trade-only tour operator that specialises in luxury U.S. holidays is looking forward to building closer relationships with destinations and suppliers after joining Visit USA.



"Becoming a member of Visit USA endorses our commitment to the destination and will help us increase awareness of our USA portfolio," says Sarah Gibbons, Senior Product Manager, USA, Bermuda & Mexico, for Lusso.

"The USA is a very important destination for Lusso, we are proud of our extensive first-hand knowledge and contacts which enable us to create bespoke luxury holidays for our clients," she adds.

"Our team of USA based advisors work in partnership with the client's travel agent to plan the perfect holiday, one that is carefully thought out and seamlessly executed... from single centre breaks staying in the finest accommodation to the most complex of multi-centre itineraries, complete with private transfers, guided excursions and activities."

Based in Cheshire, Lusso launched in 2019 as the UK's first specialist tour operator selling luxury holidays exclusively through independent travel agents.

Top-selling destinations for Lusso in 2024 include Florida, California, and New York, although the operator is also seeing "good demand" for more adventurous destinations including Utah and Arizona.

Sarah says Lusso is also committed to driving clients towards cities that might not otherwise be on their radar, such as Washington D.C., Philadelphia, Seattle, Chicago and Baltimore.

"These exciting cities are excellent alternatives to the likes of New York and Los Angeles, which first-time visitors typically gravitate to.... in each of them you will find excellent museums, endless shopping and mouth-watering local cuisine - plus whatever it is that makes that city unique."

"So Washington has its iconic memorials and monuments plus, of course, the White House; Philadelphia has the Rocky Steps and the Liberty Bell; Seattle has its Space Needle and a close proximity to Puget Sound, national parks and the great outdoors; Chicago sits right beside Lake Michigan, with sky-scrapers to rival New York's; while Baltimore has the fascinating Fort McHenry, a historical American coastal fort."

Sarah's own U.S. travels last year included memorable experiences in Utah and Las Vegas.

Visit USA News

To: Lisa Chamberlain

Reply-To: shanti.kumar@tmppublishing.co.uk

What's new in the USA!

11 January 2024 14:41

[Hide Details](#)



Your USA trade news

NEWS TO USE FROM VISIT USA MEMBERS

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TRADE FAMS

American Affair

Travel Agent incentive to win place on a Capital Region USA Fam promoted in trade press and dedicated landing page

american affair by Travel

Why America? Journeys Discover [Get in Touch](#)

JANUARY BOOKING INCENTIVES

FAM TRIP INCENTIVES & LOVESHOP VOUCHERS

To celebrate the launch of our **January Sale**, we're delighted to be running three incredible booking incentives this month.

Want to get get involved? On this page, you'll find everything you need to know to make the most of these amazing incentives.

american affair by Travel

Why America? Journeys Discover [Get in Touch](#)

Booking Incentives

Seattle & Washington State FAM Trip Incentive

For exploring the Emerald City of Seattle, known for its vibrant culture and scenic views, the spirit of the Pacific Northwest is yours. This FAM trip incentive is for you. To be in with the chance of winning one of two 5 nights, all you need to do is make an American Affair booking and get the 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 Seattle/Washington State counts as two.
- Winners will be announced on a weekly basis on our American Affair Agents' Facebook page.
- Nights in April/May 2024.

The Capital Region FAM Trip Incentive

On this FAM trip, you'll discover the great outdoors and the history of the capital city of Washington, DC. To be in with the chance of winning one of two 5 nights, all you need to do is make an American Affair booking and get the 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.
- Nights in May 2024.

Love2Shop Incentive & Sweet Hamper

Along with our exciting new 50th birthday celebrations, we're also celebrating our 40th birthday over Love2Shop. For 50 years:

- £150 per booking over £10,000
- £100 per booking between £5,000 - £10,000
- £75 per booking between £2,000 - £4,999

Applicable on new package bookings departing between 1 January 2024 - 31 October 2025.

Available for bookings made between 31 December 2023 - 31 January 2024.

Vouchers will be distributed at the end of the incentive period.

In addition, you'll receive a delicious sweet hamper for every American Affair booking over the value of £2,500.

american affair by Travel

WIN a place on a USA FAM!

Book with American Affair by 31 January and you could win a place on one of two USA FAM trips.

SEATTLE & WASHINGTON STATE ☆ THE CAPITAL REGION

10+ PLACES UP FOR GRABS

[FIND OUT MORE >](#)

TRADE FAMS



Why America? Journeys Discover

Get in touch

Booking Incentives



Seattle & Washington State FAM Trip Incentive

Fancy exploring the Emerald City of Seattle, known for its iconic Space Needle and coffee culture, and seeing the sights of the Evergreen State of Washington? Then this FAM trip incentive is for you. 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 Seattle/Washington State counts as two.

Winners will be announced on a weekly basis on our American Affair Agents Facebook page.

6 nights in April/May 2024.



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 6 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.

6 nights in May 2024.



Love2Shop Incentive & Sweet Hamper

Along with our exciting new FAM trip incentives, we're also running one of our biggest ever Love2Shop incentives. You'll earn:

£150 per booking over £10,000

£100 per booking between £5,000 - £9,999

£75 per booking between £2,500 - £4,999

Applicable on new, package bookings departing between 1 January 2024 - 31 October 2025.

Available for bookings made between 26 December 2023 - 31 January 2024.

E-vouchers will be distributed at the end of the incentive period.

In addition, you'll receive a delicious sweet hamper for every American Affair booking over the value of £2,500.



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 6 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.

6 nights in May 2024.

American Affair
Travel Bulletin - 12 January



THE ULTIMATE SALE FOR AGENTS

American Affair has revealed its stars-and-stripes-studded peaks campaign!



AMERICAN AFFAIR has very much made a transatlantic splash with its peaks campaign. Between Love2shop vouchers worth up to £150, and places on two fam trips in 2024 (to Seattle & Washington State and the Capital Region), there are plenty of

Newmarket peaks ad spotlights USA marvel

"DISCOVER THE World" is the mantra behind Newmarket Holidays' peaks campaign, which offers up to 15% off tours until March 15, 2024 and features a TV advertisement, spotlighting the Grand Canyon in the USA as one in a

perks up for grabs, alongside a host of offers across the operator's travel styles.

Up to £1,000 off rail-and-cruise bookings, £350 on rail holidays, and £750 cruise holidays are available during the peak campaign period, as well as a free car hire upgrade and 10% off motorhome rentals helping clients hit the road for less. Additional tiered savings can be combined with the above discounts: bookings between £2,500 and £4,999 will save £250, between £5,000 and £7,499 will save £300, between £7,500 and £9,999 will save £350 and bookings

over £10,000 will save £500.

With January "an exciting time" for the operator, Stuart Rogers, head of product and commercial, explained: "This sale extends an invitation to customers to start planning their next holiday adventure to the USA through American Affair.

"We want to support our agents too and our FAM trips offer additional incentives as a reward for their support and loyalty."

The peaks incentives and discounts are valid on bookings made by January 31, 2024. www.americanaffair.com/januarysale

Charitable Travel / Sustainable Journeys

Travel Trade Gazette - 15 January

<https://www.ttgmedia.com/fairer-travel/new-tour-operator-promises-to-put-sustainability-first-and-the-destination-second>



Other destinations available now include Latvia, Lithuania, Finland and west Sweden, with plans to roll out itineraries for Switzerland, Colombia, New York State, Oregon, Virginia, Spain, Germany, the Seychelles, Guyana and Morocco among others over the course of 2024.

“We’re not focused on one destination or one part of the world – we’re always researching for the right local partner and we want to grow over time a worldwide collection of sustainable journeys, with a community of followers,” Tilling said.

Tilling announced Sustainable Journeys has an ethos of being “science driven” and has teamed up with Path Net Zero to ensure its itineraries are measured for their carbon emissions and is working with NGO Planeterra on measuring its itineraries’ ripple scores, which tracks how much customer spend on a trip will remain within the destination’s local economy.

Path Net Zero will also manage a carbon fund for the operator, supporting projects that have reduced emissions through a 3% donation of a holiday’s price through registry Gold Standard.

Sustainable Journeys customers will have Atol, Abta and trust account protection, Tilling confirmed.

She added that the operator wanted to be “honest and authentic” stating that it will be upfront with customers if part of a trip is not sustainable.

“If something isn’t sustainable but included on the tour – it might be included to enable the place before or the place after, or a hotel that is not particularly sustainable – we will be clear about this, so that our customers can make the right decisions. We’re not greenwashing. We’re telling you what’s good and what’s not so good, but obviously gravitating towards the good.”

“We are not perfect; we are an enabler. This is about incremental change and striving for perfection.

CONSUMER SHOWS

DESTINATIONS



Visit USA UK

1 h · 🌐



The Visit USA UK members were out in force at this years **Destinations: The Holiday & Travel Show** in Manchester. A LOT of interest in the USA and great to see everyone so busy including our tour operators **North America Travel Service, America As You Like It** and **Virgin Holidays**. If you're near Manchester pop in and say hi - we're here till Sunday.



Visit USA UK

15 h · 🌐



That's day 2 in the bag for Visit USA UK members at **Destinations: The Holiday & Travel Show** in Manchester. Our tour operators have reported enquiries and bookings today which is a great result. Our state and regional reps haven't stopped talking all day. Let's hope for a bumper number of show visitors on the weekend.



CONSUMER SHOWS

DESTINATIONS



DESTINATIONS
THE HOLIDAY & TRAVEL SHOW
MANCHESTER CENTRAL 11 - 14 JANUARY 2024



2 likes

travelasulkeit if you're in Manchester and looking for a holiday come and see us at Manchester Central at the Destinations Show! Here until Sunday to plan your perfect fly drive.

#manchester #destinations2024 #TravelUSA #roadtrip

America As You Like It

DESTINATIONS
THE HOLIDAY & TRAVEL SHOW
MANCHESTER CENTRAL 11 - 14 JANUARY 2024

IN ASSOCIATION WITH
THE SUNDAY TIMES

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Theresa from Bon Voyage

To: Lisa Crumbaralli

Reply To: Theresa from Bon Voyage

Destinations - The Holiday & Travel Show is coming to London!

5 January 2024 12:00

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BON VOYAGE
TAILOR-MADE TRAVEL USA & CANADA

Destinations - The Holiday & Travel Show
is coming to London!



Hi Lisa,

In association with The Times and The Sunday Times, Destinations is the UK's largest and longest-running travel show. We are thrilled to be a part of it again in 2024 and hope to see you face-to-face to start planning your next USA adventure.

We've made attending the show easy with a pair of complimentary tickets. Destinations starts on Thursday, 1st February and runs through Sunday. To claim your tickets just follow the link below and enter the booking code **XBASON** when prompted.

Not able to make it? Don't forget there is a treasure trove of ideas and inspiration on our website and when you are ready to start planning our team of experts are here.

We hope to see you in London!

Theresa from Bon Voyage

[Claim your complimentary tickets](#)

CONSUMER SHOWS

DESTINATIONS
THE HOLIDAY & TRAVEL SHOW
IN ASSOCIATION WITH
THE SUNDAY TIMES
THE SUNDAY TIMES
11 - 14 JANUARY 2024 | MANCHESTER CENTRAL



CONSUMER SHOWS



CONSUMER SHOWS



Holiday World Show Dublin
26th - 28th January 2024



Holiday World Show

6 Jan · 🌐

Holiday World Show Dublin 2024 🌐 is the biggest single event in travel and tourism in Ireland, providing the unique opportunity to meet with over 2,000 industry professionals for personal advice and information.

- 🔴 Get **INSIDE INFORMATION** on what is happening in the travel industry and how the savvy traveller can find better holidays and pay less.
 - 🟡 **ASK** all your key travel questions face-to-face with the experts. You won't get this opportunity elsewhere!
 - 🟠 **SAVE TIME and MONEY** by meeting over 2,000 travel professionals from 70 countries we have assembled under the same roof.
 - 🟢 **CHOOSE** the destinations and holidays that suit you and your wallet and pick up tips that will make for a happy holiday
- You may even **WIN a free holiday !!**

📅 **When:** 26th to 28th January 2024

📍 **Where:** RDS Simmonscourt Ballsbridge, Dublin

🎟️ **Tickets:** Get your **FREE** tickets by entering the

PROMO CODE: FreeHWS on

<https://holidayworldshowdublin2628january.eventbrite>

.ie

More information at www.holidayworldshow.com/Visit

#HWS24 #Holidays #Traveltheworld

#DreamDestination #HomeHolidays #HomeintheSun

#Adventuretravel #TheAmericas #Europe #Africa #Asia

#Weddings #HoneyMoons #Caravan #Motorhome

#Camping



CONSUMER SHOWS



CONSUMER SHOWS



SALES CALLS UK

North America Travel Service Yvonne Spencer – Sales Director yvonne.spencer@nats-uk.com	Liaised with Yvonne on amendments to invitation including prize draw for CRUSA holiday. Sent through UA logo and images. Invitations will go out early next month.
Stewart Travel Simon Fraser – General Manager SimonFraser@stewarttravel.co.uk	Followed up with Simon and Abigail Mayhew to arrange meeting in Glasgow during Sales Mission. All confirmed and will also include their Group Director, Brian Wright to take place at head office (Stewart Travel, Destinology etc).
If Only	Posted link to 'Luxury Washington, DC' on CRUSA facebook.
Glen Travel Alan Glen - Director alan@glentravel.co.uk	Contacted Alan to arrange meeting in Glasgow during Sales Mission. All confirmed and will include his Marketing Manager, Shirley Saadi. Venue for meeting currently being sourced.
Journey Latin America Dominique Kotsias - Product Manager Dominique.Kotsias@journeylatinamerica.com	Assisted Dominique with details of Eastern Shores events and images for their CRUSA pages and checked on viability of her attending GTE again this year. Likely she will send new product person if timings work out.
America As You Like It Cath Pusey – Product Manager cath@americaasyoulikeit.com	Liaised with Cath & Angie on copy, images and video content for co-op marketing activity. Signed off on Times Newspaper ads, online ads and e-newsletter. Working on blog content to include Allied partners.
Travelbag Katie Ellis - Destination Manager Katie.ellis@travelbag.co.uk	Liaised with Katie & Geoff on copy, images etc for co-op marketing activity. Need to check on video to be featured in social media and on homepage and contents for blog.
Trailfinders Nikki Davies – PR & Marketing Director nikkid@trailfinders.com	Liaised with Nikki & Ed on upcoming marketing campaign to include Telegraph Magazine ads, emails and social media posts. Posted link to new 'DC to Nashville – Monuments, Mountains & Moonshine' tour on CRUSA facebook.
Wexas Katrin Rummer – Product Manager Katrin.Rummer@wexas.com	Liaised with Katrin on social media ads and updates to CRUSA home pages to include all Allied partners content. Posted link to 'Washington & Capital Region' fly-drive on CRUSA facebook.

SALES CALLS UK

Frontier Travel Joanne Moores - Sales Joanne@frontier-travel.co.uk	Spoke at length to Joanne Moore regarding GTE as she is hoping to attend and re-sent the dates and details. Posted link to 'Capital Region & the Blue Ridge Mountains' on CRUSA facebook.
Purely America Andrew Bird— Director andrew@purelyamerica.co.uk	Sent through content and images to Andrew for final London Life Magazine advertorial (February edition). Advised FINN team about Purely's 10% off offer and Checked on plans for attending GTE. Andrew is hoping he can make it.
United Airlines Lesley Roberts – Leisure Sales UK lesley.roberts@united.com	Followed up with Lesley on involvement with Sales Mission. She has now confirmed 2 tickets each for NATS and Major events with one of their sales team also to attend and be involved in the presentations.
Ffestiniog Travel	Posted link to 'Boston – New York – Washington DC' rail tour on CRUSA facebook.
Major Travel Rute Magalhaes – Head of Commercial rute@major.travel	Extensive liaising with Rute on details and plans for the travel agent training event in London during the Sales Mission. Confirmed United tickets for prize draw for CRUSA holiday. Sent through UA logo and images. Invitations will go out early next month.
Discover North America Steven Donovan - MD steve@discovernorthamerica.co.uk	Chased Steven on availability for meeting during mission but he will be away. He did confirm however that he would like to attend the GTE again this year.
Platinum Travel (Ireland) Ciara Foley – Managing Director ciara@platinumtravel.ie	Meeting with Ciara to discuss the breakdown of room nights for GTE 2022 report. She did confirm that she would like to attend the GTE again this year and will be working on amends to website soon now Holiday World Show is completed.
American Holidays (Ireland) Bladhana Ricjardson – Marketing Mgr Bladhana.Richardson@AmericanHolidays.com	Meeting with Bladhana at Holiday World Show to discuss in detail the possibility of her or Dee attending GTE 2024. She will review with Dee and let me know. Also assisted with luxury hotel recommendations in Blue Ridge Mountains.
Visit USA Ireland Tony Lane – Executive Director tony@visitusa.ie	Meeting with Tony at Holiday World Show for update on upcoming roadshows and other events later in the year. Supplied CRUSA guides on the Visit USA Stand at the show as their booth in prime location at front of USA area.

SALES CALLS UK

Rory's Travel Club (Ireland)
Rory King - Founder
rory@rorystravelclub.com

Julianne O'Leary (Commercial Advisor, USDOC) introduced me to this company at Holiday World Show to discuss the possibility of them attending GTE 2024. Will follow up with more information next month.

Premier Holidays
Jayne White – Product Manager
Jayne.White@premierholidays.co.uk

Zoom meeting with Jayne to go through CRUSA product in detail as she is completing her brochure pagination mid-February. Use ATI, Bonotel, Hotelbeds and Stuber. Followed up with itinerary suggestions, travel trade toolkit

American Affair
Mandy McGlade - Product Manager
Mandy.McGlade@americanaffair.com

Zoom meeting with Mandy to go through CRUSA product in detail as she is still working on their various itineraries and hotels. Discussed suitability of 19-year old who has won place on their Travel Agent Fam.

British Airways
Alison Ward – Key Account Manager
alison.ward@ba.com

Zoom meeting with Alison to give an introduction to the Capital Region and invite her to meet the partners during the Sales Mission. Alison will be attending Unite and is confirmed to join our dinner.



MONTHLY SUMMARY

FRANCE

TRENDS FOR THE MONTH:

1 592 934

That's the number of French travelers who visited the United States in 2023, an increase of +20.9% compared to 2022, making France the 6th largest outbound market for tourists to the United States (excluding Canada and Mexico), and the third largest in Europe. January marks the start of the peak booking season for Tour Operators, who are confirming a large number of reservations for the USA this summer and also for 2025.

	FY24 Goals Semester 2	January	February	March	FY24 Y-T-D Total
Sales Calls	30	5			5
Media Calls	n/a				
Trade FAMs	4	1			1
Guide Distributions	5,321	500			500
Training Sessions	4	1			1
GTE Tour Ops recruitment	n/a				
Consumer Shows	n/a	1			1
Sales Mission	n/a				
Media Mission	1	0			
Media FAMs	4	0			
News (Press) Releases	6	1			6
Newsletters (Trade)	6	1			6
Facebook posts	30	7			7
					1

FRENCH SALES CALLS

Travel 2 America

Lijsbet Place Eelants 7
NL - 1382 Weesp
Edwin Van Delden- Owner
edwin@travel2america.nl

Edwin and his son Bodhi (with whom he works in his company) set off to explore the region for 12 days (01/27 - 02/10) from Washington, DC via Alexandria, Arlington, Luray, Charlottesville, Richmond, Williamsburg, Virginia Beach, Annapolis and Baltimore.

Edwin is a great connoisseur of the USA, but this is his 1st time in CRUSA. At the end of this trip, he will publish a new itinerary, as well as articles in the Dutch magazines he contributes to.

Evasions USA

3 rue Schwob
F – 36000 Chateauroux
Hanna Mebarki– Marketing
Director
hanna@evasionsusa.com

Following the marketing co op validated in December, the Evasions USA team is very excited to develop a promotional campaign shot on CRUSA in late April early May 2024.

We are currently working on the different actions that will be put forward (on the digital part and social networks but also writing content that will be published on their web pages).

Visiteurs

43, rue de la chaussée d'Antin
F – 75009 Paris
Loreline Brunswick– Marketing
Director
lorelina@visiteurs.com

A new itinerary for the region is currently being created, as is the roll-out schedule for the various marketing actions validated for FY24. Loreline has also informed us that she will be leaving the company in April, and that the campaign will be managed by Pauline Mornet (Product Manager and GTE Annapolis participant).

FRENCH SALES CALLS

AmerikaNu

De Grote Beer, 15
NL – 5215 Hertogenbosch
Bart Verhoef– Product Manager
bart@amerikanu.nl

Meeting with Bart to create and publish a 100% CRUSA itinerary by the end of February. Training has been carried out and images provided. Bart will also be present at the next GTE in Charlottesville in September 2024 😊

USTravel NL

Dorpssingel 10
NL – 6641 BE Beuningen
José Kran– Product Mgr
info@amerikanu.nl

Meeting with José for a training session with his team on CRUSA, which they don't know. On their website, there's content on DC, Virginia Beach and Arlington, but an itinerary for the whole region is in the works. José is very interested in coming to the next GTE in Charlottesville in September 2024.

TRAINING PRESENTATIONS

FRANCE

For each Training:

Company name:

US Travel NL

Number of Clients Trained:

8 Travel agents

Type of Clients Trained:

Comments:

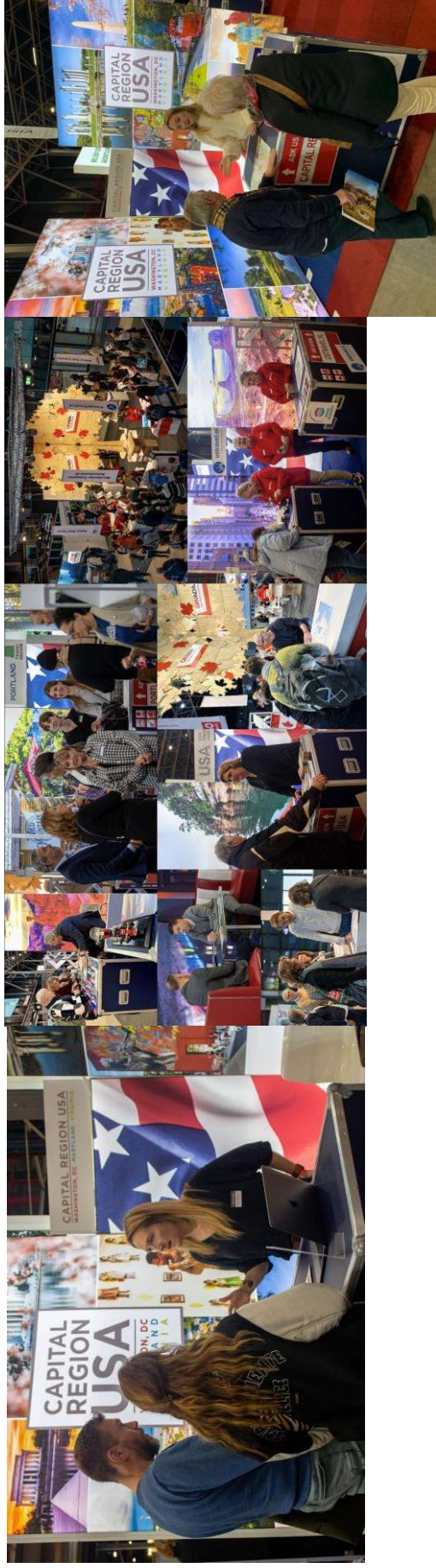
Vakantiebeurs

Consumer travel Show in Utrecht, NL
January, 10-14 (5 days)

The Vakantiebeurs took place from 10 – 14 January 2024 at the Jaarbeurs in Utrecht. During this 53rd edition more than 100 countries were represented, and 1000 exhibitors present (last year 850) in 6 halls (one more than in 2023). According to the Jaarbeurs, more than 71,000 visitors attended the fair. This is an increase of 9% compared to last year (65,284).

CRUSA had a booth for the very first time, and during these 5 days, Emmanuelle had the opportunity to inspire and inform future travelers to the region, as well as gain a better understanding of Dutch travel habits.

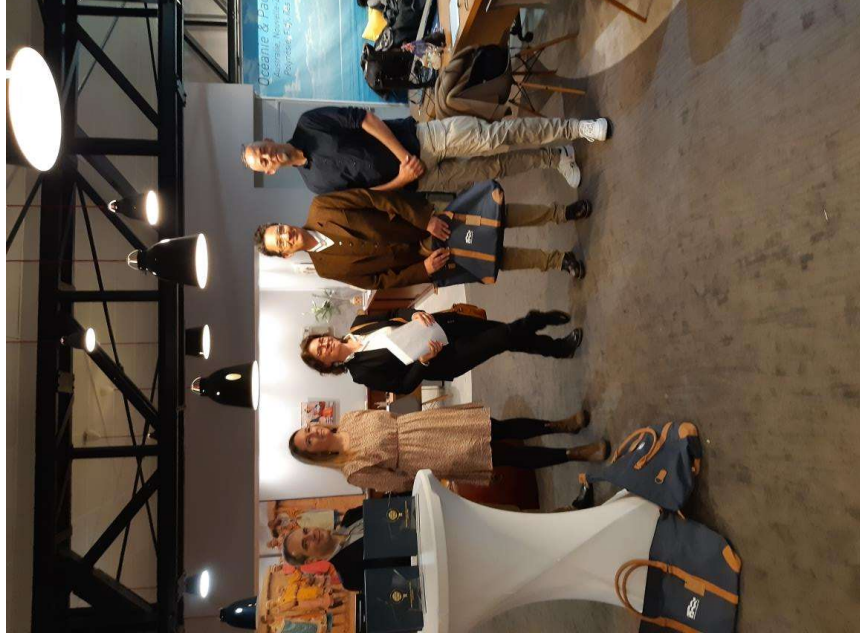
70% of the people we met at the booth already had very specific plans.



VISIT USA MEDIA AWARD

The Media Awards 2024 ceremony took place on January 24 in the presence of the jury, nominated journalists and representatives of Office of Tourism.

The results were very close for the winners, but Collin Audibert and his photographer Yud Pourdieu Le Coz won the second prize for their article entitled: Washington, DC, Maryland and Virginia USA: On the Pioneer Trail for Road Trip, the MOTOS travel diaries with Capital Region USA 🥰. Congratulations to both of them!




FACEBOOK


FRANCE

Fans: 12,759

This month the 3 posts which generated the most likes and engagements were related to the Chesapeake Bay.


Région Capitale des USA est à Annapolis, États-Unis
 8 janvier, 18:00

Située sur les bords de la baie de Chesapeake, Annapolis (capitale du Maryland) est réputée pour le nautisme et ses voiliers, amarrés dans sa jolie marina. La ville est aussi connue pour être le siège de la prestigieuse Académie Navale (US NAVY) formant les meilleurs officiers marins des États-Unis. Si vous êtes en ville à midi, ne manquez pas l'appel en fanfare de tout le corps marin se regroupant sur le parvis et en cadence devant le mess pour déjeuner!
 #CapitalRegionUSA




Boostez cette publication pour toucher jusqu'à 6234 personnes en plus en dépensant 35 €.

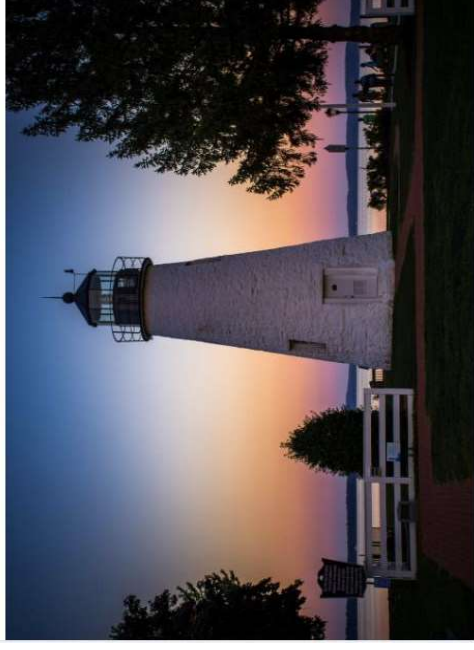
[J'aime](#) [Commenter](#) [Partager](#)

[Booster la publication](#)

1 partage


Région Capitale des USA (FR)
 25 janvier, 18:00

Durant la guerre d'indépendance des États-Unis, le général La Fayette se rendit plusieurs fois dans ce lieu du Maryland qui lui rappelait le port du Havre. Inspirés par les commentaires de La Fayette, la ville fut incorporée en tant que "Havre de Grace", en 1785.
 #CapitalRegionUSA




Boostez cette publication pour toucher jusqu'à 9574 personnes en plus en dépensant 42 €.

Cioude Mazet et 14 autres personnes


[J'aime](#) [Commenter](#) [Partager](#)

[Booster la publication](#)

3 partages


Région Capitale des USA (FR)
 19 h

L'État se prépare aux grandes festivités qui commémoreront le 250^e anniversaire de la révolution américaine, de la guerre d'indépendance et de l'indépendance des États-Unis dans le Commonwealth de Virginie. Les célébrations démarrent dès 2024 à travers tout l'état, continueront en 2025 et culmineront pour la date du 250^e anniversaire de l'indépendance américaine en 2026. Un calendrier d'expositions, de reconstitutions et d'événements est à paraître et en attendant les grandes villes et régions de la Virginie continuent de proposer tout un panel de découvertes et d'activités pour les voyageurs.
 #CapitalRegionUSA



Boostez cette publication pour toucher jusqu'à 9574 personnes en plus en dépensant 42 €.

[J'aime](#) [Commenter](#) [Partager](#)

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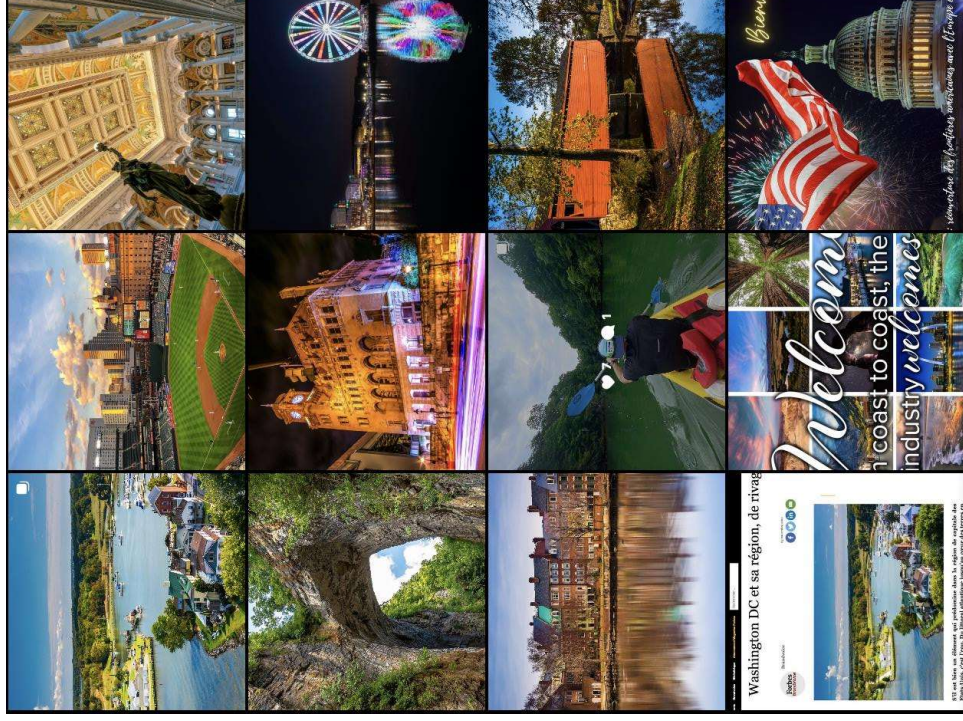
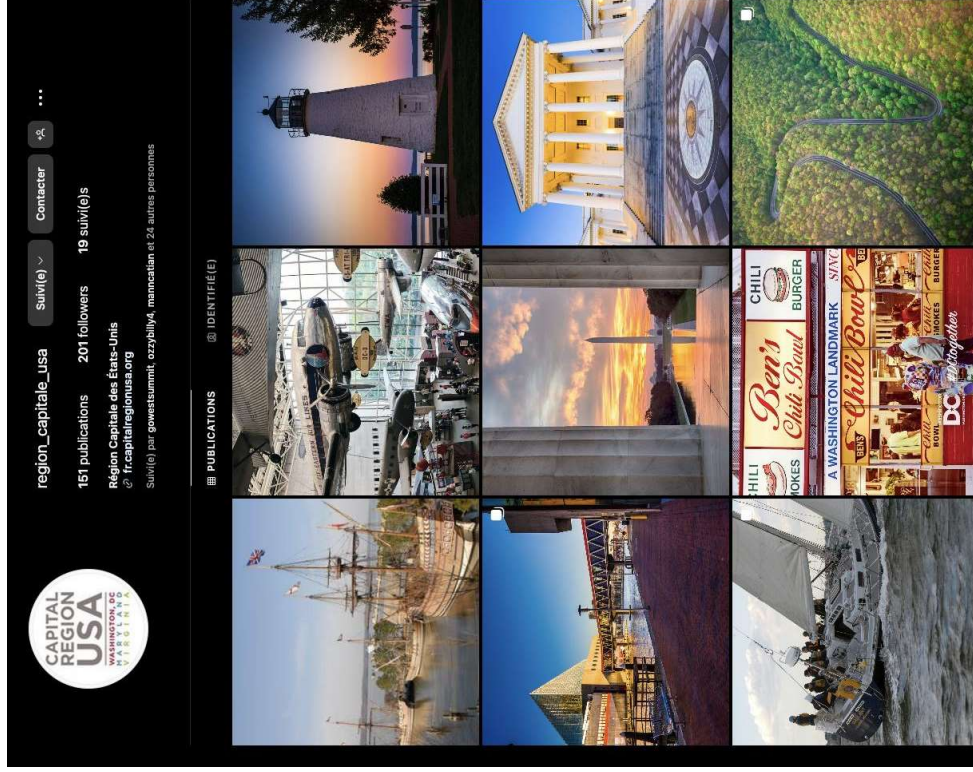
8

INSTAGRAM

FRANCE

Instagram France: @region_capitale_usa

Followers: 201





Découvrez les 10 Bonnes Raisons de Visiter Washington, DC, le Maryland et la Virginie

La région de Washington, DC, le Maryland et la Virginie est une destination incontournable pour les voyageurs en quête d'histoire, de culture, de gastronomie et de paysages à couper le souffle. Avec une multitude d'attractions et d'activités à offrir, cette région promet une expérience mémorable à tous ceux qui la visitent.

Voici 10 bonnes raisons de planifier votre prochain voyage dans cette fascinante région.



1. Histoire Vivante à Washington, DC :

Monuments et mémoires : Washington, DC, est célèbre pour ses monuments et mémoires qui commémorent des événements et des figures importantes de l'histoire américaine. Des endroits comme le Lincoln Memorial, le Washington Monument, le Jefferson Memorial et le mémorial de la guerre du Vietnam offrent des expériences immersives dans l'histoire du pays.

Musées Smithsonian : La Smithsonian Institution, située à Washington, DC, est le plus grand complexe de musées et de recherche au monde. Les musées Smithsonian couvrent une gamme diversifiée de sujets, de l'histoire naturelle à l'art, en passant par l'histoire américaine et la culture populaire.

Capitole des États-Unis : Le Capitole est le siège du Congrès américain et un symbole puissant de la démocratie américaine. Les visites guidées du Capitole permettent aux visiteurs d'en apprendre davantage sur l'histoire et le fonctionnement du gouvernement américain.

Visites guidées historiques : De nombreuses visites guidées sont disponibles à Washington, DC, offrant aux visiteurs l'occasion d'en apprendre davantage sur des sujets spécifiques de l'histoire de la ville, comme la guerre civile américaine, la période coloniale, la lutte pour les droits civiques et bien plus encore.

Quartiers historiques : Des quartiers comme Georgetown et Old Town Alexandria offrent un aperçu de l'histoire coloniale et de l'architecture historique de la région de Washington, DC.

Événements historiques et commémorations : Washington, DC, accueille régulièrement des événements et des commémorations liés à des moments marquants de l'histoire américaine, tels que les célébrations du 4 juillet, les commémorations du Martin Luther King Jr. Day et les anniversaires des événements historiques majeurs.

2. Charme du Maryland sur la Côte Est :

Plages pittoresques : La côte est du Maryland est bordée par l'océan Atlantique et la baie de Chesapeake, offrant ainsi une variété de plages pittoresques. Des destinations comme Ocean City, Assateague Island et la plage de Sandy Point State Park offrent des étendues de sable immaculé, des vues magnifiques sur l'océan et des activités nautiques.

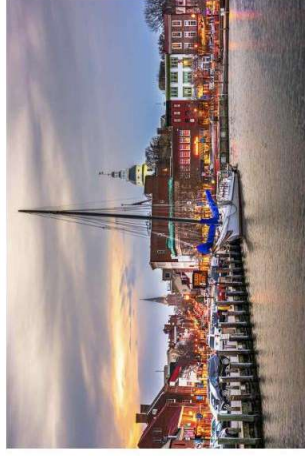
Histoire coloniale : Le Maryland abrite des villes historiques riches en histoire coloniale américaine. Des endroits comme Annapolis, la capitale de l'État, sont célèbres pour leurs bâtiments historiques, leurs rues pavées et leur atmosphère charmante.

Festivals et événements locaux : Tout au long de l'année, le Maryland accueille une multitude de festivals et d'événements qui mettent en valeur sa culture unique. De la fête des Pirates à la Foire du comté de Maryland, en passant par les festivals de fruits de mer et les événements artistiques, il y a toujours quelque chose à célébrer dans cet État.

Fruits de mer frais : En raison de sa proximité avec l'océan Atlantique et la baie de Chesapeake, le Maryland est réputé pour ses fruits de mer frais. Les crabes de la baie de Chesapeake, en particulier, sont une spécialité locale incontournable. Les restaurants de la région proposent une variété de plats à base de fruits de mer, allant des crabes au crabe cake en passant par les huîtres.

Paysages pittoresques : Le Maryland offre une diversité de paysages, des montagnes pittoresques à l'ouest aux plaines côtières à l'est. Les visiteurs peuvent explorer des parcs nationaux, des sentiers de randonnée et des routes panoramiques qui offrent des vues spectaculaires sur la nature environnante.

Villes charmantes : En dehors d'Annapolis, de nombreuses autres villes du Maryland, telles que Baltimore, Frederick et St. Michaels, débordent de charme. Ces villes sont dotées d'une architecture pittoresque, de boutiques locales, de restaurants et de galeries d'art qui attirent les visiteurs à la recherche d'une expérience authentique.



3. Aventure en Plein Air en Virginie :

Randonnée dans les Blue Ridge Mountains : Les Blue Ridge Mountains offrent des paysages spectaculaires et d'excellentes possibilités de randonnée. Le parc national de Shenandoah, situé le long de la Blue Ridge Parkway, propose des sentiers de toutes difficultés, des cascades pittoresques et des vues à couper le souffle sur la vallée environnante.

Exploration de la région viticole : La Virginie possède une scène viticole florissante, en particulier dans la région de Charlottesville et de la vallée de Shenandoah. Partez pour une aventure de dégustation de vin et découvrez les vignobles pittoresques, tout en profitant des paysages vallonnés et des montagnes en toile de fond.

Kayak et canoë sur la rivière James : La rivière James offre d'excellentes possibilités de kayak et de canoë, avec des tronçons adaptés aux débutants et aux experts. Explorez les affluents de la rivière, découvrez la faune locale et profitez des vues magnifiques sur les paysages riverains.

Plage et surf à Virginia Beach : Virginia Beach est une destination balnéaire populaire, offrant des kilomètres de plages de sable fin. Les visiteurs peuvent se détendre sur la plage, nager dans l'océan Atlantique et même essayer le surf ou le paddleboard.

Escalade à Shenandoah Valley : La vallée de Shenandoah propose également des sites d'escalade populaires pour les amateurs d'aventure. Que vous soyez débutant ou expérimenté, vous trouverez des voies d'escalade adaptées à votre niveau de compétence, avec des vues imprenables sur les montagnes environnantes.

Camping dans les parcs d'État : La Virginie compte de nombreux parcs d'État offrant des emplacements de camping pittoresques. Que vous préférez le camping en tente, en caravane ou en camping-car, vous trouverez des options pour vous rapprocher de la nature et profiter de nuits étoilées sous les cieux de la Virginie.

4. Richesse Culturelle à Washington, DC :

Washington, DC, est une ville riche en culture, offrant une variété d'institutions culturelles, de sites historiques et d'événements qui célèbrent la diversité et l'histoire américaine. Voici quelques éléments qui contribuent à la richesse culturelle de la ville :

Musées Smithsonian : Washington, DC, abrite les musées Smithsonian, qui constituent le plus grand complexe de musées et de recherche au monde. Ces musées couvrent une vaste gamme de sujets, allant de l'art et de l'histoire américaine à la science et à la culture populaire. Parmi les musées les plus populaires, on trouve le Musée national d'histoire américaine, la Galerie nationale d'art, le Musée national de l'air et de l'espace, et bien d'autres encore.

Théâtres et salles de spectacle : Washington, DC, est une plaque tournante de la scène théâtrale américaine, avec une multitude de théâtres et de salles de spectacle proposant une programmation variée. Des institutions comme le Kennedy Center for the Performing Arts, le Shakespeare Theatre Company et le Ford's Theatre offrent des productions théâtrales de renommée mondiale, des concerts, des ballets et d'autres performances artistiques.

Bibliothèque du Congrès : La Bibliothèque du Congrès, située à Washington, DC, est la plus grande bibliothèque de recherche au monde. Elle abrite une collection impressionnante de livres, de manuscrits, de cartes, de photographies et d'autres documents historiques, qui témoignent de l'histoire et de la culture américaines.

Monuments et mémoriaux : Les monuments et mémoriaux de Washington, DC, constituent une autre facette importante de sa richesse culturelle. Des sites emblématiques tels que le Lincoln Memorial, le Washington Monument, le mémorial de la guerre du Vietnam et le mémorial de Martin Luther King Jr. rendent hommage à des événements et à des figures clés de l'histoire américaine.

Événements culturels et festivals : Washington, DC, accueille tout au long de l'année de nombreux événements culturels et festivals qui mettent en valeur la diversité de la ville. Du National Cherry Blossom Festival au Smithsonian Folklife Festival en passant par le DC Jazz Festival, il y a toujours quelque chose à célébrer dans la capitale américaine.

5. Détente sur les Plages de la Côte Est du Maryland...

Les plages de la côte est du Maryland offrent des escapades parfaites pour se détendre, profiter du soleil et s'imprégner de l'ambiance côtière. Voici quelques-unes des principales destinations pour une détente sur les plages du Maryland :

Ocean City : Ocean City est l'une des stations balnéaires les plus populaires de la côte est. Avec ses kilomètres de plages de sable fin, ses promenades animées bordées de boutiques et de restaurants, et ses attractions familiales comme les parcs d'attractions et les parcs aquatiques, Ocean City attire des visiteurs toute l'année.

Assateque Island : Assateque Island est une réserve naturelle protégée qui offre des plages vierges et des paysages spectaculaires. Les visiteurs peuvent se détendre sur la plage, observer la faune sauvage, notamment les célèbres chevaux sauvages qui errent sur l'île, et pratiquer des activités telles que la randonnée, le kayak et le camping.

Sandy Point State Park : Situé près d'Annapolis, Sandy Point State Park est un parc côtier populaire qui propose une plage de sable blanc, des aires de pique-nique ombragées, des sentiers de randonnée et des zones de pêche. C'est un endroit idéal pour passer une journée de détente en famille ou entre amis.

Chesapeake Beach : Chesapeake Beach est une petite communauté balnéaire sur la baie de Chesapeake, offrant des plages tranquilles, des quais de pêche, des terrains de jeux et des restaurants de fruits de mer frais. C'est un endroit parfait pour une escapade relaxante près de l'eau.

North Beach : Juste à côté de Chesapeake Beach, North Beach propose également des plages paisibles et des promenades pittoresques le long du front de mer. Les visiteurs peuvent profiter de la baignade, du bronzage, de la pêche et des magnifiques couchers de soleil sur la baie de Chesapeake.



6. Gastronomie de Renommée Mondiale à Washington, DC...

Washington, DC, abrite une scène gastronomique diversifiée et dynamique qui a gagné en renommée mondiale au fil des ans. Voici quelques éléments qui contribuent à la réputation de la gastronomie de Washington, DC :

Cuisine internationale : La capitale américaine propose une grande variété de cuisines du monde entier, reliant la diversité culturelle de la ville. Des restaurants proposant une cuisine vietnamienne, éthiopienne, indienne, italienne, française, espagnole, et bien d'autres encore, offrent aux habitants et aux visiteurs un voyage culinaire autour du globe.

Scène culinaire émergente : Washington, DC, est devenue un foyer pour les jeunes chefs talentueux et les entrepreneurs culinaires. Des quartiers comme Shaw, Logan Circle et H Street Corridor abritent de nouveaux restaurants branchés, des cafés à la mode, des bars à cocktails innovants et des marchés alimentaires animés.

Cuisine régionale américaine : En plus de sa cuisine internationale, Washington, DC, propose également une délicieuse cuisine régionale américaine. Des plats emblématiques tels que le crabe de la baie de Chesapeake, les huîtres de la côte est, les plats du Sud comme le poulet frit et les biscuits, ainsi que les plats de saison mettant en valeur les produits locaux, sont disponibles dans de nombreux restaurants de la ville.

Événements gastronomiques : Washington, DC, accueille toute une série d'événements gastronomiques tout au long de l'année, qui attirent des chefs renommés, des producteurs locaux et des gourmets du monde entier. Des festivals culinaires tels que le DC Food & Wine Festival, le DC Cocktail Week et le Taste of DC permettent aux visiteurs de découvrir le meilleur de la scène gastronomique de la ville.

Marchés alimentaires et épicerie fines : Les marchés alimentaires et les épicerie fines de Washington, DC, offrent une gamme de produits locaux et importés, ainsi que des plats préparés et des produits artisanaux. Des endroits comme Union Market, Eastern Market et Glen's Garden Market sont des destinations prisées pour les amateurs de gastronomie à la recherche d'ingrédients de qualité et de plats uniques.

7. Découverte de la Nature Sauvage de la Virginie...

La Virginie est un État riche en beauté naturelle, offrant une grande variété de paysages sauvages à découvrir. Voici quelques-unes des meilleures façons de découvrir la nature sauvage de la Virginie :

Parc national de Shenandoah : Situé le long de la Blue Ridge Mountains, le parc national de Shenandoah est un joyau naturel offrant des vues spectaculaires, des sentiers de randonnée pittoresques, des cascades impressionnantes et une abondante vie sauvage. Les visiteurs peuvent également explorer la Skyline Drive, une route panoramique qui traverse le parc et offre des vues à couper le souffle sur les montagnes et la vallée environnante.

Appalachian Trail : La Virginie abrite une portion importante de l'Appalachian Trail, l'un des sentiers de randonnée les plus emblématiques des États-Unis. Les randonneurs peuvent parcourir des tronçons du sentier à travers les montagnes Blue Ridge et profiter de la beauté naturelle époustouflante de la région.

Chutes d'eau de la Virginie : La Virginie compte de nombreuses cascades magnifiques qui valent le détour. Des endroits comme les chutes de Crabtree, les chutes de Whiteoak Canyon et les chutes de Dark Hollow offrent des opportunités de randonnée et des vues spectaculaires sur ces merveilles naturelles.

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Île de Chincoteague et refuge faunique de Chincoteague : Cette île située sur la côte est de la Virginie est célèbre pour ses populations de chevaux sauvages et sa beauté naturelle préservée. Les visiteurs peuvent explorer l'île à vélo, observer la faune dans le refuge faunique et se détendre sur les plages de sable.

Pistes de randonnée dans les forêts nationales : La Virginie abrite plusieurs forêts nationales, telles que la forêt nationale de George Washington et la forêt nationale de Jefferson, qui offrent des sentiers de randonnée, des zones de camping et des possibilités d'observation de la faune.

8. Divertissement et Vie Nocturne à Washington, DC...

Washington, DC, offre une vie nocturne animée et une variété d'options de divertissement pour tous les goûts. Voici quelques suggestions pour profiter de la vie nocturne et du divertissement à Washington, DC :

Bars et restaurants : Les quartiers de la ville regorgent de bars, de pubs, de brasseries et de restaurants offrant une cuisine variée et une atmosphère animée. Des endroits comme Adams Morgan, U Street, Georgetown et H Street Corridor sont réputés pour leurs options de vie nocturne, allant des bars à cocktails élégants aux pubs animés.

Théâtres et salles de spectacle : Washington, DC, est une plaque tournante culturelle avec de nombreux théâtres, salles de concert et salles de spectacle proposant des spectacles de théâtre, de comédie, de musique live, de danse et bien plus encore. Le Kennedy Center for the Performing Arts, le Lincoln Theatre, le 9:30 Club et le Black Cat sont quelques-uns des lieux incontournables pour les amateurs de divertissement.

Clubs de musique live : Pour les amateurs de musique live, Washington, DC, propose une scène dynamique avec une grande variété de clubs et de salles de concert. Des artistes locaux et internationaux se produisent dans des lieux comme le Blues Alley, le Velvet Lounge, le DC9 et le Songbird Music House.

Croisières sur la rivière Potomac : Une croisière sur la rivière Potomac offre une perspective unique de la ville de nuit. De nombreuses compagnies proposent des croisières au coucher du soleil, des dîners-croisières et des soirées dansantes avec vue sur les monuments emblématiques de Washington, DC.

Visites nocturnes des monuments : Les monuments et mémoriaux de la ville prennent une toute nouvelle vie après le coucher du soleil. De nombreuses entreprises proposent des visites guidées nocturnes des monuments, offrant aux visiteurs l'occasion de voir des sites comme le Lincoln Memorial, le Washington Monument et le mémorial de la guerre du Vietnam éclairés dans l'obscurité.

Festivals et événements spéciaux : Washington, DC, accueille tout au long de l'année des festivals, des événements spéciaux et des soirées à thème qui ajoutent une touche de magie à la vie nocturne de la ville. Du festival annuel du cherry blossom au DC Beer Week en passant par les soirées dansantes des clubs locaux, il y a toujours quelque chose à célébrer à Washington, DC.



9. Exploration de la Route du Vin en Virginie 1.

L'exploration de la route des vins en Virginie est une expérience enrichissante pour les amateurs de vin et les passionnés de tourisme. Voici un aperçu de ce que vous pouvez attendre lors de votre exploration :

Visites de vignobles : La Virginie compte de nombreux vignobles répartis dans tout l'État, offrant une grande variété de cépages et de styles de vin. Des régions viticoles comme la vallée de Shenandoah, la région de Charlottesville, la vallée de la rivière James et le comté de Loudoun sont célèbres pour leurs vignobles pittoresques et leurs caves à vin accueillantes. Lors de vos visites, vous pourrez déguster une sélection de vins locaux, en apprendre davantage sur les processus de vinification et profiter de vues magnifiques sur les vignobles.

Dégustations de vin et accords mets-vins : De nombreux vignobles proposent des dégustations de vin, où vous pourrez goûter à une variété de vins produits sur place. Certains établissements offrent également des expériences d'accords mets-vins, associant des vins locaux à des plats régionaux pour une expérience culinaire inoubliable.

Événements viticoles et festivals : Tout au long de l'année, la Virginie organise une multitude d'événements viticoles et de festivals pour célébrer sa scène viticole florissante. Des événements tels que les festivals du vin, les soirées dégustations et les séances de vendanges permettent aux visiteurs de découvrir les vins locaux dans une ambiance festive et conviviale.

Pique-niques dans les vignobles : De nombreux vignobles offrent des espaces de pique-nique où les visiteurs peuvent apporter leur propre repas et profiter d'un déjeuner en plein air au milieu des vignes. C'est une excellente occasion de déguster du vin local tout en admirant les paysages pittoresques des vignobles.

Excursions guidées et circuits : Si vous préférez ne pas conduire, de nombreuses entreprises proposent des excursions guidées et des circuits de dégustation de vin en Virginie. Ces visites vous permettent de vous détendre et de profiter de l'expérience sans avoir à vous soucier de la navigation.

10. Festivals et Événements Tout au Long de l'Année 1.

Voici une sélection de certains des événements les plus populaires :

Cherry Blossom Festival (mars-avril) : Ce festival annuel célèbre l'arrivée du printemps avec la floraison des cerisiers le long du Tidal Basin à Washington, DC. Les événements incluent des défilés, des spectacles culturels, des cérémonies traditionnelles japonaises et des feux d'artifice.

National Cherry Blossom Parade (avril) : Le point culminant du Cherry Blossom Festival est ce défilé annuel, qui présente des chars décorés, des groupes de musique, des danseurs et des performances culturelles le long des rues du centre-ville de Washington, DC.

Smithsonian Folklife Festival (juin-juillet) : Ce festival gratuit, organisé par la Smithsonian Institution, met en avant les cultures, les traditions et les arts du monde entier. Il se déroule sur le National Mall et propose des démonstrations, des spectacles, des ateliers et des dégustations de nourriture.

Independence Day Celebration (4 juillet) : La fête nationale américaine est célébrée en grande pompe à Washington, DC, avec des feux d'artifice spectaculaires au-dessus du National Mall, des concerts en plein air, des défilés et des événements festifs dans toute la ville.

DC Jazz Festival (juin) : Ce festival de jazz de renommée mondiale propose des concerts dans tout Washington, DC, mettant en vedette des artistes locaux, nationaux et internationaux dans une variété de lieux, des clubs de jazz aux parcs en plein air.

Virginia Wine Festival (septembre) : Ce festival annuel, situé dans le comté de Loudoun en Virginie, met en avant les vins primés de la région avec des dégustations, des démonstrations culinaires, des concerts live et des activités familiales.

Maryland Renaissance Festival (août-octobre) : Ce festival médiéval, situé à Annapolis, dans le Maryland, propose des spectacles de rue, des combats de chevaliers, des jeux, des artisans, de la nourriture d'époque et des divertissements pour toute la famille.

Georgetown Glow (décembre) : Ce festival d'art lumineux transforme le quartier historique de Georgetown à Washington, DC, en une exposition artistique en plein air, avec des installations lumineuses et des projections artistiques dans tout le quartier.



Pour tout renseignement complémentaire au sujet des événements en Région Capitale des États-Unis, veuillez contacter The Capital Region USA en France, au 01 70 23 06 01 et emmanuelle@repandco-France.com

The Capital Region USA est l'agence de promotion de la région de la capitale des États-Unis, Washington, DC, et les deux états qui l'entourent, le Maryland et la Virginie. La ville a beau être compacte, Washington, DC concentre un large éventail d'options culturelles à travers des quartiers éclectiques, une vibrante vie nocturne, une scène culinaire en plein essor et de nombreux divertissements. Le Maryland, quant à lui, constitue un mélange parfait de sensibilités cosmopolites et d'activités de plein air, qui font du « Old Line State » une destination à ne pas manquer. Enfin, la Virginie incarne les terres entre les montagnes Appalaches et l'Océan Atlantique, autrefois terres de figures historiques telles que George Washington et Thomas Jefferson. Ces terres accueillent plus de 300 vignobles et quelque 206 micro brasseries. The Capital Region USA met à la disposition de la presse française un panel de documents et photos libres de droits consacrés à la région, et se tient à la disposition des journalistes, photographes et rédacteurs dans la mise en place de leur sujet sur la région.

The Capital Region USA, France

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Facebook.com/RegionCapitaleUSA/



CAPITAL REGION USA WASHINGTON, DC · MARYLAND · VIRGINIA

Paris, Jeudi 18 janvier 2024

Découvrez les 10 Bonnes Raisons de Visiter Washington, DC, le Maryland et la Virginie

La région de Washington, DC, le Maryland et la Virginie est une destination incontournable pour les voyageurs en quête d'histoire, de culture, de gastronomie et de paysages à couper le souffle. Avec une multitude d'attractions et d'activités à offrir, cette région promet une expérience mémorable à tous ceux qui la visitent. Voici 10 bonnes raisons de planifier votre prochain voyage dans cette fascinante région.

1. Histoire Vivante à Washington, DC :

Monuments et mémoriaux : Washington, DC, est célèbre pour ses monuments et mémoriaux qui commémorent des événements et des figures importantes de l'histoire américaine. Des endroits comme le Lincoln Memorial, le Washington Monument, le Jefferson Memorial et le mémorial de la guerre du Vietnam offrent des expériences immersives dans l'histoire du pays.

Musées Smithsonian : La Smithsonian Institution, située à Washington, DC, est le plus grand complexe de musées et de recherche au monde. Les musées Smithsonian couvrent une gamme diversifiée de sujets, de l'histoire naturelle à l'art, en passant par l'histoire américaine et la culture populaire.

Capitole des États-Unis : Le Capitole est le siège du Congrès américain et un symbole puissant de la démocratie américaine. Les visites guidées du Capitole permettent aux visiteurs d'en apprendre davantage sur l'histoire et le fonctionnement du gouvernement américain.

Visites guidées historiques : De nombreuses visites guidées sont disponibles à Washington, DC, offrant aux visiteurs l'occasion d'en apprendre davantage sur des sujets spécifiques de l'histoire de la ville, comme la guerre civile américaine, la période coloniale, la lutte pour les droits civiques et bien plus encore.

Quartiers historiques : Des quartiers comme Georgetown et Old Town Alexandria offrent un aperçu de l'histoire coloniale et de l'architecture historique de la région de Washington, DC.

Événements historiques et commémorations : Washington, DC, accueille régulièrement des événements et des commémorations liés à des moments marquants de l'histoire américaine, tels que les célébrations du 4 juillet, les commémorations du Martin Luther King Jr. Day et les anniversaires des événements historiques majeurs.

2. Charme du Maryland sur la Côte Est :

Plages pittoresques : La côte est du Maryland est bordée par l'océan Atlantique et la baie de Chesapeake, offrant ainsi une variété de plages pittoresques. Des destinations comme Ocean City, Assateague Island et la plage de Sandy Point State Park offrent des étendues de sable immaculé, des vues magnifiques sur l'océan et des activités nautiques.

Histoire coloniale : Le Maryland abrite des villes historiques riches en histoire coloniale américaine. Des endroits comme Annapolis, la capitale de l'État, sont célèbres pour leurs bâtiments historiques, leurs rues pavées et leur atmosphère charmante.

Festivals et événements locaux : Tout au long de l'année, le Maryland accueille une multitude de festivals et d'événements qui mettent en valeur sa culture unique. De la fête des Pirates à la Foire du comté de Maryland, en passant par les festivals de fruits de mer et les événements artistiques, il y a toujours quelque chose à célébrer dans cet État.

Fruits de mer frais : En raison de sa proximité avec l'océan Atlantique et la baie de Chesapeake, le Maryland est réputé pour ses fruits de mer frais. Les crabes de la baie de Chesapeake, en particulier, sont une spécialité locale incontournable. Les restaurants de la région proposent une variété de plats à base de fruits de mer, allant des crabes au crabe cake en passant par les huîtres.

Paysages pittoresques : Le Maryland offre une diversité de paysages, des montagnes pittoresques à l'ouest aux plaines côtières à l'est. Les visiteurs peuvent explorer des parcs nationaux, des sentiers de randonnée et des routes panoramiques qui offrent des vues spectaculaires sur la nature environnante.

Villes charmantes : En dehors d'Annapolis, de nombreuses autres villes du Maryland, telles que Baltimore, Frederick et St. Michaels, débordent de charme. Ces villes sont dotées d'une architecture pittoresque, de boutiques locales, de restaurants et de galeries d'art qui attirent les visiteurs à la recherche d'une expérience authentique.

3. Aventure en Plein Air en Virginie :

Randonnée dans les Blue Ridge Mountains : Les Blue Ridge Mountains offrent des paysages spectaculaires et d'excellentes possibilités de randonnée. Le parc national de Shenandoah, situé le long de la Blue Ridge Parkway, propose des sentiers de toutes difficultés, des cascades pittoresques et des vues à couper le souffle sur la vallée environnante.

Exploration de la région viticole : La Virginie possède une scène viticole florissante, en particulier dans la région de Charlottesville et de la vallée de Shenandoah. Partez pour une aventure de dégustation de vin et découvrez les vignobles pittoresques, tout en profitant des paysages vallonnés et des vues à couper le souffle sur la vallée environnante.

Kayak et canoë sur la rivière James : La rivière James offre d'excellentes possibilités de kayak et de canoë, avec des tronçons adaptés aux débutants et aux experts. Explorez les affluents de la rivière, découvrez la faune locale et profitez des vues magnifiques sur les paysages riverains.

Plage et surf à Virginia Beach : Virginia Beach est une destination balnéaire populaire, offrant des kilomètres de plages de sable fin. Les visiteurs peuvent se détendre sur la plage, nager dans l'océan Atlantique et même essayer le surf ou le paddleboard.

Escalade à Shenandoah Valley : La vallée de Shenandoah propose également des sites d'escalade populaires pour les amateurs d'aventure. Que vous soyez débutant ou expérimenté, vous trouverez des voies d'escalade adaptées à votre niveau de compétence, avec des vues imprenables sur les montagnes environnantes.

Camping dans les parcs d'État : La Virginie compte de nombreux parcs d'État offrant des emplacements de camping pittoresques. Que vous préfériez le camping en tente, en caravane ou en camping-car, vous trouverez des options pour vous rapprocher de la nature et profiter de nuits étoilées sous les cieux de la Virginie.

4. Richesse Culturelle à Washington, DC :

Washington, DC, est une ville riche en culture, offrant une variété d'institutions culturelles, de sites historiques et d'événements qui célèbrent la diversité et l'histoire américaine. Voici quelques éléments qui contribuent à la richesse culturelle de la ville :

Musées Smithsonian : Washington, DC, abrite les musées Smithsonian, qui constituent le plus grand complexe de musées et de recherche au monde. Ces musées couvrent une vaste gamme de sujets, allant de l'art et de l'histoire américaine à la science et à la culture populaire. Parmi les musées les plus populaires, on trouve le Musée national d'histoire américaine, la Galerie nationale d'art, le Musée national de l'air et de l'espace, et bien d'autres encore.

Théâtres et salles de spectacle : Washington, DC, est une plaque tournante de la scène théâtrale américaine, avec une multitude de théâtres et de salles de spectacle proposant une programmation variée. Des institutions comme le Kennedy Center for the Performing Arts, le Shakespeare Theatre Company et le Ford's Theatre offrent des productions théâtrales de renommée mondiale, des concerts, des ballets et d'autres performances artistiques.

Bibliothèque du Congrès : La Bibliothèque du Congrès, située à Washington, DC, est la plus grande bibliothèque de recherche au monde. Elle abrite une collection impressionnante de livres, de manuscrits, de cartes, de photographies et d'autres documents historiques, qui témoignent de l'histoire et de la culture américaines.

Monuments et mémoriaux : Les monuments et mémoriaux de Washington, DC, constituent une autre facette importante de sa richesse culturelle. Des sites emblématiques tels que le Lincoln Memorial, le Washington Monument, le mémorial de la guerre du Vietnam et le mémorial de Martin Luther King Jr. rendent hommage à des événements et à des figures clés de l'histoire américaine.

Événements culturels et festivals : Washington, DC, accueille tout au long de l'année de nombreux événements culturels et festivals qui mettent en valeur la diversité de la ville. Du National Cherry Blossom Festival au Smithsonian Folklife Festival en passant par le DC Jazz Festival, il y a toujours quelque chose à célébrer dans la capitale américaine.

5. Détente sur les Plages de la Côte Est du Maryland :

Les plages de la côte est du Maryland offrent des escapades parfaites pour se détendre, profiter du soleil et s'imprégner de l'ambiance côtière. Voici quelques-unes des principales destinations pour une détente sur les plages du Maryland :

Ocean City : Ocean City est l'une des stations balnéaires les plus populaires de la côte est. Avec ses kilomètres de plages de sable fin, ses promenades animées bordées de boutiques et de restaurants, et ses attractions familiales comme les parcs d'attractions et les parcs aquatiques, Ocean City attire des visiteurs toute l'année.

Assateague Island : Assateague Island est une réserve naturelle protégée qui offre des plages vierges et des paysages spectaculaires. Les visiteurs peuvent se détendre sur la plage, observer la faune sauvage, notamment les célèbres chevaux sauvages qui errent sur l'île, et pratiquer des activités telles que la randonnée, le kayak et le camping.

Sandy Point State Park : Situé près d'Annapolis, Sandy Point State Park est un parc côtier populaire qui propose une plage de sable blanc, des aires de pique-nique ombragées, des sentiers de randonnée et des zones de pêche. C'est un endroit idéal pour passer une journée de détente en famille ou entre amis.

Chesapeake Beach : Chesapeake Beach est une petite communauté balnéaire sur la baie de Chesapeake, offrant des plages tranquilles, des quais de pêche, des terrains de jeux et des restaurants de fruits de mer frais. C'est un endroit parfait pour une escapade relaxante près de l'eau.

North Beach : Juste à côté de Chesapeake Beach, North Beach propose également des plages paisibles et des promenades pittoresques le long du front de mer. Les visiteurs peuvent profiter de la baignade, du bronzage, de la pêche et des magnifiques couchers de soleil sur la baie de Chesapeake.

6. Gastronomie de Renommée Mondiale à Washington, DC :

Washington, DC, abrite une scène gastronomique diversifiée et dynamique qui a gagné en renommée mondiale au fil des ans. Voici quelques éléments qui contribuent à la réputation de la gastronomie de Washington, DC :

Cuisine internationale : La capitale américaine propose une grande variété de cuisines du monde entier, reflétant la diversité culturelle de la ville. Des restaurants proposant une cuisine vietnamienne, éthiopienne, indienne, italienne, française, espagnole, et bien d'autres encore, offrent aux habitants et aux visiteurs un voyage culinaire autour du globe.

Scène culinaire émergente : Washington, DC, est devenue un foyer pour les jeunes chefs talentueux et les entrepreneurs culinaires. Des quartiers comme Shaw, Logan Circle et H Street Corridor abritent de nouveaux restaurants branchés, des cafés à la mode, des bars à cocktails innovants et des marchés alimentaires animés.

Cuisine régionale américaine : En plus de sa cuisine internationale, Washington, DC, propose également une délicieuse cuisine régionale américaine. Des plats emblématiques tels que le crabe de la baie de Chesapeake, les huîtres de la côte est, les plats du Sud comme le poulet frit et les biscuits, ainsi que les plats de saison mettant en valeur les produits locaux, sont disponibles dans de nombreux restaurants de la ville.

Événements gastronomiques : Washington, DC, accueille toute une série d'événements gastronomiques tout au long de l'année, qui attirent des chefs renommés, des producteurs locaux et des gourmets du monde entier. Des festivals culinaires tels que le DC Food & Wine Festival, le DC Cocktail Week et le Taste of DC permettent aux visiteurs de découvrir le meilleur de la scène gastronomique de la ville.

Marchés alimentaires et épicerie fines : Les marchés alimentaires et les épiceries fines de Washington, DC, offrent une gamme de produits locaux et importés, ainsi que des plats préparés

et des produits artisanaux. Des endroits comme Union Market, Eastern Market et Glen's Garden Market sont des destinations prisées pour les amateurs de gastronomie à la recherche d'ingrédients de qualité et de plats uniques.

7. Découverte de la Nature Sauvage de la Virginie :

La Virginie est un État riche en beauté naturelle, offrant une grande variété de paysages sauvages à découvrir. Voici quelques-unes des meilleures façons de découvrir la nature sauvage de la Virginie :

Parc national de Shenandoah : Situé le long de la Blue Ridge Mountains, le parc national de Shenandoah est un joyau naturel offrant des vues spectaculaires, des sentiers de randonnée pittoresques, des cascades impressionnantes et une abondante vie sauvage. Les visiteurs peuvent également explorer la Skyline Drive, une route panoramique qui traverse le parc et offre des vues à couper le souffle sur les montagnes et la vallée environnante.

Appalachian Trail : La Virginie abrite une portion importante de l'Appalachian Trail, l'un des sentiers de randonnée les plus emblématiques des États-Unis. Les randonneurs peuvent parcourir des tronçons du sentier à travers les montagnes Blue Ridge et profiter de la beauté naturelle époustouflante de la région.

Chutes d'eau de la Virginie : La Virginie compte de nombreuses cascades magnifiques qui valent le détour. Des endroits comme les chutes de Crabtree, les chutes de Whiteoak Canyon et les chutes de Dark Hollow offrent des opportunités de randonnée et des vues spectaculaires sur ces merveilles naturelles.

Parc national de Great Falls : Situé le long de la rivière Potomac, le parc national de Great Falls offre des paysages impressionnants de rapides, de cascades et de rochers escarpés. Les visiteurs peuvent faire de la randonnée, du kayak, de l'escalade et profiter de superbes vues sur les chutes depuis les sentiers et les belvédères.

Île de Chincoteague et refuge faunique de Chincoteague : Cette île située sur la côte est de la Virginie est célèbre pour ses populations de chevaux sauvages et sa beauté naturelle préservée. Les visiteurs peuvent explorer l'île à vélo, observer la faune dans le refuge faunique et se détendre sur les plages de sable.

Pistes de randonnée dans les forêts nationales : La Virginie abrite plusieurs forêts nationales, telles que la forêt nationale de George Washington et la forêt nationale de Jefferson, qui offrent des sentiers de randonnée, des zones de camping et des possibilités d'observation de la faune.

8. Divertissement et Vie Nocturne à Washington, DC :

Washington, DC, offre une vie nocturne animée et une variété d'options de divertissement pour tous les goûts. Voici quelques suggestions pour profiter de la vie nocturne et du divertissement à Washington, DC :

Bars et restaurants : Les quartiers de la ville regorgent de bars, de pubs, de brasseries et de restaurants offrant une cuisine variée et une atmosphère animée. Des endroits comme Adams Morgan, U Street, Georgetown et H Street Corridor sont réputés pour leurs options de vie nocturne, allant des bars à cocktails élégants aux pubs animés.

Théâtres et salles de spectacle : Washington, DC, est une plaque tournante culturelle avec de nombreux théâtres, salles de concert et salles de spectacle proposant des spectacles de théâtre, de comédie, de musique live, de danse et bien plus encore. Le Kennedy Center for the Performing Arts, le Lincoln Theatre, le 9:30 Club et le Black Cat sont quelques-uns des lieux incontournables pour les amateurs de divertissement.

Clubs de musique live : Pour les amateurs de musique live, Washington, DC, propose une scène dynamique avec une grande variété de clubs et de salles de concert. Des artistes locaux et internationaux se produisent dans des lieux comme le Blues Alley, le Velvet Lounge, le DC9 et le Songbyrd Music House.

Croisières sur la rivière Potomac : Une croisière sur la rivière Potomac offre une perspective unique de la ville de nuit. De nombreuses compagnies proposent des croisières au coucher du soleil, des dîners-croisières et des soirées dansantes avec vue sur les monuments emblématiques de Washington, DC.

Visites nocturnes des monuments : Les monuments et mémoriaux de la ville prennent une toute nouvelle vie après le coucher du soleil. De nombreuses entreprises proposent des visites guidées nocturnes des monuments, offrant aux visiteurs l'occasion de voir des sites comme le Lincoln Memorial, le Washington Monument et le mémorial de la guerre du Vietnam éclairés dans l'obscurité.

Festivals et événements spéciaux : Washington, DC, accueille tout au long de l'année des festivals, des événements spéciaux et des soirées à thème qui ajoutent une touche de magie à la vie nocturne de la ville. Du festival annuel du cherry blossom au DC Beer Week en passant par les soirées dansantes des clubs locaux, il y a toujours quelque chose à célébrer à Washington, DC.

9. Exploration de la Route du Vin en Virginie :

L'exploration de la route des vins en Virginie est une expérience enrichissante pour les amateurs de vin et les passionnés de tourisme. Voici un aperçu de ce que vous pouvez attendre lors de votre exploration :

Visites de vignobles : La Virginie compte de nombreux vignobles répartis dans tout l'État, offrant une grande variété de cépages et de styles de vin. Des régions viticoles comme la vallée de Shenandoah, la région de Charlottesville, la vallée de la rivière James et le comté de Loudoun sont célèbres pour leurs vignobles pittoresques et leurs caves à vin accueillantes. Lors de vos visites, vous pourrez déguster une sélection de vins locaux, en apprendre davantage sur les processus de vinification et profiter de vues magnifiques sur les vignobles.

Dégustations de vin et accords mets-vins : De nombreux vignobles proposent des dégustations de vin, où vous pourrez goûter à une variété de vins produits sur place. Certains établissements offrent également des expériences d'accords mets-vins, associant des vins locaux à des plats régionaux pour une expérience culinaire inoubliable.

Événements viticoles et festivals : Tout au long de l'année, la Virginie organise une multitude d'événements viticoles et de festivals pour célébrer sa scène viticole florissante. Des événements tels que les festivals du vin, les soirées dégustations et les séances de vendanges permettent aux visiteurs de découvrir les vins locaux dans une ambiance festive et conviviale.

Pique-niques dans les vignobles : De nombreux vignobles offrent des espaces de pique-nique où les visiteurs peuvent apporter leur propre repas et profiter d'un déjeuner en plein air au milieu des vignes. C'est une excellente occasion de déguster du vin local tout en admirant les paysages pittoresques des vignobles.

Excursions guidées et circuits : Si vous préférez ne pas conduire, de nombreuses entreprises proposent des excursions guidées et des circuits de dégustation de vin en Virginie. Ces visites vous permettent de vous détendre et de profiter de l'expérience sans avoir à vous soucier de la navigation.

10. Festivals et Événements Tout au Long de l'Année :

Voici une sélection de certains des événements les plus populaires :

Cherry Blossom Festival (mars-avril) : Ce festival annuel célèbre l'arrivée du printemps avec la floraison des cerisiers le long du Tidal Basin à Washington, DC. Les événements incluent des défilés, des spectacles culturels, des cérémonies traditionnelles japonaises et des feux d'artifice.

National Cherry Blossom Parade (avril) : Le point culminant du Cherry Blossom Festival est ce défilé annuel, qui présente des chars décorés, des groupes de musique, des danseurs et des performances culturelles le long des rues du centre-ville de Washington, DC.

Smithsonian Folklife Festival (juin-juillet) : Ce festival gratuit, organisé par la Smithsonian Institution, met en avant les cultures, les traditions et les arts du monde entier. Il se déroule sur le National Mall et propose des démonstrations, des spectacles, des ateliers et des dégustations de nourriture.

Independence Day Celebration (4 juillet) : La fête nationale américaine est célébrée en grande pompe à Washington, DC, avec des feux d'artifice spectaculaires au-dessus du National Mall, des concerts en plein air, des défilés et des événements festifs dans toute la ville.

DC Jazz Festival (juin) : Ce festival de jazz de renommée mondiale propose des concerts dans tout Washington, DC, mettant en vedette des artistes locaux, nationaux et internationaux dans une variété de lieux, des clubs de jazz aux parcs en plein air.

Virginia Wine Festival (septembre) : Ce festival annuel, situé dans le comté de Loudoun en Virginie, met en avant les vins primés de la région avec des dégustations, des démonstrations culinaires, des concerts live et des activités familiales.

Maryland Renaissance Festival (août-octobre) : Ce festival médiéval, situé à Annapolis, dans le Maryland, propose des spectacles de rue, des combats de chevaliers, des jeux, des artisans, de la nourriture d'époque et des divertissements pour toute la famille.

Georgetown Glow (décembre) : Ce festival d'art lumineux transforme le quartier historique de Georgetown à Washington, DC, en une exposition artistique en plein air, avec des installations lumineuses et des projections artistiques dans tout le quartier.

Que vous soyez amateur d'histoire, de nature, de gastronomie ou de divertissement, la région de Washington, DC, le Maryland et la Virginie a tout pour plaire. Planifiez votre prochain voyage dès aujourd'hui et préparez-vous à vivre une expérience inoubliable dans cette destination fascinante.

Pour tout renseignement complémentaire au sujet des événements en Région Capitale des Etats-Unis, veuillez contacter **The Capital Region USA** en France, au 01 70 23 06 01 et emmanuelle@repandco-France.com ou nora@repandco-France.com

The Capital Region USA est l'agence de promotion de la région de la capitale des Etats-Unis, Washington, DC, et les deux états qui l'entourent, le Maryland et la Virginie. La ville a beau être compacte, Washington, DC concentre un large éventail d'opinions culturelles à travers des quartiers éclectiques, une vibrante vie nocturne, une scène culinaire en plein essor et de nombreux divertissements. Le Maryland, quant à lui, constitue un mélange parfait de sensibilités cosmopolites et d'activités de plein air, qui font du « Old Line State » une destination à ne pas manquer. Enfin, la Virginie incarne les terres entre les montagnes Appalaches et l'Océan Atlantique, autrefois terres de figures historiques telles que George Washington et Thomas Jefferson. Ces terres accueillent plus de 300 vignobles et quelque 206 micro-brasseries. The Capital Region USA met à la disposition de la presse française un panel de documents et photos libres de droits consacrés à la région, et se tient à la disposition des journalistes, photographes et rédacteurs dans la mise en place de leur sujet sur la région.

The Capital Region USA, France

16, rue Ballu – 75009 Paris - Tel : 01 70 23 06 01

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

Facebook.com/RegionCapitaleUSA

Monthly Update Report Germany January 2024

Main PR Activities

German Media Mission 2024

Claasen Communication finalized the organization of the German/Swiss CRUSA Media Mission, which took place from January 28 – February 3, 2024. We booked accommodation and transportation and organized all press meetings. 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)



Media Fams

We are working with freelance journalist **Mrs. Flora Jaedicke**, whom we met during the CRUSA Media Mission 2023 in Munich, on her next visit to the Capital Region USA. Flora is interested to tell the story about strong women of the region – from historic characters to current personalities (Harriet Tubman, Maggie Walker, re-opening of National Museum of Women in the Arts, etc.). Flora negotiated in October with publishing house NOW Medien that they will publish the article. The travel date will be February 4-11, 2024. We negotiated a very good rate for the airfare with United Airlines and booked the rental car. Together with the CRUSA team, we finalized the itinerary and had a pre-travel call with Flora to go through all the activities and clarify any additional questions.

Media Calls/Support

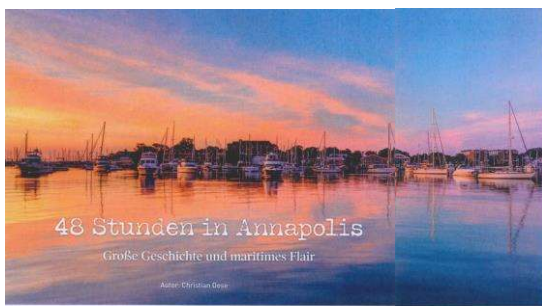
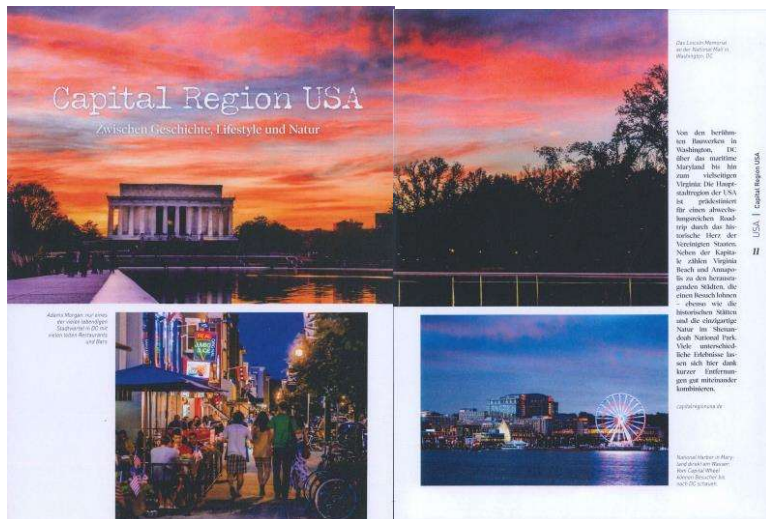
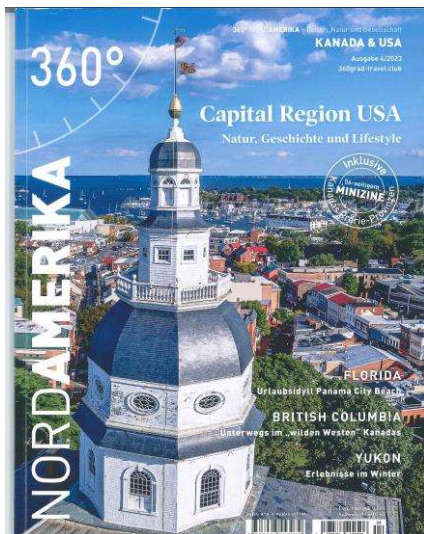
Call with Swiss freelance journalist **Mrs. Claudia Jucker** to give her an overview about the CRUSA highlight topics in 2024. Claudia is really interested in our region, especially in doing some research on family activities.

Information support for freelance journalist **Mrs. Verena Wolff** on special activities/museums for children in the Capital Region USA.

Image support for **Mr. Christian Dose**, editor-in-chief of travel magazine 360° NordAmerika, for an upcoming article about the Shenandoah National Park.

Highlights Media Results

Capital Region USA cover story in the 360° NordAmerika travel magazine (circulation: 30,000) resulting from the single media fam trip of editor-in-chief **Mr. Christian Dose** in August 2023. The feature includes an image gallery and articles about Annapolis, Virginia Beach and the Historic Triangle (over 24 pages; more than 68,000 USD ad-value).



48 Stunden in Annapolis
Große Geschichte und maritimes Flair

Wnach und eine polarende Restaurant-Szene. Kurzum: das perfekte Ziel für entspannte Stunden gepaart mit Einblenden in die amerikanische Geschichte. 2023 Nordamerika-Chefredakteur Christian Dose über eine Stadt, die gerade wieder zu den zehn schönsten Küstentouristen der USA gewählt wurde.

Tag 1:
4.30 Uhr Market Square
Der erste Eindruck könnte nicht besser sein: Der zentrale Market Square ist wohl so etwas wie das Herz von Annapolis. Rund um einen Seitenarm des Spa Creek hat sich ein buntes Treiben und hochachtes - historische keine. Inbegriffen mit 1700er Bausubstanz im First Rowen und bei Sonnenschein ganz Open Air.

NEU über Navy Yard
Nur einige Leiharbeiter entfernen emblemierten Uniformen die wohl bekannteste Institution in Annapolis, die vor mehr als 170 Jahren gegründete US Naval Academy. Der frühere US-Präsident Jimmy Carter hat nur einer von mehreren bedeutenden Absolventen. Wie die Stichtagsbesuche mit viel Freizeitspaß und ein wenig Check wie am Flughafen passen hat, kann das weiträumige Areal individuell beschreiben. Zu den Highlights zählen die beeindruckende Memorial Hall, die für künftige Anwohner genutzt wird, und die Naval Academy Chapel mit Glasarbeiten aus Dresden. Nach den Museumstouren der Studenten in der Beaufort Hall, dem größten Stabesmuseum der weltweiten Flotte, kann besichtigt werden ebenso wie die



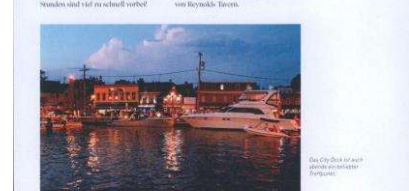
Restaurants genutzt werden dürfen. Auf einer Führung erfahren Besucher zudem viel mehr Wissenswertes. Große Lustweckung am Durchwandern und vor allem: mit einem fließenden US-Milieu verbunden. Sie befinden sich in ihrem Leben und am Abend. Mit der Oktober 2019 kamen einen jungen Mann, der wegen eines Verstoßes vier Monate nicht das Navy Yard verlassen durfte, erinnert sie sich. Nur beginnt einer Führung empfahlen sich die Ausstellung im Besucherzentrum und der letzte Highlightstop. Und fortan wandert man sich nicht, wenn einem in der Innenstadt-Fremden und Militär in beiden Uniformen begegnet.

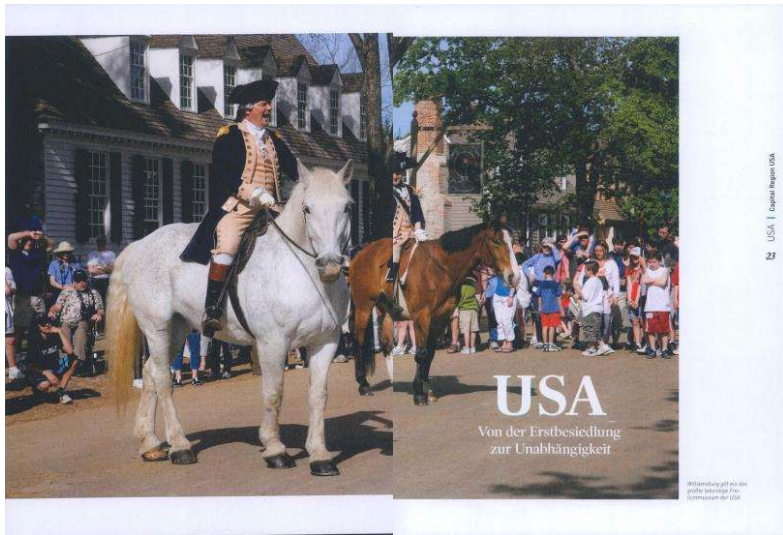
Wiederholungen des Navy Yard
Navy Yard



16.00 Uhr Segel setzen!
Ein Segelboot darf nicht fehlen. Schließlich gilt Annapolis als „Hauptstadt des Seglers“. Segelboote können neben dem anderen Verrückter Woodstock segeln durch die Gewässer am Spa Creek. Sobald alle Segel gesetzt sind, darf jeder Passagier die Steuer übernehmen oder beim Manövrieren die gut 20 Meter langen Boote steuern. Nur der Wind bestimmt den Kurs. Meist geht es in Richtung der imposanten Memorial Bay Bridge. Die zwei Stunden sind viel zu schnell vorbei!

19.00 Uhr Nightlife
Nach dem morgigen Abend gilt die Qual der Wahl. Zahlreiche Restaurants locken mit frischem Fisch und Seafood. Das Feuer vor allem für regionale Zutaten. Alternativen bietet sich Carvels Creek Cafe direkt am Spa Creek an. Paninimarkt und italienischer Fisch zum besten lokalen Rockclub. Im Anschluss können 40 Stunden in Annapolis überleben bei Live-Musik aus „Indiepopulärer Open Air am Market Square, alternativen im Biergarten oder Pub von Reynolds Tavern.





USA
Von der Erstbesiedlung
zur Unabhängigkeit

Williamsburg gilt als die größte historische Freizeitanlage der USA.

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Michael Jühran
Michael Jühran ist als Regisseur, Drehbuchautor und Produzent tätig. Er lebt in Köln. Jährlich besucht er Williamsburg bei seinen Reisen nach Amerika.

Yorktown

Sei es denn am 9. Oktober 1781 im Jahre mit 20.000 Mann, eroberten die Briten nach einer Belagerung durch zahlenmäßig überlegene amerikanische, französische und spanische Truppen Yorktown. In der Folgezeit wurde die Nachschublinie der Briten blockiert. Es war die letzte entscheidende Schlacht der von George Washington angeführten Verbände, die schließlich 1781 zum Vertrag von Paris führte, in dem die britische Krone die Unabhängigkeit der 13 nordamerikanischen Kolonien anerkannte. Diese Schlacht wird auch als die deutsche Schlacht in die Geschichte eingegangen. Mit dem Vertrag von Paris an der Spree in der Nähe des Schlosses seit 1965 auf. 2018 fand auf britischer Seite eine 200 Mann starke, Ambock und Barockmusik, getrieben auf amerikanischer Seite eine etwa gleichgroße deutsche Regiment unter Kommando Christian von Zieten, die in der Besatzung versprochenen Frieden und Frieden.



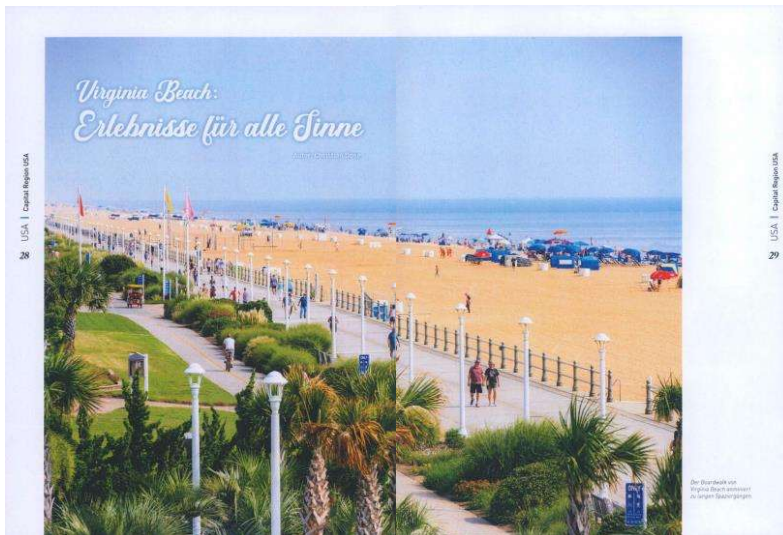
Naher der Statue von George Washington steht ein Denkmal für die Briten, die im Jahre 1781 hier waren.

Im neuen American Revolution Museum berichten amerikanische Historiker über die Schlacht von Yorktown. In einem nachgebaute Yorktown, das die ursprüngliche Ausbildung des preussischen General von Steuben zu veranschaulichen, der George Washington die Generaloberste in einer schlagkräftigen Armee verhalf. Dieser erließ ihm in dem Jahre 1781, in dem er ein Museum, das die rund 20.000, überlegene und kampferfahrenen französischen und spanischen Soldaten während des Krieges rund um Yorktown unter britischer Flagge kampflos den Verbänden annehmen. 1781 führten 1781 in Yorktown zurück, und 5000 waren es, die im Jahre 1781 eine Neuaufstellung zu waren. Es ist erstaunlich, wie viele Nachfahren man heute vor Ort findet.

Ein bedeutendes Ereignis für die Unabhängigkeitsbewegung vor 250 Jahren von der Route 170 aus, als geliebter Bürger englische Soldaten im Meer wühlten, um einen Anker zu finden, um die britische Flotte zu zerstören. Handwerksbetriebe und die Verengung einer politischen Bewegung in britischen Parlament führen in den Kolonien zu wachsenden Unzufriedenheit und schließlich, zum Jahre 1776, George III. Das überlebte Dokument nach Yorktown über die Amerikaner lassen



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Virginia Beach:
Erlebnisse für alle Sinne

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Der Strand von Virginia Beach ist einer der längsten Strände der Welt.

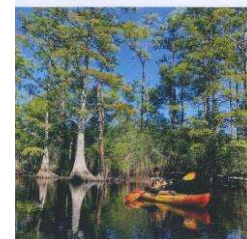


Unterwegs im Kajak

Naturfreier können in nahegelegenen Back Bay National Wildlife Refuge auf der Kanoe umgeben im Kajak. Hier erleben sich die Natur täglich ändern und immer wieder "berühmte" schenken Kanoe Kanoe von Natur und Abenteuer, gebildet aus dem Fränkischen. Einmalig sind die Kanoe, die über 300 Vogelarten sowie Wechsellagerung, Linsen und Wasser sind. Nach zwei Stunden sind wir zurück mit einem erhabenen Gefühl, das die geschichtliche, aber auch, verbindet uns in Blue Pine's Restaurant.

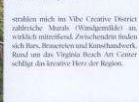
Zurück ans Wasser

Das Gegenpol zum Boarding Beach bildet der Sandstrand Beach. Hier gibt es gemütliche, mit Wasser umgebenen Picknickschirme und Spielplätze, sind im Little Pond Park. Hier sind wir natürlich die 300 Meter lange Pier zu und genießen den traumhaften Blick auf die Küste. Auf dem Weg überleben Marie & Roy's Crabhouse und Restaurant für Picknick, Tipps.



City Vibes

Virginia Beach punktet mit oberer Leichtigkeit, wie man sie sonst wohl nur in Florida oder Kalifornien vermischt. Imberwichtig sind im Vibe Country District umgeben, Markt (Wohngebiete) sind wirklich atemberaubend. Zwischen den Straßen sind hier, Bienen und Blumen, ein Band um das Virginia Beach Art Center schließt das kreative Herz der Region.



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In the online magazine *reisenundgolfen.de*, editor-in-chief **Mr. Bernhard Obst** published two additional articles from his trip in September 2023 about Williamsburg (UVPM: 41,000).

Reisen & Golfen

Home | Aktuelles | Reisen | Golf | Tipps & Service | Kulinarik | Suche | Kontakt

Kulinarik

Wo George Washington seine Auster aß

von Dr. Christian Böder

Christiana Campbells Tavern in Williamsburg/Virginia

Wer in Williamsburg im US-Bundesstaat Virginia über den Boulevard des Duke of Gloucester durch den historischen Teil schwindet, dem Weg ums Capitol findet, landet schließlich vor einem weißen zweistöckigen Holzhaus mit typischer Veranda vor dem Hauptingang. Dort steht der fällige, feuerrote Kamin vor der roten Eingangstür und begrüßt seine Gäste. Und die kommen in Scharen... Schließlich kann man hier das essen, was schon den Gründervätern gemundet hat.

Reisen & Golfen

Home | Aktuelles | Reisen | Golf | Tipps & Service | Kulinarik | Suche | Kontakt

Reisen

Die Wiege des politischen Amerikas

von Dr. Christian Böder

Das Historische Williamsburg in Virginia

Williamsburg im US-Bundesstaat Virginia zählt heute mit gerade 16.000 Einwohner, ist aber in den Sommermonaten heiss umlagert. Irgendwie erinnert es an das schottische St. Andrews, denn überall wirkt und wühlt es von Studenten, die in Straßencafés sitzen, zum College gehen oder im Park eine Partie zu spielen. Auch viele Touristen bevölkern die Straßen, die aber im Gegensatz zur schottischen Provinz, nicht klein und verwinkelt, sondern großzügig in Boulevards angelegt sind.

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

- Exceptional hotels: New accommodation options in the Capital Region USA

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 (**14 posts in January**) 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.

Capital Region USA (DE)
6. Januar um 10:00 · 🌐

🌟 **Sehenswert** 🌟 Das Kapitol ist eines der Symbole der US-Hauptstadt. 🇺🇸 Das imposante Gebäude ist Sitz des Kongresses und bietet euch Einblicke hinter die Kulissen. Taucht ein in die Geschichte des Landes und macht eine kleine Zeitreise in die Old Supreme Court Chamber, wo der Oberste Gerichtshof der USA früher waltete. 🏛️ Wie vieles in DC ist auch die Tour im US Capitol kostenlos. Eine Ticketreservierung kann sinnvoll sein, wenn ihr eine bestimmten Uhrzeit bevorzugt. 😊

#CapitalRegionUSA #DCCool #USATravel #UStavel #uscapitol #washingtondc #sightseeing Visit Washington DC U.S. Capitol Visitor Center

👤 Claasen Communication





👉 Bewirb diesen Beitrag für 200 €, um bis zu 18202 zusätzliche Personen zu erreichen. [Beitrag bewerben](#)

👤 Ralph Steffen und 14 weitere Personen 1 Mal geteilt

Capital Region USA (DE)
3 Tage · 🌐

Juhuuuuuu!!! 🏆 Die Baltimore Ravens sind im Halbfinale der diesjährigen Football Season! 🏈 Schon bald steht das größte Sportevent der USA an – 🏈 der Super Bowl 🏈 – und die Ravens sind nur noch einen weiteren Sieg gegen die The Kansas City Chiefs davon entfernt. Diesen Sonntag könnt ihr das Spiel live ab 21 Uhr auf RTL verfolgen und die Daumen drücken! 🙌

#CapitalRegionUSA #VisitMaryland #TravelMD #USATravel #UStavel #football #sport #baltimore #ravens #nfl Visit Baltimore Maryland



👉 Bewirb diesen Beitrag für 200 €, um bis zu 18202 zusätzliche Personen zu erreichen. [Beitrag bewerben](#)

👤 2 3 Mal geteilt

Capital Region USA (DE)
2. Januar um 17:00 · 🌐

Ich trink 'nen Sekt vielleicht! Und das auch noch zum Frühstück! 😊🍷 In Richmond hat jetzt der offizielle „Mimosa Trail“ eröffnet. 🍷 Schlürft den klassischen Cocktail zum Beispiel beim gemütlichen Brunch bei einem der vielen teilnehmenden Restaurants. 🍷 Wenn ihr etwas ausgefalleneres probieren möchtet, gibt es auch Mimosas in leckeren Geschmacksrichtungen wie Granatapfel, Pfirsich oder sogar mit Bier! 🍷🍷

#CapitalRegionUSA #VirginiaisforLovers #LoveVA #VisitVA #USATravel #UStavel #richmond #mimosatrail #mimosa #brunch Virginia is for Lovers Visit Richmond VA

👤 Todd Wright



👉 Bewirb diesen Beitrag für 200 €, um bis zu 18202 zusätzliche Personen zu erreichen. [Beitrag bewerben](#)

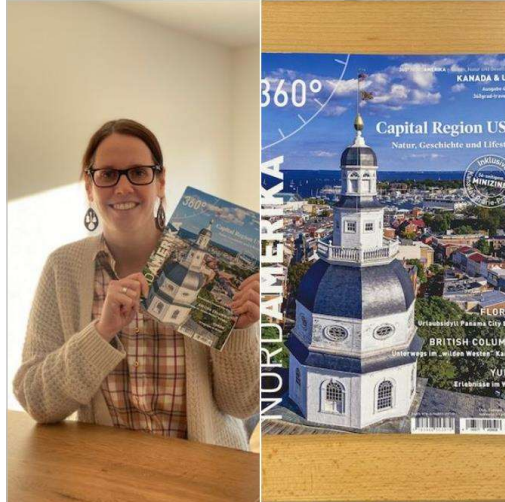
👤 Christian Dose und 11 weitere Personen

Claasen Communication GmbH
12. Januar um 17:15 · 🌐

#Aufgeschnapp!
Habt ihr es schon gesehen? Die Capital Region USA ist gerade die Coverstory der aktuellen Ausgabe des 360 Grad USA Magazins. 📖 Wer schon mal in der US-Hauptstadtregion unterwegs war, weiß, wie viel die Region zu bieten hat. Aber kennt ihr schon alles? In der Ausgabe werdet ihr mit auf eine Reise nach Annapolis, dem historischen Dreieck und Virginia Beach genommen – na neugierig? 📖

Have you seen it already? The Capital Region USA is the cover story of the current issue of 360 Grad USA magazine. 📖 Those who have visited the Capital Region know of its beauty. But do you know it all yet? This edition takes you on a trip to Annapolis, the historic triangle and Virginia Beach. Curious to learn more? 📖

#CapitalRegionUSA #VirginiaisforLovers #DCCool #TravelMD #USATravel #sightseeing #wonderlust Visit Virginia Beach Entdecke Virginia Beach USA Entdecken Maryland Virginia is for Lovers



Facebook ad campaign:

In January, Claasen created a boosted post to increase the distribution of the new Holiday Guide 2024, spending 200 Euros. The post was liked by 80 people and the total reach was over 13,300. Furthermore, we proactively invited everyone, who liked the ads to follow our page, and we got some 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 January 2024

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

SALES CALLS	
Urlaubstracker Mrs. Melanie Wittek Key Account Manager	Call with Melanie Wittek from online booking channel Urlaubstracker to give her an update on the Capital Region USA as well as to talk about a possible marketing coop in FY25.
Go2Travel Mr. Robin Engel Founder and Product Manager	Update call with Robin Engel, founder and product manager at Swiss tour operator Go2Travel. One of his colleagues attended the Swiss trade fam in October 2023 and we discussed some ideas for additional fly-drives. Go2Travel is looking into sending someone from their team to GTE 2024 and we also talked about possible marketing activities for FY25.
Swiss International Air Lines Mr. Daniel Waldisberg B2B Marketing Event Executive Mrs. Barbara Ulrich Sales Promotion Communication Executive	Initial call with Daniel Waldisberg and Barbara Ulrich about a possible trade fam in April 2024 to Washington, DC promoting the new flight between ZRH-IAD starting on March 28, 2024.

Sales and Marketing Projects

Tour Operator Marketing Coop Proposals FY23/24

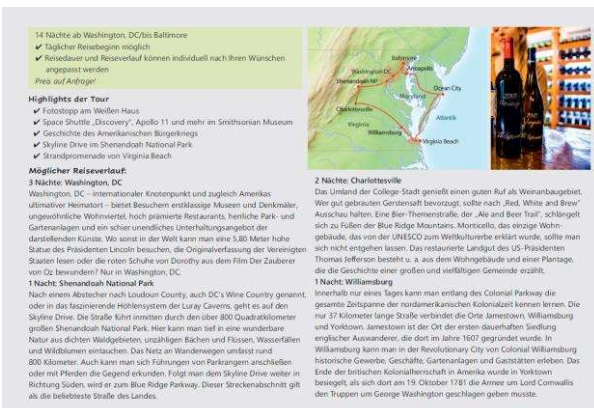
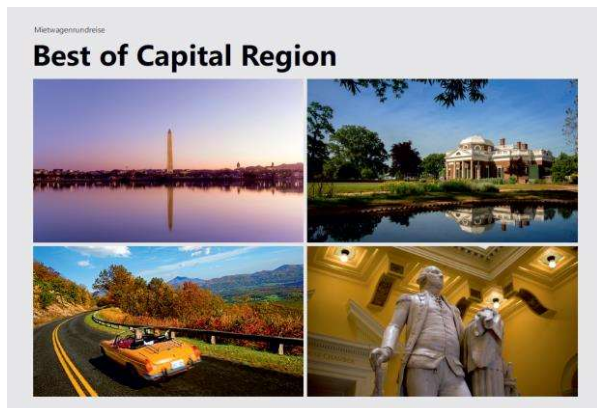
Claasen Communication worked with the tour operators to get answers to some additional questions on the joint proposals. We had negotiated CRUSA customized marketing coop campaigns in the German-speaking market for FY23/24 with the following tour operators:

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

After the approval of the Tour Operators Committee, we started working on the timing for each activity with the tour operators.

Ruck Zuck Urlaub: CRUSA Booklet

Together with Ruck Zuck Urlaub, we worked on a dedicated 8-pages CRUSA Booklet with a destination description, an itinerary example and a map that the tour operator can send to their clients and distribute via consumer shows.



Tour Operator Mailing with New Year's Greetings

Claasen Communication did a 2024 kick off mailing for the key tour operator partners that included some 2024 highlights and also a reminder of the Save-the-date for the GTE 2024.



Save the Date!

**Capital Region USA
Global Travel Exchange 2024**

CAPITAL REGION USA
WASHINGTON, DC
MARYLAND
VIRGINIA

- 13. - 15.09.2024: Pre-Fam Tours
- 16. - 18.09.2024: Marketplace in Charlottesville, Virginia
Effiziente 1:1-Meetings & Networking
- 19. - 21.09.2024: Post-Fam Tours

Ihr wollt dabei sein? Meldet Euch an unter maria.greiner@claasen.de (Plätze sind limitiert).

CRUSA Holiday Guide Distribution

In January, we distributed in **total 543 copies** of the CRUSA Holiday Guide on individual requests from tour operators (for consumer shows), travel agencies and individual consumers.

IPW 2024 in Los Angeles

Claasen Communication confirmed the participation for this year's IPW in Los Angeles (May 3-7, 2024). We booked the hotel and airfare.

DERTouristik Austria/Austrian Airlines Trade Fam

We are in contact with DERTouristik Austria as they are planning a trade fam 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 DERTouristik 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).

Brochure Distribution

Claasen Communication participated in January 2024 with brochure distribution in different regional consumer shows in Germany:

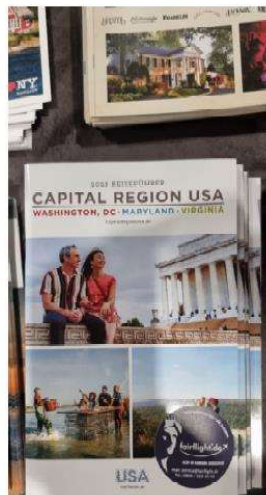
Reisemarkt Rhein-Neckar Pfalz, January 5-7, 2024 – Faszination Fernweh (visitors: 6,800)

Magdeburg Tourism & Caravaning, January 5-7, 2024 – Fairflight Touristik (visitors: 14,900)



CMT Stuttgart, January 13-21, 2024 – Ruck Zuck Urlaub (234,000 visitors)

Dresden Reisemesse, January 26-28, 2024 – Fairflight Touristik (visitors 32,000)



We will also partner with Visit USA Germany to distribute the Capital Region USA Holiday Guide and some partner brochures at F.re.e Munich from February 14 till 18, 2024.

Visit USA Switzerland General Assembly Meeting

Claasen Communication attended the virtual General Assembly Meeting on January 22, 2024 on behalf of CRUSA. Heinz Zimmermann, Chairman of VUSA CH, gave an overview about the market situation which looks at all very positive, as well as about upcoming VUSA events.

USA-Reisen.de: Travel Tips Newsletter

At Travel South, **Mrs. Doreen Sell**, Marketing Manager at USA-Reisen.de, learned about the upcoming highlights in Virginia related to the movie Dirty Dancing and that the filming location is located there. She worked with us and set up a new itinerary for Dirty Dancing film lovers. The new route was announced in the newsletter on January 5, 2024.



Dirty Dancing: Großes Jubiläum in Virginia & North Carolina

Für Film-Fans gibt es dieses Jahr was zu feiern! Zum Jubiläum eines der erfolgreichsten Tanzfilme aller Zeiten, "Dirty Dancing", aus den 80ern wird ein **neuer Film in die Kinos** kommen, in dem sogar Jennifer Grey wieder mitspielen wird. Dies nehmen sich die **Film-Locations in North Carolina und Virginia** zum Anlass, mehrfach dieses Jahr **tolle Events** auf die Beine zu stellen. Alle, denen Sätze wie "Mein Baby gehört zu mir" oder "Ich habe eine Wassermelone getragen" etwas sagen, und erst recht alle, die den ganzen Film mitsprechen oder sogar mittanzen könnten, sollten dieses Jahr unbedingt eine Reise an die US-Ostküste zu den Drehorten planen! Es wird einiges geboten: von Wassermelonen-Trage- und Hebefiguren-Wettbewerben über Look-alike-Contests bis hin zu Tanzabenden und -vorführungen, wie man es von "Kellerman's" gewohnt wäre. Auch hierfür haben wir eine tolle, **brandneue Reise** aufgelegt. Also, dürfen wir zum Tanz bitten?



Wassermelone und Hebefigur

Kurzreise zu den Drehorten des Kultfilms

p.P. schon ab
562 €*

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 January 23, 2024.

Capital Region USA – Gerstensaft für den Gaumen und die Haut: Doppelter Genuss im neuen BierBath in Maryland

In Sykesville, Maryland, lässt sich ab sofort ein entspannendes Bierbad in der neuen Taverne BierBath genießen. Das Konzept der einzigartigen Location vereint Erholung auf Spa-Ebene mit dem Genuss des Biertrinkens und spricht damit Wellnessfans wie Bierliebhaber gleichermaßen an. Die Taverne, die industrielles Design mit skandinavischen Elementen paart, bietet gegen den Durst verschiedenste Craftbier-Sorten, die man auch während eines mit Bier und Hopfen versetzten Wellnessbades kosten kann. [Mehr erfahren](#)