

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

MONTHLY PUBLIC RELATIONS ACTIVITY REPORT

Office: *United Kingdom*

Month: *March 2024*

<p>PR Monthly Overview</p>	<p>March generated coverage:</p> <ul style="list-style-type: none"> - AVE: £73,292 / Approx. \$91,432.50 - Total circulation: 3,179,240 - 5 pieces of coverage <p>Monthly coverage titles included:</p> <ul style="list-style-type: none"> - Lonely Planet - Irish Daily Star - EVOKE 																																			
<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>The committee is working on an itinerary outline to be shared with Dom.</td> </tr> <tr> <td>Johnny Ray</td> <td>Spectator</td> <td>August/ September 2024 (TBC)</td> <td>x</td> <td>x</td> <td>x</td> <td>FINN requested an MRF from Johnny and shared with the team. FINN shared an overview of dates with Johnny and to confirm August dates.</td> </tr> <tr> <td>Sophie Vokes-Dudgeon</td> <td>Hello! Magazine</td> <td>18 – 26 August 2024</td> <td>x</td> <td>x</td> <td>x</td> <td>FINN shared an MRF for Sophie to complete.</td> </tr> </tbody> </table>	Name	Publication	Dates of travel	VA	MD	DC	Status	Jane Knight	Mail on Sunday	20 – 27 August 2023	x	x	x	FINN monitoring for coverage.	Dom Eames	LoveEXPLORING	20 – 27 April 2024	x	x	x	The committee is working on an itinerary outline to be shared with Dom.	Johnny Ray	Spectator	August/ September 2024 (TBC)	x	x	x	FINN requested an MRF from Johnny and shared with the team. FINN shared an overview of dates with Johnny and to confirm August dates.	Sophie Vokes-Dudgeon	Hello! Magazine	18 – 26 August 2024	x	x	x	FINN shared an MRF for Sophie to complete.
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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 (due in May issue) ○ Cosmopolitan – Sophie Leen (two additional pieces on Maryland and DC) 																																			
<p>Media Mission, 18 – 24 February 2024</p>	<ul style="list-style-type: none"> ● FINN completed and shared the Media Mission wrap up report. ● FINN completed post-mission follow ups and reached out to the suggested media with an invitation to visit the region in 2024. 																																			

Written Materials and Press Releases:	<p>Press releases and written material in development in March</p> <ul style="list-style-type: none"> ● Press release – ‘Spring in the Capital Region’ – FINN actioned edits from the partners and reshared for final approval ● FINN to draft a press release on ‘History and Heritage’ to be shared for approval in April
Media Enquiries:	<ul style="list-style-type: none"> ● FINN shared the Romance in the Capital Region release far and wide pitching to national, consumer and trade media ● FINN shared Easter specific package deals from Lisa that were included in an all-agency pitch ● FINN drafted and shared information on wellness in the Capital Region for Travel Bulletin’s forward feature ● FINN shared information on what’s new in the Capital Region for 2024 with Visit USA for their March & April content request ● FINN drafted and shared information on hotels, resorts and spas around the Capital Region to Travel Weekly for its April forward feature ● FINN drafted information on family travel around the Capital Region and shared with Selling Travel for their May/June edition ● FINN shared information on the Blue Ridge Mountains as the perfect mountain summer escape to Escapism
Meetings and Events:	<ul style="list-style-type: none"> ● FINN met with Mark Palmer, Editor of the Daily Mail, to discuss Jane Knight’s Mail on Sunday piece. Mark confirmed the feature was in the pipeline. FINN monitoring for coverage.

Social Media:	<ul style="list-style-type: none"> ● FINN posted March content across Twitter, Instagram, and Facebook <table border="1" style="margin-left: 20px;"> <thead> <tr> <th style="text-align: center;">Channel</th> <th style="text-align: center;">Number of Posts</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Instagram</td> <td style="text-align: center;">19</td> </tr> <tr> <td style="text-align: center;">Facebook</td> <td style="text-align: center;">23</td> </tr> </tbody> </table> <ul style="list-style-type: none"> ● FINN amended the March content calendar based on CRUSA feedback ● FINN drafted April content for Twitter, Instagram and Facebook and shared with CRUSA for approval <p>*See social media report for full details and statistics</p>	Channel	Number of Posts	Instagram	19	Facebook	23
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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 ● Continue to liaise on future individual press trips following the media mission 						
Submitted by and Date:	Amy Skelding, Anna Beketov, Rachel Santa Cruz and Elly Babe on 10 April 2024						

Capital Region USA 2024 UK Sales Mission Notes

Monday, March 11, 2024

US Commercial Service - US Embassy
Stephen Brown - Commercial Specialist
Stephen.Brown@trade.gov

Stephen did PPT overview of UK market, now shared with the group. Over 100 tour operators going to IPW in LA including a new one - Vista Travel (tour operating arm of Hayes Travel). 70 media. Partners did brief what's new updates for Stephen.

America As You Like It
Maggi Smit - Managing Director
Cath Pusey - Product Director
cath@americaasyoulikeit.com

Things aren't too bad. January was quieter, but February was good. They did the same consumer shows we were at. Shows were busy. Not sure how many Manchester bookings they'll get. We did both London and Manchester as well. A lot of people already had flights booked. People who have been there often. Mostly use AlliedTpro, Bonotel, Tourmappers & Hotelbeds. CRUSA MArketing just finished and Angie is working on report. Hotel and air prices have all increased. DC has three options for flights and BWI one. Some USA destinations only have BA as an option.

More awareness of the region, not just DC. Collective CRUSA region is more identifiable. Co-ops and consumer shows help. People are asking more about experiences and not just destinations. Civil War trails.

Partners did their updates.

Arlington: More immersive experiences. National Landing (Pentagon City/Crystal City). Rebranded. Crystal City Water Park and Food Hall. Arlington History/African American History. Teardrops sculptures. Go into the different neighborhoods. 38 hotels of different sizes. Shopping.

Fairfax: Hiking options. Bull Run/Occoquan Trail. America's 250th. President's Home Trails. Gunston Hall, Mount Vernon, Charlottesville. Virginia History Road trip. Lori will send link to their website. Mount Vernon: new programs, interpretive center. Lots of updates.

Virginia Beach: Cath was there in 2022. Atlantic Park (Surf Park). First surfing wave park in the US.

Alexandria: New boutique hotel in May. Hotel Heron. Luxury hotel with first rooftop bar in Alexandria. 135 rooms. Hotel AKA opened. Waterfront is about to undergo a major expansion. Ice Cream walking tour. Coffee walking tour. Hot chocolate tour. Water Taxi to Wharf and Georgetown. Bike ride out to Mount Vernon and then water tour back.

Baltimore: Baltimore Peninsula. The Roost. Inner Harbor developments. Hotel Ulysses. Eric will send list of new hotels. Good Neighbor. Sail 250 Tall Ships. New Orleans to Norfolk to Baltimore to New York. Culminates on July 4, 2026 in NYC. Eric send that info too.

DC: World Pride 2025. Expansion of Silver Line. Outdoor spaces. Wharf. New hotels. Lucy gave them a printed update sheet.

Train travel requests. Civil War trails by train. East Coast Cities by Rail. Add Baltimore. Capital Region. Lisa please send CRUSA Amtrak itinerary. Mix of bookings. Less than two months or more than 11 months. Not much in between. Talked about the expense of US.

Fairfax – Send Bonotel hotels. Number one Hyatt Regency. Archer Hotel. Virginia Beach – Moxy. Cavalier.

New images are always welcome. American Cruise Lines. Eric will send info.

Purely America

Andrew Bird – Director

andrew@purelyamerica.co.uk

January started off quietly. End of January, they are starting to think about holidays. Historically, promotion was in December. Now a bit later. Feb and March have been good also. USA up about 21% overall.

Capital Region up 19% up. Florida 17% up. California 11% up. New England 8% down. MD and VA outside of Washington prices are competitive. Sometimes resort fees are high. Can be \$42 a night in DC and Baltimore. Receptive pre-paid rates can be a challenge in cities. Airfare to DC and Baltimore are up to 45% higher than NY and Boston. United tends to be most expensive. Predominantly fly drives.

Partners all did their updates.

Baltimore: Baltimore Peninsula. New Hotels. Rejuvenate inner harbor. 5-star culinary. Black-owned restaurants. Civil rights. Sail 250th. Rail is big throughout the region. Train station under construction. Eric send new hotel info.

Virginia Beach: Best Western not there. New Moxy. Atlantic Park – wave garden technology. 1-6 ft waves.

Alexandria: 275th anniversary celebration. Waterfront activations. July 12th official day. Four new breweries. Hotel Heron. Independent. Carla is working on getting receptive(s) to carry it. City accessible initiatives.

DC: Silver Line expansion. Wharf phase two. World Pride in 2025. Cherry Blossom festival. A few new hotels. Arlo. Lucy please send all new hotels. 20th anniversary of Jazz Fest.

Arlington: Hilton National Landing renovation. Right in the heart of Crystal City/Pentagon City. Used to be Hilton Crystal City. Crystal City water park and food hall. Sustainable food kiosks. Five stops on the Silver Line.

Fairfax: Andrew said people don't necessarily have to stay in the city. Seven of the first stops on the Silver Line are in Fairfax County. Hotel options. Archer, Hyatt Regency. 87 restaurants. Over 300 stores. Lori, please send restaurants and stores. Paradise Springs – Governor's Cup for wine. Wine tasting. Chef Troy info. Mount Vernon major restoration and renovation. USA Guided Tours – private car service – Mount Vernon, Paradise and then down to Charlottesville. 2026 America's 250th – Presidents' Homes. Virginia History Road Trip. Sail 250th.

Andrew does social media contests to generate new followers in conjunction with destinations. Can generate up to 15,000 new followers. Would do a CRUSA campaign if we're ever interested. They do flights and car. Just need the hotels. Lisa will follow up on this. They have some attractions on the website, but tend to steer away. They book through receptives. After booking, clients get a list of attractions so they can book tickets. Bonotel, ATI, Tourmappers, Stuba, AlliedTPro. Andrew has shared a report on the properties he has access to through the receptives. Continue to send images to Andrew. Purely escorted tours. Still a bit of a COVID concern about being on a bus.

Tuesday, March 12, 2024

Visit USA UNITE - Table 1 Notes Baltimore, DC, Alexandria

First Class Holidays

Lorna Curry – North America Product Manager – lorna.curry@fcholidays.com

Program to the US for about 8 years. She's been with the business for three months. Just redone their brochure. Slightly older/mature travelers. Time and money to travel. Not particularly adventurous. Culture, history, immersive. Mix of 3.5 stars and up. 15% are repeat visitors to the US. Long-haul holidays are successful so want that to be the case this. She has been to DC about 10 years ago. Scott did the region overview. Lucy did DC overview and Eric did Baltimore overview. Eric will send hotels.

Travel Solutions

Graeme Evans – in CRM. - Graeme@travel-solutions.co.uk

Been going since 1997. Focused on pre-formed groups. Primarily to Europe, but also US. His side is FIT and tailor-made. Team is primarily based in India. Would like to do some online training. Lisa please follow up. Great sales people. Just need knowledge. Our region is a bit of a mystery. Good impression. Clean and lots to do. Talked about World Pride and US 250th. Tall Ships in 2026. Eric will send him link. Baltimore Peninsula. Covered the new hotels. BWI expansion and more seats on BA. Train station reconstruction. Inner Harbor developments. Train link is big seller for him. Amtrak portal. His clients are partial to trains. Lucy did the DC update. World Pride. Other events (Passport DC and Cherry Blossoms). Neighborhoods. New hotel product. Silver Line extension and Metro. Lucy and Eric, please send him images.

Major Travel

Emily Glencross – emily@major.travel

B2B Tour Operator. 50th year. Used to be a flight consolidator. Now a tour operator. Employs a lot of former Thomas Cook people. 20,000 independent agents that use us. They have a lot of relationships with agents. Scott did the region overview. She hasn't been to the region, but her partner has been to DC and Richmond and loved them. Talked highlights. Shenandoah. Eastern Shore. Chesapeake. Wineries. Western Maryland. Charlottesville. Lucy and Eric did the DC and Baltimore overviews.

British Airways

Alison Ward – alison.ward@ba.com

Key Account Manager, Destination Partnerships

Eric started as they've been in touch about marketing programs. DC is doing quite well. Looking weaker September onwards. Baltimore – a bit of an issue. Support is needed for June and July in economy for Baltimore. 14x a week to Dulles. 7x a week to BWI. She'd like support. Talking to Freddie about DC specific programs. Does DC want to make it a wider region focus or just on DC. Lucy will liaise with Freddie about the fam tour. Eric brought up the question of it BA will be increasing capacity in regards to aircraft for BWI. Eric talked about BWI large renovations. What plans are in place for World Pride. BA fam options for Baltimore in the future? DC and Baltimore partnered on a fam starting in New York and ending in DC. Talked about best times of year for fam tours. Fall? When is it good for them?

Travelbound

Alice Mullen – alice.mullen@travelbound.co.uk

Yasmin Ehsan

UK school tour operator. Single and multicenter. NY and DC. Key purpose. Pushback on American trips, especially on price. Alice was in Washington a few weeks ago. They currently have a DC tour. Scott did the region overview with focus on activities for school groups. Eric started. Fort McHenry. National Aquarium. Sports. First Washington Monument. Water taxis in Baltimore, DC, National Harbor and Alexandria, Arlington. Lucy talked about DC's options for student groups. Reviewed DC map. Spy Museum. Air and Space. Lindsay Hill – they are having issues with getting tickets at Air and Space in DC. Yasmin is going to DC in two

weeks. Groups do two nights in DC, and three in NY. Depends on focus. Frederick would be a good tie-in with Gettysburg. Also send any motorcoach options. And restaurants. They use Ben's Chili Bowl and Hard Rock. Food Halls would be good.

Thomas Cook

Dominic Eddon – dominic.eddon@thomascook.com

He'll be at IPW for the first time. He was also at Brand USA Travel Week. Met with Eric there. Relaunched as online. Mostly Europe. Now looking at getting back into long-haul. US and Caribbean. 1.9 million users of the site. Large social. Couples – 55%, Families – 30%, Groups, - 10%, Solo – 5%. Much younger than before. Shoulder months. Closer to 4-5 star. Looking for a bit extra. Packaged holidays, 9 nights on average. Can use different carriers. Scott did region overview. Lucy did DC overview. He has not been to DC or the region. Eric did Baltimore highlights. Culinary. Cruise options. He wondered about the region for couples and young families. Great options. DC's Wine Country – Loudoun and Charlottesville for wine enthusiasts. Virginia Beach is great for families and Historic Triangle. He took Lisa's card and will reach out for content and co-ops.

Elite Sports Travel

John McLelan – john@elitesportstravel.co.uk

Came out for the Commanders/Dolphins game in December. NFL trips. Baseball. NFL groups. They'll know more once NFL schedule comes out in May. Can do up to four games in just over a week. Group size is 30. Block of seats. Baseball and NBA are a little easier. Enhanced experiences are good. Four-star and above on hotels. Prefer to book transportation directly. Send transportation recommendations. Commanders were very easy to work with. Building baseball business. Clients are very knowledgeable. Having an ex-player come in is really good with drinks. It's a value-add. Working on making those contacts. Does DC or Baltimore have a network. Intros to team contacts.

Original Travel

Oliver Rodwell – oliver@originaltravel.co.uk

All of US. Luxury. 40-55. He's been to DC, but not since the late 90s. Lucy did DC overview. Their family clients really love Smithsonians. Good for everyone, couples and families. Pairs well with other East Coast destinations. Baltimore overview. Hotels aren't cookie cutter. Oliver has a business partner who has been to Baltimore and really likes it. Please send photos. Amtrak is easy way to see region. They have itinerary with coastal cities and a DC-specific tour. Short-break, mostly DC with day trips. Annapolis, Baltimore.

Journeyscape

Dominique Kotsias and Rebecca Harley. contracts@journeylatinamerica.com

New name. Launching two journeys with CRUSA. First – Alexandria, SNP, Charlottesville, Virginia Beach, Cambridge, Annapolis, DC. Second, DC with Loudoun County. New website coming. Very content rich. Destination tiles. Contracting experiences is a challenge. In DC it's okay. Activities, ecofriendly. Eric will send a list. Would like local contacts. Also works with

America4You (Lena). Launching a destination week. Canada and US destinations. Press and trade event. And then a big consumer event. Rebecca is taking over the US product.

British Airways Holidays

**Nikki Savage - Nikki.savage@holidays.ba.com
and Olivia Moss, Destination Manager**

Relatively new to role. Joined in October. Only really have DC at this point. Need to develop more. A few Baltimore properties. Scott did region overview. They are going to DC next week. Flying into BWI. Lucy did the DC overview and Eric did Baltimore.

American Affair

Stuart Rogers – stuart.rogers@americanaffair.com

Launched during pandemic. Up 80% year-to-year, so things are going well. Once they get to year 5 is to grow US bigger than Canada. Visitors don't usually repeat Canada but do return multiple times to US. Developing more itineraries. Starting a B2C channel. Launching new Canada and US website. Launching more CRUSA region packages. Agents fam. Baltimore – civil rights and Harriet Tubman. New hotels in Baltimore. Recommend two nights in Baltimore. Lucy did DC update.

A&G Travel

Natasha Romera – Head of Product and Operations – natasha@AandGTravel.co.uk

US is good. A&G mostly corporate. DC is massive for corporate side. Do a lot of bleisure. Not booking as much straight leisure. Scott did the region overview. Want to do more leisure to DC and the region. California is popular for road trips. Add ons to business trips. They have a dedicated leisure team. It's growing. All of them came from Flight Centre. Product knowledge could be improved. Sales team has a gap in knowledge. DC International MICE could follow up. Clientele are very top-end. CEO, Managing Directors. Average spend is high. Going to general public that will broaden a bit. Carla did the Alexandria overview. Talked about connectivity to Arlington, Fairfax, and National Harbor. Hotel AKA. Hotel Heron. Please send suggested itineraries.

The Internet Traveller

Georgia Wiseman and Matt Cook - georgia.wiseman@ppgroup.travel

Mature brand. 10-15 years. Personal touch. Customer service. Diverse offerings. Audience is 45+, some families. Multicenter trips. About £5,000 each booking. Email, website reach. Social. 122% growth in 2023-24. Did a program with Memphis, Nashville, and New Orleans. Mix of online with customer service available. Taking a new approach. A bit more cohesive. Georgia's parents did Virginia with Blue Ridge and went to Williamsburg. They're working on a Capital Region Trip. Have a "Hamilton Founding Fathers" trip which currently includes DC and VA. Scott did the region overview and Carla did Alexandria.

North American Vacation Homes

Tom Dale – tomdale@usahomes.co.uk

B2B. Vacation rentals. Work with about 100 tour operators in UK, Ireland, and mainland Europe. They come to us for vacation rentals. Anything with a kitchen. Hilton Head. New York. National Parks. Yosemite. Smoky Mountains. Jim did a Virginia Beach overview with how to get there both from Dulles and Baltimore. Three distinct beaches. Condos and hotels along boardwalk with bedrooms. Homes with room for 10-50 people. Many companies. Vacatia. Jim please send list of property/rental management companies. Rentals are Saturday to Saturday. Support companies. Work from net rates. Front Royal, Staunton, and Charlottesville – are there homes available? DC – Churchill Living. Capitol Hill area. Year-round travel. Summer fall for Virginia Beach. Lower rates and less restrictions in the winter. Sometimes people do off-season travel for a variety of reasons. Summer travel is mostly family and multigenerational. Groups of couples.

Sustainable Journeys

Melissa Tilling – CEO – team@sustainabilityjourneys.co.uk.

Virginia Beach is doing a program with them. Sorting bookable tours. Would like to expand what they're doing to a more regional program. Customer is traveling to destination with a more responsible mindset. Trying to change narrative. Better decisions about when to travel, where to stay, to support local, support local people. How can they expand that up to be more of a Capital Region piece. Would like to do a program with us. Have done a program with New York State. All aimed at sustainability. New York state with a range of journeys around the state showcasing the diversity. Time of year, length of stay. Recommendations of lodgings. Locally owned. Guest houses. Everything linked. Cost is dependent on number of partners. Partners need to prioritize sustainability. Carla did the Alexandria overview. Talked about sustainable. Locally owned is good. Economic and social sustainability. Low and shoulder season.

Ocean Holidays

Michele Kozuharova – michele.kozuharova@ocean-holidays.co.uk

Predominantly a Florida specialist. Transitioning to a USA specialist. Developing itineraries for the rest of the country. Releasing about 10 itineraries a day. Started to receive bookings. In 2023, they did 120k room nights. 2024 they have 96k room nights. Reservations on the books. Guests who have been to Florida want to come back to US to do more. Branding away from just being Florida. Capital Region area. Made itineraries that include Shenandoah, Chincoteague, Baltimore, Williamsburg, Lynchburg, Fredericksburg. Combinations of two days. Itineraries range from 7-21 nights. Releasing some itineraries in May and the rest in August. All tailored. Mix of drive and trains. Carla did Alexandria. Connectivity to DC and Philly and the rest of Virginia. Tram, bus. They have a trip that includes Mount Vernon. Bike to Mount Vernon and double-decker bus back to Alexander. Autograph Marriott Property. Hotel Heron. 28 hotels. Accessibility program. Best properties. Hotel AKA. Sheridan Suites. Charlottesville's Tourism for All. Other communities. Arlington. Frederick.

Designer Travel

Andrew Marshall – andrew@designertravel.co.uk

Group of travel agents. Home workers. Higher end. 150 in the UK. Each have their own areas and regions. Sell everything from Europe to Australia, Americas. Wants to learn more. Send info and photos and he'll share with the whole team. Been to New York and Chicago, but never DC or the rest of the region. Scott did the region overview. He was especially interested in Shenandoah. Surprised by Virginia's wine heritage. Book through tour operators – Gold Medal, NATS, Ocean Holidays. Depends on their needs. Carla, please send Alexandria deck. Lisa please follow up with additional CRUSA info.

HolidayPirates

Nicolas Cooper – n.cooper@holidaypirates.com

They don't contract hotels or sell product directly. Travel deals and inspiration sites. Top of the funnel. Grab people in the research phase and give them travel deals and content. Mainly through social media. Just 11 million followers Facebook followers. UK, Germany, France, Spain, and others. 5 million on IG. Messaging services and TikTok. Inspire people to do things they wouldn't have thought of. Gets tips and ideas. Finding the hidden treasures of the travel industry. Create destination guides with DMOs. Integrate deals from third parties so people can then go and book as well. Social campaigns. Send their "pirates" to live blog, or they can take content from the DMO. Programs are like a media buy. They get a budget to produce the content. Campaigns are very customized. Two weeks up to three months. A lot depends on the media events involved. "We have a budget of X and want to achieve...brand awareness, bookings, etc." UK about 1.7 million. Programs can be mixed across markets with one piece of content, with translation. Carla did quick Alexandria overview.

AmeriCan @ Worldwide Travel

Matthew Thompson – Matthew@awwt.co.uk

USA and Canada specialists. Customized. Multicentre. Rail tours, escorted. Suggested itineraries. They tend to be a starting point. Use more bed banks. Expedia. ATI, Rocky Mountain Holiday Tours. Go direct to smaller properties as well. We're finding that people are more interested in multiple destinations and longer bookings and higher value. Revenue is up even if number of travelers may be down a bit. DC is very popular. In their top-10. He's been to DC, Norfolk, Virginia Beach, Jamestown, Richmond, Fredericksburg, to DC. Scott did the region overview. Carla did Alexandria overview. Please send images and event info.

Trending Travel

Kim Hulbert and Kieren Shew - kim@trandingtravel.co.uk

Social media company. Create original content. They have a content team to create. 750k followers. Working towards a million. Going out to tour operator partners. BA, AAYLI, TUI to get deals to back up content. Work with a network of 2,000 influencers to link back to website with their content. Create content for destinations. US, Caribbean, Middle East. Talking to destinations. Content is king. Video inspiration. Younger audience. 1st will be for Florida in September. They have not been to the region. He loves oysters. Scott did the region overview.

Talked about Virginia's oysters and Maryland's blue crab. Wine in Loudoun and Charlottesville. Annapolis, Baltimore and Frederick. Wild horses on the Eastern Shore. Carla did the Alexandria overview. Destinations can partner if they have budget. Lisa, please follow up about program opportunity. They work closely with Barrhead.

Visit USA UNITE - Table 2 Notes Arlington, Fairfax County & Virginia Beach

Cherry Travel

Ms. Diana Cherry – Director - dc@cherry.travel

Cherry is a high-end independent private travel company, creating world-wide luxury travel experiences for HNW/ UHNW clients. Operating a 'low volume/ high spend' model, they have in-depth relationships with their clients, taking care of every detail of their holiday and proactively suggesting destinations, properties, and experiences, based on their preferences and requirements. Bookings cover luxury hotels and resorts (worldwide), villas, yachts, experiential itineraries, boutique hotels and are made a variety of ways (directly, through tour operators or via DMCs). Clients are based both in the UK and worldwide, and can be families, couples, and larger multigenerational groups. They book a variety of destinations/ styles of property, but all five-star upwards and have high expectations both of service and quality delivered in-house. Voted Top 5 travel agent for high end tour operator Lusso in 2023. Diana travelling to DC in July as Fiancé attending a conference, and she is very familiar with DC and surrounds inc. Arlington Cemetery. Portia and Lori did overview. Diana requested information on local guides to do Mt Vernon. She uses American Excursionist and EXP (based in CA) who mainly do west coast but are expanding into the East. Lori told about Guild of Professional Tour Guides in DC (over 180 to Choose from). Lori to send images and metro map. Lisa to follow up with Toolkit.

Saga Travel Group

Mr. Julian Lawman - Senior Product Manager - Julian.Lawman@sagatravelgroup.com

With more than 70 years' experience, SAGA is the UK's leading lifestyle brand for consumers aged 50 and above. Recognised for trusted range of high-quality products and services including insurance, personal finance, holidays, escorted tours (including sister company, Titan Travel), ocean / river cruises and an award-winning subscription magazine. As part of an ambitious growth strategy for SAGA Travel Group, they launched an independent (FIT) holidays proposition, trading as 'Tailor-Made Travel by SAGA', including a range of city breaks, beach holidays, cruise & stay, self-drives and independent tours across the USA in Sep 2022. Use Bonotel, for hotels and ATI for flydrives (but put his own together). Peak trading was a bit mixed - Jan started well. Feb was up and down and clients generally taking longer to convert. USA is 2nd biggest destination, and the average revenue is great. However, tailormade bookings not doing so great for USA currently and Julian not sure why. Also have standalone hotels - 93 including DC x 2 (Mayflower & Holiday Inn National Mall) Not interested in any new ones.

CRUSA flydrive will be going out in USA enews next week - **Colonial America & The Blue Ridge Mountains | Saga Holidays**

Hit the Highway was a BUSA marketing brochure that went out last April and also featured the CRUSA flydrive.

Portia and Lori did overview.

Lisa told him about GTE - he is interested so need to send dates/details.

One Traveller Holidays

Mr. Tim Greathead - Product Manager - tim.greathead@onetraveller.co.uk

One Traveller are a specialist solo escorted holiday operator offering holidays to like-minded, mature (65 - 70 years average) individuals who are travelling solo, by choice or by circumstance and want to enjoy unique holidays throughout the UK, Europe and Worldwide. Currently limited US program - only US National Parks, CA, Vega & NY, New England & Deep South. They include a lot of meals and excursions including experiential activities. Max 32 in group. 80% repeat clients. Tim has been there 4 months and East coast cities has come up as something they want to add. Use Go West to buy ground product. Lori told him they are about 30% cheaper than DC hotels and for groups the Air & Space Museum does free docent led tours for groups and could like at VIP tour at Mt Vernon. Portia told about Arlington Cemetery. He is interested in doing some of the tour by Amtrak.

Tours on average 14 nights.

Distant Journeys

Mr. Chris Parker - Product Manager - chris.parker@distantjourneys.co.uk

Chris is new to Distant Journeys who have over 80 years combined experience designing escorted touring holidays in Australia, New Zealand, India, South Africa, Canada & Alaska, Japan, Vietnam & Cambodia, Sri Lanka and China. Distant Journeys have created an exciting style of flexible escorted tours combining the delights and camaraderie of group travel, with the flexibility to allow for individual tastes and personal interests. Currently no US product outside Alaska and that is what Chris has been brought in to set up. Plan is to add East Coast in 2026 and in discussion with 2 x receptives in US.

Wants more time in each destination including free time. Top end - 4.5 stars plus. Average age 65. Time rich and rich! Up to 45 pax per tour. Chris was in DC for IPW in 2017 and stayed for some extra days. Portia and Lori did overview and included details of America's 250th which will be going on when he launches his East Coast tours.

Told about GTE - he might be interested so Lisa to follow up.

Original Travel

Mr. Oliver Rodwell - Region Manager Americas and Caribbean - oliver@originaltravel.co.uk

Luxury tailor-made tour operator based in London but servicing a number of nationalities. They offer high touch service to their clients, who are HNWIs and try to offer a complete package of services from before they leave the UK to when they return back to their home. Have CRUSA

road trip which includes: Washington DC - Shenandoah - Charlottesville – Roanoke and a DC city package. Dave is new product manager (was 12 years at Audley) and will be at IPW. USA bookings are up so that's very positive as their enquiries are flat, and Oliver attributes that to Dave joining the company. Use Bonotel, Tourmappers< Expedia, Hotelbeds but owned by French operator, Voyageur du Monde. Christoff is based in NY and does their local contracting. Clients are looking for private tours (no more than 6 people)

Portia & Lori did update and focused on Luxury experiences - inc private whiskey tour @ Mt Vernon & Sailboat experiences. Also discussed 250th events and Sail 250 being in Norfolk & Baltimore in June 2026. Lori to send French speaking guides.

Told about GTE - he thought Dave might be interested so Lisa to follow up.

Inspire My Holiday

Mr. Lockie Kerr - Head of Partnerships - lockie@inspiremyholiday.com

Inspire My Holiday is an innovative travel inspiration platform that targets consumers at the earliest stages of booking their holiday; at a time when they are looking for holiday inspiration, guidance, and can be influenced on where to go and what type of holiday to take. Using unique search tool, they match consumers to the most suitable worldwide destinations and then recommend travel companies who can then handle their holiday enquiry before delivering a fully qualified lead. Provide tourism boards with cost-effective B2C & B2B channels to increase destination awareness. During previous meetings with Lockie, he shared his pricing for co-op marketing activity. He explained that unlike traditional tour operator marketing which uses google keywords aimed at consumers who are likely to have already made their minds up, the Inspire My Holiday platform influences consumers who are yet to decide on where to go next, so this is important for regions who are fighting for market share with rival destinations. CRUSA is already on the platform with American Sky, Discover North America and Eshores coming up as 3 tour ops that then sell CRUSA holidays.

Currently doing a campaign with Cincy region - they write the content but guided by our criteria. Campaign start at £1950 for a year. All UK viewers and just doing work with JRNY Magazine.

Launching Inspire My Holidays Trade which will link to B2B operators. Trade Partner Hub is a great opportunity for Regions (will also be a B2B website too at no extra cost)

Cosmos / Globus Journeys

Mr. Julian Harcourt - Marketing Director

Becky Fairlie-Clarke – PR - becky@magictorchpr.com

Cosmos has tours in 67 countries across six continents including a wide range of experiences and destinations in North America. Cosmos Tours sells direct to the consumer and through the travel trade. Older demographic (60-80 years old). Still do the contracting for these tours in US - but they review the tours annually in the UK. There is no longer a UK office - everyone works

remotely. They plan on promoting the Globus brand much more in the UK going forward. Becky wants content etc for social media.

Lori & Portia discussed group touring opportunities. Lori also told about 250th events etc and 'Virginia History Road Trip' that has been designed for groups or FIT (8 days)

Ocean Holidays

Mrs. Michelle Kozhuharova - Product & Commercial Executive

michelle.kozhuharova@ocean-holidays.co.uk

Ocean Holidays is a people-first group that has always believed in making travel personal. Founded in 2004 as a family business, they have now become the UK's fastest-growing travel group through three distinct brands: Ocean Florida the largest direct-to-consumer Florida specialist in Europe, Winged Boots a leader in bespoke luxury travel (also B@B - sell through Barrhead), Ocean Beds the largest worldwide provider of Florida vacation home rentals to the global travel trade.

Ocean planning expansion beyond FL since last year – Michelle currently looking at multi centered tailored trips to rest of USA. Themed itineraries so couples, families, vineyards. They have lots of repeat business. She has over 100 other itineraries as launched a few new ones in Feb - had 150 enquiries straight away and they always include an attraction on each day. In 2023 they did 120,000 room nights. 96,000 so far in 2024 and already 29,000 for 2025. Working on a new CRUSA itinerary - Baltimore, Washington, Williamsburg, Chincoteague, Shenandoah NP & Luray Caverns. Lori told her about Chincoteague & Fairfax, Portia did Arlington. Told her to share the itinerary so we can review.

They also have an accessibility programme - tailoring holidays to sensory needs. Della to do CRUSA training for 75 x res team (hybrid working) - they have scheduled trainings through to December.

Michelle happy to have follow up Teams meeting to discuss disability needs requirements.

The Advantage Travel Partnership

Mr. Adam Weatherby - Partnerships Manager

adam.weatherby@advantagetrapartnership.com

The UK's pre-eminent business network representing travel agents and travel management companies. Members are all independently owned travel businesses who operate across 750 locations throughout the UK (Barrhead are members of their consortia), representing a large proportion of the UK's travel agency landscape. In addition, Advantages global network footprint continues to expand with representation in 83 countries across 96 network partners who work together in servicing corporate accounts. Collectively, as a global network members generate over £15.6 billion in global sales annually - with £7.6 billion from travel sales from its UK membership - and cater for many millions of holidaymakers and business travellers by assisting them with their travel arrangements. Since 1978, it's the UK's only member-owned

travel networks. 3000 front line travel agents and USA is big business (£190 million business to USA)

The biggest amount of business goes through Gold Medal, then Jetset, NATS, If Only, Elegant Resorts. They have a database of 70,000 customers so market to them but also B2B to the agencies. Portia & Lori did overview.

Bon Voyage Travel & Tours

Mr. Dirk Kelly - Head of Marketing & Product - Dirk.Kelly@bon-voyage.co.uk

Jessica Soper, Sales and Product Executive will be attending GTE 2024. A long-term partner of CRUSA, Bon Voyage Travel and Tours has been a direct sell tour operator to North America for 35+ years. Specialise in high-end, complex, tailor-made itineraries with California and the West their biggest market. The company's award-winning website provides consumers with over 5,000 pages of holiday ideas, information, and pricing. Bon Voyage are headquartered in Southampton and sell direct to consumers only. Prefers to sell character hotels (unique properties). Clients are 45 years plus and want to connect with local people when traveling. They do sell rental homes and use Travel Pro – a company similar to Airbnb. All Tailormade using: Creative Travel, ATI, GTA, Hotelbeds, TourMappers, Bonotel and some direct contracts.

Lori told about Archer Hotel plus others and experience - meet the vintner, and 'Virginia History Road Trip', Sail 250.

Portia did overview.

Virgin Atlantic Holidays

Mrs. Sian Feldman - Destination & Development Manager USA & Canada

Sian.Feldman@fly.virgin.com

Virgin Atlantic Holidays was formed in 1985 under the original name of Virgin Holidays and is one of the most successful transatlantic tour operators, and market leaders for travel to the USA and the Caribbean in the UK. Proudly partnered in flying customers to the USA with Virgin Atlantic and Delta Airlines, they are the distribution channel for the airline. Use Bonotel, ATI and Tourmappers. No CRUSA product except DC currently. Main focus in 2024 will be educational and are working on a fam trip to NY & DC with Finn. They will use Attraction World for attractions, Hertz for car hire. In Q3 they will start building up the itineraries (outside of DC) again. Lisa to send family itinerary. Lori & Portia focused on attractions. They do already have Doubletree by Crystal City.

(VIRGINIA BEACH)

Quintessentially Travel

Ms. Liberty Gilmour - Head of Product - liberty.gilmour@quintessentiallytravel.com

Quintessentially Travel (founded 2010) are a sister business of Quintessentially Lifestyle (founded 2000). Quintessentially Lifestyle is a global concierge company servicing private members with 30+ franchise offices operating all over the world. HQ is in London, UK. Quintessentially Travel was set up in 2000 as it was deemed necessary to give members a

concerted and specialised travel offering. They are fully functioning tour operator in own right; therefore, Quintessentially Travel can book non-members as well as members. The HQ is again in London with other travel offices in NY, LA, Dubai, and Hong Kong. Where you live in the world determines which office you book via. All offices book outbound travel to worldwide destinations and focus on high 4-star and 5-star accommodation. Member of Virtuoso so can access these benefits and are members of Tablet, Design hotels, Preferred Platinum, J Mak, SLH so if your hotel has benefits listed with these programmes, they can access them and offer to our clients. Work with DMCS in regions where more complex itineraries are requested. Focus on a bespoke, high touch service to UHNWI and pride themselves on exemplary customer service and attention to detail. Have an inspirational section on website for USA but no CRUSA featured.

80% of their business is from members and 20% anyone else. They charter private jets for some clients and like to suggest private experiences. Jim told about Cavalier Hotel and distillery plus rental home companies in the area - Vicassa Rental & Seibert Realty; private dolphin watching and vintage planes that can be flown - he will send follow up info.

Wexas Travel

Ms. Katrin Rummer - Product Manager - Katrin.Rummer@wexas.com

Long term partner of CRUSA and currently have ongoing marketing campaign. London-based WEXAS (Honorary Presidents Sir Ranulph Fiennes, John Simpson and Michael Palin) was founded in 1970 and remains an independent, family-owned business. Previously an exclusive membership organisation, Wexas has moved away from this to become a luxury tour operation. Their key audience is 40+ with a relatively high disposable income and 4 - 5-star FIT. The USA is their most popular long-haul destination. Receptives: RMHT, Tourmappers, Bonotel, American Ring.

Rail is growing in popularity, and they would consider adding more itineraries (Lisa to send CRUSA Rail tour). Jim explained they can take the train to Norfolk and then uber to VB. Katrin would be keen to focus any marketing on a train trip. Jim advised dolphin watching from mid-March - October.

Newmarket Holidays Ltd

Mr. Richard Harrington - Head of Product - Richard.Harrington@newmarketholidays.co.uk

Operator of escorted tours throughout the USA. The South, West and Northeast are currently heavily featured and they always consider new ideas and new hotels in those areas as well as looking at new regions. 70% of business comes from the UK retail trade with the remainder coming through direct channels and partnerships with UK national media. Only operate coach tours (no FITs) with client base coming from across the UK. Average age range is 45-75 years. Deep South is booming, but rest of the USA is flat. Go West is the receptive they are using, and currently tours are staying in Sheraton Old Town Alexandria. Carla will send Key to the City. Richard would like 30-second video for Alexandria, DC & Williamsburg and then they will add them to emails. He would also like info on Mountain Lodge/Dirty Dancing and Crooked Road (Lisa already sent).

dnata Travel Group

Mr. Harry Webster - Market Executive - harry.webster@dnata.com

Leanne Davies who is with the Gold Medal brand of dnata attended GTE in 2022. Dnata are a family of consumer and business-to-business travel brands that sit within the dnata Group, itself backed by the Emirates Group. Collectively more than three million people choose one of their brands for their holidays each year. Brands span the full spectrum of travel products and services and work across the long and short haul sectors with expertise in aviation, accommodation, cruising, car hire and every ancillary industry. At home in luxury and in low-cost, and as members of the global dnata Group, they're part of a network that spans 85 countries and employs 41,000 people, who are driven by a shared vision to be the most admired air and travel services provider in the world.

Sara Bird is the new contact (replaces Leanne) Harry is responsible for contracting and works with all the receptives - Hotelbeds, ATI, Bonotel, OTS. Just gone live with Marriott connectivity too. Tara Lipscomb is the lady responsible for the contracting based in NY.

Jim did overview of VB hotels.

Innstant Travel

Ms. Selina Pridmore - Head of Product - selina@innstanttravel.com

Innstant Travel aim to provide the best travel booking experience possible. As a global wholesaler, Innstant operates 24/7/365 with local and international customer support. Products include over 750,000 worldwide accommodation, thousands of attractions, events and theme park tickets.

Have direct contracts with Hilton, Wyndham but also have ATI etc so they are a wholesaler. Work with travel consortias - like Hays Travel. Have done marketing B2B on US City Breaks and do twice weekly emails. She checked their list and wants to know if their portfolio is up to date - she will send to Lisa so we can check and see. Jim did overview of VB. UK & Ireland bookings: 450 bookings to DC (so like 900 room nights)

180 to Baltimore

75 Ocean City

30 Arlington

30 Annapolis

15 Charlottesville

Travelsphere & Just You

Stuart Perry - Product Manager - Stuart.Perry@travelsphere.co.uk

Leading the way in guided touring holidays, Travelsphere takes its customers to more than 60 destinations and is centred around the customer's shared experiences. Just You's collection of worldwide guided touring holidays has been designed exclusively for solo travellers. From short breaks to epic journeys, customers travelling with Just You discover fascinating cities, spectacular scenery and fabulous sightseeing in the company of other solo travellers. G Touring believes in travel with a positive impact and gives back to the communities it visits through

Travelsphere Cares and Just You Care. Previously had America's Historic East escorted tour which included Richmond & DC.

Journeyscape

Ms. Dominique Kotsias - Product Manager North America
contracts@journeylatinamerica.com

Dominique attended GTE 2023. Journeyscape is new brand by Journey Latin America, the team behind the No.1 Specialist in travel to Central and South America. Website will soft launch Easter 2024 with a collection of inspiring, authentic and extraordinary journeys delivered with exceptional customer service across the USA, Canada and Alaska. Journeyscape develop complex and highly personalised tailormade itineraries via a friendly team of travel experts all who have extensive first-hand knowledge of the destinations and an enthusiasm for sharing it. Aim is to show clients something different, taking them off the well trodden tourist trail to experience the culture, landscapes, wildlife and cuisine of this varied continent.

Capital Region is listed as a Destination then where to go; Things to do; Places to Stay and broken down into all the different places plus 2 x CRUSA itineraries being added:

Classic CRUSA - Alexandria, Shenandoah, Charlottesville, Williamsburg, Virginia Beach, Cambridge, Annapolis

Virginia Tour (Still to be named) Loudoun, Shenandoah, Charlottesville, Williamsburg, Virginia Beach, Arlington, DC

Jim gave overview and she confirmed they are using Founders Inn in VB.

Dominique advised she is struggling to contract experiences in the region (she contracts with America4You) They will book direct if necessary so do send some suggestions. Launching mid-April to 55,000 database - open rate is normally over 30%.

Josh is her new Product Executive.

Travelbag

Geoff Dobson - Regional Destination Manager - Geoff.Dobson@travelbag.co.uk

Katie Ellis - Destination Executive - Katie.ellis@travelbag.co.uk

Current CRUSA Marketing partner. Geoff Dobson attended GTE in 2022. Established in 1979, Travelbag specialises in creating bespoke holidays to the USA including a wide portfolio of escorted tours, city breaks and self-drive. Geoff is now responsible for North America product in their B2C brands Travelbag and Netflights and his core focus is the USA. Travelbag now has new website and Geoff has begun to add Capital Region pages with our assistance, images etc. He is charged with increasing the USA offering with 5* product and more self-drive itineraries and escorted tours. ATI is their main partner for escorted motorcoach but also work with Insight. Also use ATI for self-drives. Proud that their Feefo Trustpilot rating is 4.5 stars due to their high standards of customer service. Geoff requested training webinars, video, and images. His goal is to have an extensive and comprehensive USA product range and is overhauling their program. Travelbag use: Bonotel, Hotelbeds, GTA, Tourico, ATI (used mostly for flydrives), Also use Trafalger, Insight Tauck etc.

Geoff was checking on Virginia copy approval (currently with CRUSA team for review) and is working on Maryland content now - he still needs 3 images (landscape).

They opened Marlow store last week - it will have very high-end clientele. Opening Cobham next month and Harpenden. These will be added to current stores: Chester, Knutsford, Solihull, Winchester & Cheltenham.

Jim gave VB update.

Geoff confirmed to attend GTE again in 2024 and will sort out his own airfare as will be out in the US but will only be able to do a pre-fam.

Kenwood Travel

Simon Hemmings - Product Manager - s.hemmings@kenwoodtravel.co.uk

Kenwood Travel has over 45 years' experience in providing the best luxury holidays for less. They specialise in a quick, easy and personalised phone & online booking service. Fully-bonded direct-sell tour operator able to contract directly with hotels and airline partners. Arrange high-end holidays for all budgets to a range of top worldwide destinations. Be it a tropical beachfront resort, 5-star city break, escorted tour, villa rental, all-inclusive package or family getaway, their competitive prices and sheer range of holiday types keep customers coming back.

Starting to move on finally and have online bookable fly-drives in the Eastern USA section - American Heritage (ATI) and Appalachian Adventure (ATI) but Simon wants to put his own together and wants to add another regional one. He will be adding RV itineraries.

Jim did VB overview and talked about 250th - Simon would like more info on this.

American Sky

Mrs. Anna Pearson - Product Manager - Anna.Pearson@tropicalskey.co.uk

American Sky sells tailormade holidays directly to the customer, throughout UK and Ireland. Offer a wide range of fly-drive, multi centre and escorted tour holidays.

Jim did VB overview and talked about 250th

Anna confirmed to attend GTE in 2024.

Wednesday March 13, 2024

American Affair

Stuart Rogers, Head of Product & Commercial - stuart.rogers@canadianaffair.com

Mandy McGlade, Product Manager - Mandy.McGlade@americanaffair.com

Been doubling business each year since they launched American Affair in 2022. Target is to be the same level as Canada is now. Past year number (5) we want the US to become bigger. Canada is a one-time only destination, where people will return to US multiple times. Repeat customers. Can be marketed to.

They're up to 7 on the sales team. Independent of the Canadian sales team. Can have up to 10 during busy times. Canada team has about 20. Investment went into quicker access to backend tech. What used to take two hours is down to 20 minutes.

Marketing team has increased also. Lots of investment last year. Great customer service. They can handle more quotes. Can do larger volume. Steps of growth is increasing the size of their agent network. A lot of growth on the US side. It takes time. US is just as important as Canada. Good American Affair website. Want to move into B2C. Want to start beefing up itineraries and destination packages. What they have for CRUSA will be expanded and they'll have a dedicated CRUSA section. Don't want to hold back on the B2C – very much part of their plans.

For US January and February were up 125%. 2025 is already 400% up. People want more time to save up so 2025 bookings are strong. The value of the booking is coming down. Customers are making two choices – downgrading the hotel a bit or the car. Cutting the flight cost. But for 2025 it's still high. Maybe holding a US trip this year and going in 2025. Asia has become very popular. Seeing value there. Major ad campaigns help.

For US, there's come a point where the increase in overall price is pretty massive, coupled with UK cost-of-living issues. One headwind. Domestic market softening in US? If so, that's good for international travel. Rate increases for 2025 are not as high as they have been.

Shared room nights for 2023 (69) and to-date for 2024 (213) for the region. More can be done. Really want to partner with us.

Started American Affair opposite of Canadian Affair. Started B2B first and then moving into B2C. Would like about a 50/50 split. Margin with volume is better B2C.

Generated a lot of goodwill during the pandemic by giving refunds. Early adopters there and then it takes longer. Going through that early stage of getting new customers. They deal with problems or mistakes properly and agents appreciate that.

Receptives: Allied, ATI, Bonotel, Tourmappers. Majority goes through Allied. Their service is very good. For majority of the US, Allied is very good. Stuber for attractions. They are meeting with Viator at IPW. Talked about Get Your Guide.

Eric asked if American Affair makes requests/suggestions to receptives about places where they need rooms to book. They do. They want to make sure the end product is good.

Partners did their overviews:

Virginia Beach. How to get there. Beach, boardwalk, hotels, VIBE District, oysters/Captain Chris, kayaking with dolphins, Atlantic Park – first in the US. Fam is going there in May. Stays are about 3-4 nights. Question about families vs. empty nesters.

Baltimore and Maryland: Eastern shore up to Annapolis.

Thursday, March 14, 2024 - Scotland

Barrhead Travel

**Jade Semple - Head of Business Development & Product – Leisure
Carrie (Product) and Kimberly (Business Development Manager)
jade.semple@barrheadtravel.co.uk**

Product discussion.

Jade was at UNITE. Has just gotten back.

Jade gave an update. New focus on USA. Have launched a new USA department. Servicing market inquiries. Success with USA without focus. 5,000 PAX pre-COVID. 40% growth target for USA overall. Great relationships with all tourist board partners. Main focus everything beyond gateways. Good at selling NY, Vegas, and Florida, want to focus on other destinations beyond the gateways. Variety of product sectors. Nothing direct with hotels. Buy product. Work with tour operators – Gold Medal and DNATA. Travelpack, Ocean Holidays, USAirtours, Jetset. Want to focus on own tailor made. Good relationships with US carriers for good fares and tailor made. ATI. Receptives. Building relationships and building their own team and letting consumers know they can purchase from Barrhead. Going to sell B2B, like Canada for those that aren't as confident selling direct to consumer.

Marketing side. A few annual US marketing plans. Multichannels. Online and offline. Chance to buy into programs for us. Conversation down the line when they have confidence in the product and the staff's ability to sell it. Something to look at it. Increasing capacity with the team so it's not start stop. Not just a US team, but are committed to growth and want to achieve it. Business is investing in us.

Lisa: many of the operators who they also work with have good CRUSA product until they build up their own. Lisa to send Capital Region Cruise America RV tour.

Bi-weekly US e-shot that goes to 80,000+ opt-ins. Look to get one of the RV itineraries out. Carrie has been trying to push out some of that product and let the consumer know we can book it. Trailfinders tends to be the place people currently go. Letting people know there are other ways to book it. CRUSA itinerary focuses on state parks. Process will take time. Not an overnight success.

Alexandria: Jade went to Alexandria during IPW 2017 pre-fam. Carla did Alexandria updates. Waterfront, hotels, waterfront, tall ships. Walking city. Farmers Market.

Arlington: Metro accessibility. DC proximity. Arlington Cemetery. How many visitors to the Cemetery are from the UK. Pentagon. Memorial tours. 38 hotels. 11 Metro stops.

DC: Silver line extension into DC. Monuments, memorials, museums. Open space. Neighborhoods. Diversity. Walking tours. DC is doing their own promotion with Barrhead. Question about when Passport DC happens. May 1-31.

Virginia Beach: Jim talked about the ways to get to Virginia Beach. RV parks. KOA and Holiday Travel Park over 300 sites for motorhomes. Notable items: Boardwalk. Hotels along the beach. VIBE creative district. Dolphins. Oysters. Outdoor activities. Atlantic Park. Average length of stay. 3-4 nights.

Fairfax County: Ranges of attractions. Udvar-Hazy. Good for Dulles layovers. Lego Discovery Zone. Mount Vernon. Selling through Get Your Guide. A lot of ways to experience. Recommended Unlimited Biking. USA Guided Tours. #2 in DC. Extensive tours in Virginia. Good for Mount Vernon. Winery. 250th anniversary. Fairfax, Charlottesville, and Williamsburg tour. Army Museum. Extensive brewery trail. Gateway winery – Paradise Springs. Winery at Bull Run. Near Cruise America. Metro 1, 3, and 7 day passes. Hiking and biking trails. Used to work with Eagle Rider for motorcycle. Tysons for international stays.

Baltimore: Is staying in touch via their reps. Hotel updates. Inner Harbor development. Neighborhood focused. Pendry, Ulysses. Speakeasies tour. Eric please send that to them. Train station redevelopment.

Lisa: Rail tours? They have good rail product. Definitely interested in the CRUSA rail tour. Lisa will send to Kimberly. Looking at doing Amtrak directly. Before COVID they had a direct contract with Amtrak. Now working to bring partners back. They don't use the Amtrak portal. Will is mid-Atlantic contact. Booking via third parties but want to get back to booking direct. Buying experiences: Attraction World and Do Something Different. Beyond the Bed, ATI, TravelCo. How they buy their tickets. They are looking at Get Your Guide. Also Viatour. Product Expedition. AirBNB experiences.

Stewart Travel

Simon Fraser - General Manager - SimonFraser@stewarttravel.co.uk

Brian Wright - Managing Director

Abigail Mayhew - Product Executive

Mark - Long Haul Product

Simon and Abi work for Canada and Trips Beyond brand. Tailor made to Canada from the UK. Kevin is more on the Brand USA side company. Their customers are high spend, good customers. They want to give them another option after they've been to Canada. Mark is on the long-haul product – non-Europe, land-based. They have 10 shops. He puts together all the product the shops promote. US is about 85% of that. US has more than doubled in the last 6-7 years. Lots of multi-destination trips. Combo cities. Mark is relatively well-traveled. Used to work at Virgin Atlantic. He's been to DC, Charlottesville, Virginia Beach. Brian is from Brooklyn Travel – Group of 14 brands. Every factor of travel. Package holidays, long trips, Lapland and Northern Finland. If they have a gap in their portfolio, they'll buy a company to fill it. He is the group marketing director. He is involved with each brand. His job now is planning for next Christmas. Designing nine Santa houses for next Christmas. Lots of overlap between marketing and product. If there's any co-marketing they're interested. Went to part of high school in Virginia.

They're not number 1 with 1000's of customers to our region but want to be better versed in our region so they build the product and offerings for customers. Starts to build business. They have good client trust from Canada. Their top 3 for Canada and cruises. Customers come from all over the UK and Ireland increasingly as well. 18-20% of revenue comes from US travel. America falls into two areas – mainstream (Florida, NY)

Database of 500,000 people. 30 people on the team. Airfare is higher now, so harder to link multiple US locations together. People are coming in and saying, "where else can I go?" They use different ATI, Bonotel, Rocky Mountain Holiday Tours. Bed banks, Viatour. They have a golf brand – Golf Kings. Do a lot of Carolinas. Golf tournament in Prince William next year. This is a major growing product for them.

DC: Lucy did DC overview. Extension of Silver Line from Dulles to DC. Wharf area. Union Market, neighborhoods. Air and Space refurbishments. Georgetown. They do pretty well with DC. They get some stopover passengers. They had a NY/DC fam for agents and 18 out of 20 ended up preferring DC. World Pride 2025.

Virginia Beach: Jim did overview. Routes to get there or back. Average stay 3-4 nights. Great place to do as little or as much as you want. Hotels, walkable, wide beach. VIBE. Oysters. Dolphins. Outdoor activities. Atlantic Park. Accessible by Amtrak. They said that Virginia Beach feels like a very authentic American experience.

Baltimore: Eric did Baltimore update. Hotel updates, Under Armour Baltimore Peninsula. Downtown – refurbishing. 2nd largest immigration port into the US. 95 trains per day. Quirky, lots of African American history. Sail 250. Norfolk, Baltimore.

BA allows to add cities, so easy to add Baltimore.

Fairfax: Mount Vernon. Udvar-Hazy. US Army Museum. Tysons Corner. Great Falls. Lego Discovery Center.

Arlington: Portia did Arlington overview with map. Neighborhoods. Pentagon. Good to have a tour guide. They knew the Pentagon pretty well. National Cemetery. Easy to walk to Georgetown from Roslynn. Iwo Jima. 11 Metro stations. Black history museum. Shopping and dining. Pentagon City. Fittest City. 5th for parks system. 100 score for inclusivity for LGBTQ. #1 most educated. First LEED Platinum certified.

Alexandria: 275th birthday this year. Founded by Scots. Located it on the map. Walkable. Waterfront. King Street. Combination of history and cosmopolitan. Great shopping. Historic walking tours. Ghost tours. Seasonal tours. Ice cream walk. Hot chocolate tour. Enjoy all types of cuisine. Waterfront activations. Torpedo Center. Masonic Temple. George Washington's 2nd home. Times of the year to visit. 28 different hotels. Boutique city.

Lisa: What is your focus? All aspects. Lots of interest in train travel. They did a Chicago to San Fran train trip. Our region is very doable by train. RV travel as well. Comparable to New England. Richmond is fantastic. Good region! Interested in campaigns. Wellness. Trainings: they can set something up. Want to expand product in retail network as well. They've had success with other destinations like Austin. Tour operator tool kit.

Glen Travel

Alan Glen – Director - alan@glentravel.co.uk

Shirley Saadi – Marketing - Shirley@glentravel.co.uk

Company is 50 years old. One of the oldest in trade. Specialize in Canada and US. Has met Portia before. Been to Alexandria as well. Look for niches as well. Best small leisure operator for B2C. Mostly upscale. They are independent, so they have flexibility. Have needed to rebuild program post-pandemic like others. They've both been to Washington.

Alan advised that they often do their own consumer events and would be really interested in doing this with us as these give a good ROI and elevates their US specialist status amongst their clients. They are also totally up for adding more itineraries to their website so need to send suggested itineraries.

Baltimore: Eric did Baltimore update.

DC: Lucy did the DC update.

Alexandria: Carly did the Alexandria update. There seemed to be discussion about Alexandria's Scottish ties, but I wasn't able to hear the details.

Virginia Beach: Jim did the Virginia Beach update. Note about Tattoo follow up.

Arlington: Portia did the Arlington update.

Fairfax: Lori did the Fairfax update

Lisa asked about marketing campaigns and talked about the rest of the region as well. Charlottesville, wine region of the year. Shenandoah. Fall colors. Asked about country music. Talked about Bristol, Birthplace of Country Music (Lisa to send Crooked Road itinerary). Talked about being able to get Virginia wine in the UK. Historic Triangle. Williamsburg for shared colonial history. Eastern shore of Virginia and Maryland. Set apart. Much different. Chesapeake Bay and Annapolis over to Baltimore and Frederick. Talked about Della and Lucy coming in for CRUSA and Destination DC trainings. Tour operator toolkit for photos and videos. Partners have their materials to share as well. Also interested in any Scottish connections throughout the region.

Friday March 15, 2024

North America Travel Service

Andy Abbs - Andy.abbs@nats-uk.com

Travel Agent training event for 20 travel agents (a few no-shows) plus Gary Reavley from Travel Matters (trade magazine which covers Scotland, North of England, Northern Ireland, and the Isle of Man)

MONTHLY SUMMARY

TRENDS FOR THE MONTH:

According to the latest TTG/PwC SPRING REPORT the following key findings taken from consumer and trade research.

TRADE

- Most businesses are seeing bookings at normal levels or above, although there remains some variability
- The biggest barriers to growth are seen to be holiday affordability, operating costs and the impact of conflicts

CONSUMER

- Under-35s and affluent customers offer the most positive outlook regarding sentiment of household finances
- Travel is a priority for all age groups: named in the top five areas where consumers want to spend more time and money in 2024

	FY24 Goals	January	February	March	FY24 Y-T-D Total
Sales Calls	35	7	8	50	101
GTE	8 clients	0	0	0	9
Guide Distributions	10,000	984	9,000	12,406	31,473
Training Sessions	4	0	0	3	12
Sales Mission	1	0	0	1	1
Consumer Shows	2	1	1	0	2

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CAPITAL REGION USA
WASHINGTON, DC
VIRGINIA

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THE TRAVEL EXPERTS

**EXPLORE THE USA'S
CAPTIVATING CAPITAL REGION**

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

**WASHINGTON, DC TO NASHVILLE:
MONUMENTS, MOUNTAINS & MOONSHINE**

14 NIGHTS FROM £XXX
Direct flights, 9 days fully inclusive car hire and 3* to 4* hotels

- Soak up the spectacular scenery along Skyline Drive in Shenandoah National Park
- Take in the iconic monuments of Washington, DC
- Dance to live country music at a honky tonk in Nashville

**CAPITAL REGION
& THE BLUE RIDGE MOUNTAINS**

14 NIGHTS FROM £XXX
Direct flights, 11 days fully inclusive car hire and 3* to 4* hotels

- Experience the historic buildings and fascinating museums of Washington, DC
- Relax on Maryland's beautiful Eastern Shore
- Keep an eye out for black bears in Virginia's Blue Ridge Mountains

ALL YOUR TRAVEL ARRANGEMENTS TAKEN CARE OF IN ONE PLACE

Call **TRAILFINDERS** on **020 7938 0271**

or visit your local Travel Centre

Please see per person based on a twin/double share & valid for selected air departures. Offers are subject to availability & restrictions may apply. Prices correct at time of going to press xx.xx.xx.

Trustpilot ★★★★★
"Truly excellent, patient, friendly, helpful & a mine of knowledge, tips and advice."

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**EXPLORE THE USA'S
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**WASHINGTON DC &
STUNNING SHENANDOAH**

7 NIGHTS FROM £1,749*
Flights, 9 days fully inclusive car hire
and 4* to 4+* hotels

- Soak up the spectacular scenery along Skyline Drive in Shenandoah National Park • Take in the iconic monuments of Washington, DC • Wander the cobbled streets of nearby Alexandria

**CAPITAL REGION
& THE BLUE RIDGE MOUNTAINS**

13 NIGHTS FROM £2,899*
Direct flights, 11 days fully inclusive car hire
and 3* to 4+* hotels

- Experience the historic buildings and fascinating museums of Washington, DC • Relax on Maryland's beautiful Eastern Shore • Keep an eye out for black bears in Virginia's Blue Ridge Mountains

ALL YOUR TRAVEL ARRANGEMENTS TAKEN CARE OF IN ONE PLACE

Call **TRAILFINDERS** on **020 7938 0271**
Or visit your local Travel Centre

Prices are per person based on a twin/double share & valid for selected DOR "New departures".
Offers are subject to availability & variations may apply. Prices correct at time of going to print on 16/12/24.

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WAZ
ADULTS ONLY 18+
TRAVEL CENTRE

★ Trustpilot ★★★★★
"Truly excellent: patient, friendly, helpful & a mine of knowledge, tips and advice."

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Trailfinders
Just now



Inspiring monuments and remarkable museums define a visit to Washington, DC. Journey beyond the capital city's major attractions and discover natural escapes, urban adventures and exciting nightlife alongside distinctive cuisine, world-class shopping, and culture-rich cities in Virginia and Maryland. The delights of the Capital Region truly are as diverse as America itself. Trust Trailfinders to take care of your next USA escape.
trailfinders.com/capitalregion



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Trailfinders
To: Lisa Chamberlain
6 March 2024 11:00
[Hide Details](#)

Top 5 Things to Do in Thailand

If you are unable to read our email or can only partially read it, please [click here](#).



020 7795 4592 **Trailfinders Travel Worldwide**
020 7358 1460 **Chile**
020 7358 1467 **First & Business Class Travel**

Latest Offers Destinations Holiday Styles

Top 5 Things to Do in Thailand



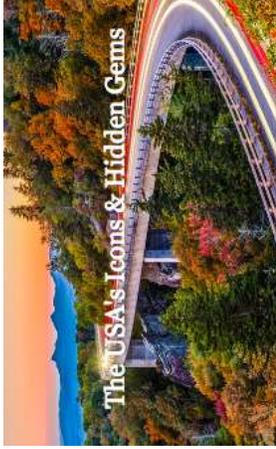
Decided on Thailand but don't know where to start? Let us guide you with the **Top 5 Things to Do** in this outstanding country. From its bustling cities to stunning coastline and memorable wildlife experiences, **PHD** your Thailand with Trailfinders.

[Read More](#)

21 Days in South Africa & Mauritius

Boasting quaint villages, laidback seaside towns and epic safari experiences, any Galien from holiday to holiday will create memorable moments. Round off your adventure with a stay on the idyllic, beach paradise of Mauritius, completing the ultimate getaway.

[Read More](#)



The USA's Icons & Hidden Gems

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...



Trailfinders

Capital Region USA product included in 6 March e-newsletter



Best of Eastern USA by Rail

Duration: 14 nights

FLY DRIVE

Overview:

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

Itinerary:

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.

Inclusions:

- Direct flights • 3★ to 4★ hotels
- Business Class rail between Washington DC - Philadelphia - Boston

£2,349pp in Economy

BOOK NOW: 020 7795 4592

£3,499pp in Business

BOOK NOW: 020 7368 1467

Priced for selected November departures

Discover the USA's Icons & Hidden Gems

From Route 66 to Redwood National Park, New York to Nashville, Memphis to Maui, unearth the hidden gems and experience the best of the USA from east to west, north to south with Trailfinders!

[Read More](#)



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Trailfinders
19 March 2024 14:46
[Hide Details](#)

To: Lisa Chamberlain

Discover the USA's Hidden Gems

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020 7785 4600 Tailor-made Travel Worldwide
020 7368 1460 Cruise
020 7368 1467 First & Business Class Travel

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The USA's Hidden Gems



Think you have seen everything the USA has to offer? Think again!
The astounding breadth and diversity of the USA's landscape is matched only by the variety of experiences on offer.

From the wild plains of cowboy country to the delicious indulgence of the southern food scene and the dazzling national parks on the Pacific Coast, it truly is a country awash with adventure.

We have put together a selection of holidays that showcase the best of this enchanting land. From the iconic sights you know to the hidden gems just waiting to be uncovered, you are sure to create memories that will last a lifetime.



[Read More](#)

Award-winning Service

Trailfinders

Capital Region USA product included in 6 March e-newsletter



Best of Eastern USA by Rail

Duration: 14 nights

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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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Inclusions:

- Direct flights • 3★ to 4★ hotels
- Business Class rail between Washington DC - Philadelphia - Boston

£2,349pp in Economy

BOOK NOW: 020 7368 1462

£3,899pp in Business

BOOK NOW: 020 7368 1463

Priced for selected November departures

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Trailfinders Capital Region USA product included in 20 March e-newsletter

20 March 2024, 12:34
To: Lisa Chamberlain
FLASH SALE - Bali Holidays from just £1,199
Hide Details
If you are unable to read or read it, please click here.



Latest Offers Destinations Holiday Styles

FLASH SALE - Bali Holidays from just £1,199



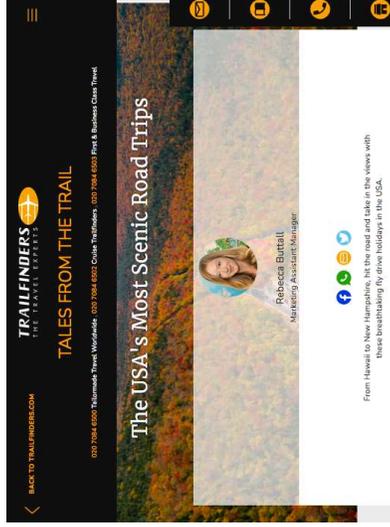
Hear From The Experts

The USA's Most Scenic Road Trips



If you're looking for an open road adventure in 2024 then look no further than the USA, with legendary drives like California's Highway 1, Hawaii's stunning Hana Highway and stunning national parks like Yellowstone, there's a journey to suit everyone.

Read More



Skyline Drive, Shenandoah National Park

Shenandoah National Park is located an hour or so southwest of Washington DC and comprises 135 miles of mountain ridge running diagonally across Virginia. The centrepiece of the park is the Skyline Drive Scenic Highway, snaking its way across the crest of the mountains. The road has been expertly engineered to stick close to the top of the ridge line to optimise panoramic views across the lowlands either side. Ingeniously, the road is also shielded by trees which enhance rather than spoil the view.

Discover the Skyline Drive on our **Capital Region & The Blue Ridge Mountains** holiday.



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Trailfinders DC Sponsored Marketing in 13 March e-newsletter

Trailfinders
To: Lisa Chamberlain
Luxury 5★ European Beach from just £899

13 March 2024 12:11
[Hide Details](#)

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Luxury 5★ European Beach from just £899



See more of sunny Europe with Trailfinders! Enjoy huge discounts with **savings of over £1,050** and a complimentary upgrade to Half Board.

Moreover, with prices starting at just **£899**, it's easy to **FIND** your ideal holiday today, but hurry as **sales end soon!**

[Read More](#)

The World's Top 10 Historic Hotels



Grand facades, original features, charming ambience and stunning locations – we've selected 10 of the best historic hotels throughout the world. From Singapore to Sri Lanka, Memphis to Malaysia, take your pick and journey back in time.

There's Only One Washington, DC



The USA's capital is a truly unique place, bursting with character & boasting 100+ free attractions, exciting annual events and world-famous monuments. Washington, DC's diversity of experiences is truly unmatched. Plan your trip today!

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GOOD REASONS TO CHOOSE TRAILFINDERS

There's Only One Washington, DC

Washington, DC matches other world-class cities pound for pound in dining, arts, culture, sports, theater, outdoor activities, green spaces, shopping - the list goes on. But no other destination in the USA can compete with the number of monuments, museums, memorials, and free things which the capital offers. Add it all up and DC's diversity of activities is truly unmatched.

- **There's only one place you can walk to brunch through America's oldest urban national park**
- **There's only one place you can see a show in a living presidential memorial**
- **There's only one place you can enjoy a nightcap with a view of the nation's monuments**

Washington, DC is the perfect choice for a long weekend away or as a starting point for a longer tour of the Capital Region or even a grand USA exploration –

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GOOD REASONS TO CHOOSE TRAILFINDERS
with Trailfinders, almost anything is possible!

WASHINGTON DC™
WASHINGTON.ORG



VisitTheUSA.co.uk





Washington, DC City Break

Duration: 4 nights

CITY BREAKS

Overview:
From The West Wing to House of Cards, television presents Washington, DC as a montage of monuments, imposing federal buildings and eclectic neighbourhoods. In reality they are even more impressive, from the White House to the Lincoln Memorial and everything in between.

 TF's Bulletin

 Brochures

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GOOD REASONS TO CHOOSE TRAILFINDERS

Day 1 Arrive in Washington, DC
Arrive in 'DC' and transfer to your hotel. Settle in, and then head out for dinner in a neighbourhood restaurant.



Inclusions:

- Direct flights • 4★+ hotel
- Washington, DC Unveiled Tour

£1,179pp in Economy

BOOK NOW: 020 7368 1200

£2,299pp in Business

BOOK NOW: 020 7368 1400

Priced for selected January departures

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  Brochures
  Call Us
  Visit Us

Day 2 Washington, DC Unveiled Today you'll see many of Washington's memorials and monuments, all from the unique perspective of a battery-powered, electric vehicle starting and ending near the Smithsonian complex.



Day 3 Museums DC is teeming with museums including the world's largest museum complex: The Smithsonian. With 19 museums and galleries, including the newly opened National Museum of African American History and Culture, there's something for everyone.



Day 4 Neighbourhoods of DC Washington's monuments and grand buildings are just the visible tip of this great cultural iceberg. With a flourishing food scene, live music and locals with a penchant for long weekend brunches, DC's neighbourhoods are interesting and culturally diverse.



Day 5 Depart Washington, DC There's time this morning to visit the monuments along the Mall before your transfer to the airport for your flight home.





There's Only One Washington, DC

Washington, DC matches other world-class cities found for pound in dining, arts, culture, sports, theater, outdoor activities, green spaces, shopping - the list goes on.

 City Breaks

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100+ free attractions, exciting annual events, world-famous monuments. Washington, DC's diversity of experiences is truly unmatched.



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There's Only One Washington, DC
 The Wharf Recreation Pier

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THERE'S ONLY ONE
WASHINGTON, DC
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A showcase of Washington, DC
 A showcase of Washington, DC

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Discover high quality experiences at a low cost. Find adventure for all ages. Uncover the city's culture. Plan your trip today!



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There's Only One Washington, DC
 Sunset at Lincoln Memorial

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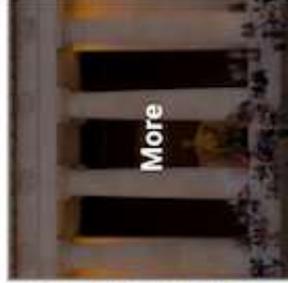
100+ free attractions, exciting annual events, world-famous monuments. Washington, DC's diversity of experiences is truly unmatched.



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There's Only One Washington, DC



More



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Smithsonian Natural History

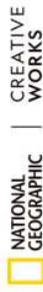
Museum

[Learn More](#)



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Paid content for Destination DC



TRAVEL

When to visit Washington, DC: a guide to the city's best events

There's never a bad time to visit the US capital, but ensure your visit coincides with one of these unmissable events to get a true taste of what makes DC unique.

By Connor McGovern
March 09, 2024



natgeotraveluk and visitwashingtondc Sponsored



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Followed by berlinsister and 97.7K others
natgeotraveluk There's never a bad time to visit the US capital, but ensure your visit coincides with one of these unmissable events to get a true taste of what makes DC unique



National Geographic Traveller UK with Visit Washington DC

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There's never a bad time to visit the US capital, but ensure your visit coincides with one of these unmissable events to get a true taste of what makes DC unique



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Dial A Flight

Capital Region USA product included in 14 March e-newsletter

→ Wheel deals. Hit the road and live the dream

14 March 2024 01:29

Les Edmondson

[Details](#)

DialAFlight

One call. All the answers.
01732-597019



Wheel deals. Hit the road and live the dream

Hi Lisa

Drop the hood, put on a pair of trendy shades and head out into the great wide open. This week we have offers on some great self-drive holidays.

Wander the streets then hit the road in Washington, DC. Keep your revs up in California or the Canadian Rockies. Go through the gears along the Garden Route in South Africa. Or pull in at the great palaces of Portugal and Spain.

Call today to book your ultimate road trip - the phone will be answered in one to five seconds!

Les Edmondson
Travel Manager
Tel: 01732-597019

10 FANTASTIC FLY DRIVES...

1. Queensland Essentials, Australia

Save £150pp + Car Hire
14 nights from £2,835pp
Includes flights

2. Explore Washington, DC & Capital Region, USA

Save 10% + Car Hire
11 nights from £1,865pp
Includes flights

3. Pousadas of Northern Portugal

Save 10% + Car Hire
7 nights from £759pp
Includes flights

4. Luxury Garden Route & Safari, South Africa

Save £250pp + All Inclusive Safari
10 nights from £3,685pp
Includes flights

5. North and South, New Zealand

Save £170pp + Car Hire
13 nights from £3,299pp
Includes flights

6. Great Parks of the West, Canada

Save £100pp + Car Hire
13 nights from £1,999pp
Includes flights

7. Paradors of Andaluca, Spain

Save 10% + Car Hire
7 nights from £709pp
Includes flights

8. Discover Costa Rica

Save £100pp + Car Hire
14 nights from £2,199pp
Includes flights

9. California Dreaming, USA

Save 10% + Convertible Car
13 nights from £2,475pp
Includes flights

10. Chile's Winelands

Save 10% + Car Hire
4 nights from £1,969pp
Includes flights



CONSUMER PROMOTIONS UK

North America Travel Service

USA Holiday Inspiration

2 March 2024 14:42

North America Travel Service

Details

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You make the journey, we make it unforgettable

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Peace of mind is priceless when it comes to your holiday. North America Travel Service has over 50 years' experience creating memorable holidays, so you can be sure yours is in very safe hands. Whether you already know North America or are about to discover this immense and magical part of the world for the first time, we'll give you all the help and guidance you need to ensure your holiday exceeds your every expectation.

One of our pre-planned itineraries may be exactly what your looking for, or you may find that there are changes you would like to make. On our non-guided options, we can amend durations, alter routes, book at different hotels, basically anything you need so that it becomes your perfect journey. Talk to our experts and we will create your itinerary exactly as you've imagined it.



NORTHWEST USA BY MOTORHOME - 13 nights

Explore the big cities, small towns, natural attractions and picture-postcard landscapes of the northwest. Starting in Washington, the itinerary traverses Oregon, Idaho, Montana and Wyoming, visiting key locations including Mt. Rainier and Yellowstone National Parks.
For more information [click here](#)

MOTORBIKE HOLIDAYS

Are you wanting to join a small group, fully escorted motorbike tour? Create an independent route for your unique journey? Or simply collect a motorbike and see where the roads take you? We partner with EagleBiker, who pioneered the Harley Davidson rental concept back in 1992 and today are the world's largest motorcycle provider. We have highlighted two of our most popular guided tours for you to consider. You can see our full range of options, including our bike selection and depot locations, on the website. [Click here](#)



DISCOVER THE WILD WEST

16 nights
Enjoy the best of the Wild West on the back of your favourite motorcycle! Solitary deserts, vibrant cities, deep canyons and high mountains. Some of the Southwest highlights include the Grand Canyon, Bryce Canyon, Monument Valley, Death Valley, Yosemite, Los Angeles, Las Vegas and San Francisco.
For more information [click here](#)



BLUES, BLUE RIDGE & BBQ

14 nights
An exhilarating tour of great roads, great food and great music! Explore the beauty of the Mississippi and the Country Music Capital of Nashville, before heading to the Appalachians and the notorious Tail of the Dragon (318 turns in just 11 miles). The adventure ends in Washington, DC.
For more information [click here](#)

ENHANCE YOUR HOLIDAY EXPERIENCE



Turning a great holiday into one filled with lasting memories just got a whole lot easier. The Experience and Explore section on our website is packed with sightseeing and activity options. You'll find everything from culinary tours to cultural experiences, as well as some great outdoor adventures including kayaking, rafting, hike-hiking, zip-lining and biking. There's also wildlife experiences, helicopter tours and rail journeys, plus theme park tickets and city sightseeing. Why not take a look at the variety of options available where you plan on visiting? [Click here](#)



CONSUMER PROMOTIONS UK

North America Travel Service

Explore the USA and Canada your way

23 March 2024 10:05

North America Travel Service

Details

NORTH AMERICA TRAVEL SERVICE

You make the journey, we make it unforgettable

MAKE AN ENQUIRY | REQUEST A BROCHURE | VISIT OUR WEBSITE

TRAVEL AGENTS: 0333 323 9033 | DIRECT CLIENTS: 0333 323 9099



When it comes to discovering the USA and Canada, no two holidays are ever the same. North America's diversity, paired with our own likes and dislikes and reasons for travelling, mean we all have differing ideas of what we want from our precious holiday. Whether you are looking to explore this exceptional part of the world by car, motorcoach, motorhome, or motorbike, you'll discover a rich tapestry of cosmopolitan cities, bustling ranches, quaint towns, golden sands and mother natures incredible national parks at every turn.

Peace of mind is priceless when it comes to your holiday. North America Travel Service has over 50 years' experience creating memorable holidays, so you can be sure yours is in very safe hands. Whether you already know North America or are about to discover this immense and magical part of the world for the first time, we'll give you all the help and guidance you need to ensure your holiday exceeds your every expectation.



FLY DRIVE HOLIDAYS

There is perhaps no better destination in the world to enjoy the freedom of a fly drive holiday than in the USA and Canada. Travel at your own pace and enjoy the comfort of a reliable, fully insured air-conditioned car, knowing that we have lined up a wonderful hotel for you at the end of each day.

NORTH AMERICA TRAVEL SERVICE

CAN BE ADAPTED TO SUIT YOUR CHOICES OF HOTEL, CAR TYPE, ROUTE AND DURATION

NORTH AMERICA TRAVEL SERVICE

NEW YORK, BOSTON, LAS VEGAS, MIAMI, ATLANTA, WASHINGTON DC, PORTLAND, MEMPHIS,

FLY DRIVES & MULTI-CENTRES ACROSS THE USA AND CANADA

ITINERARIES AVAILABLE ACROSS ALL US STATES AND CANADIAN PROVINCES

PRE-PLANNED & TAILORED ROUTES

ESCORTED TOUR HOLIDAYS

Taking a self drive holiday isn't everyone's preference so if you're looking to explore but don't want to get behind the wheel yourself, check out our vast range of escorted tours. They include most meals, are fully-guided and stay in the best locations, ensuring you see all the destinations top sights.

[More information](#)

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FULLY-GUIDED MOTORCOACH TOURS - SIT BACK AND BE ESCORTED ALL THE WAY!

ESCORTED TOURS ACROSS THE USA AND CANADA

WE CREATE THE COMPLETE PACKAGE, MAKING THE BOOKING PROCESS SEAMLESS

STAYING IN THE BEST LOCATIONS AND SEEING ALL THE TOP ATTRACTIONS

CITY BREAKS

There are so many great reasons to take a city break. A long weekend to see the sights and do some shopping; a romantic few days without the kids; celebrating a special occasion; enjoying some winter sunshine; or simply because it's a destination you've been wanting to explore. All are perfectly valid!

[More information](#)

NORTH AMERICA TRAVEL SERVICE

NEW YORK, BOSTON, LAS VEGAS, MIAMI, ATLANTA, WASHINGTON DC, PORTLAND, MEMPHIS,

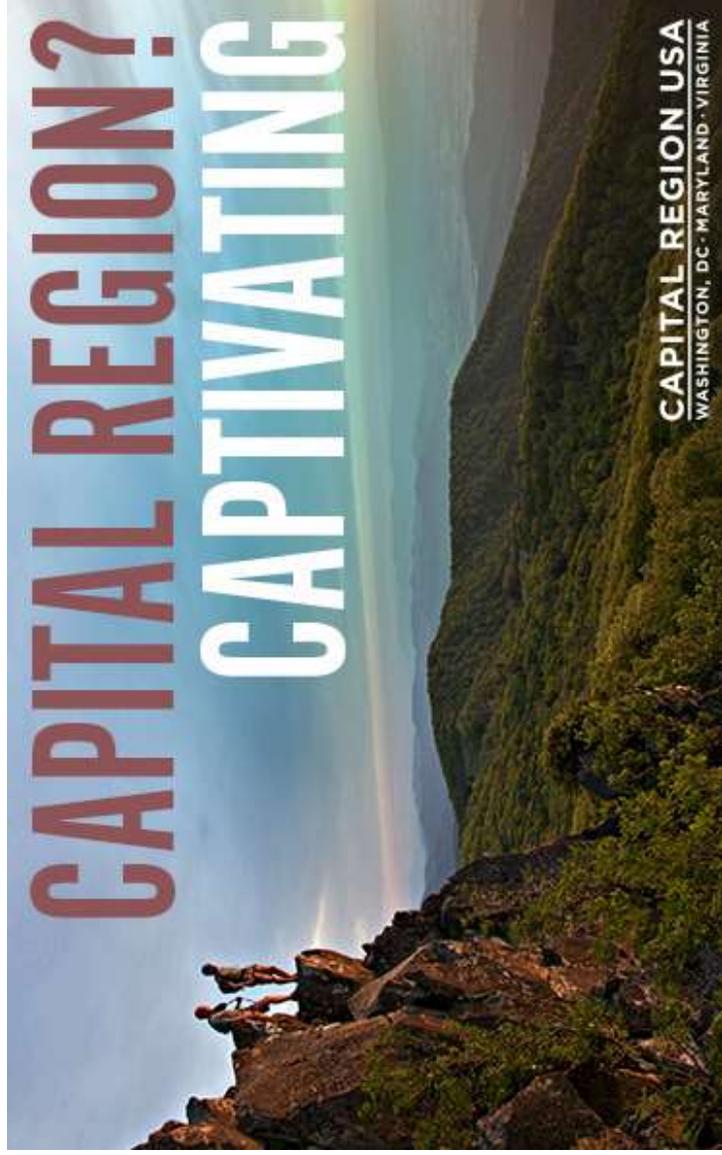
CITY BREAK HOLIDAYS ACROSS THE USA AND CANADA

PHILADELPHIA, BALTIMORE, VANCOUVER, TORONTO, OTTAWA, ST. JOHNS AND MORE.....

ASSORTED DURATIONS, MOST INCLUDE SIGHTSEEING & ACTIVITIES

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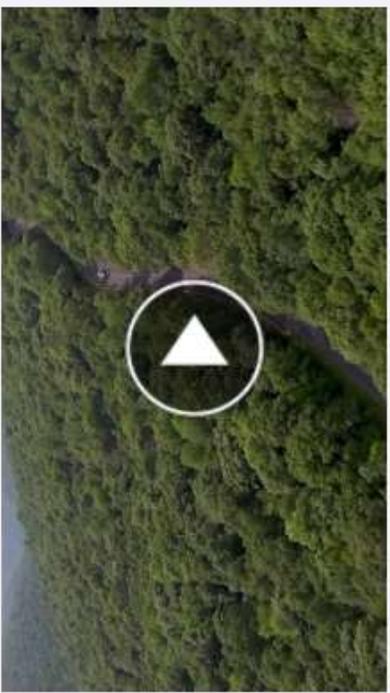


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Pack your bags for a whirlwind adventure to the USA's Capital Region  #VisitTheUSA

Wander through Washington DC, Maryland, and Virginia to uncover legendary landmarks, historic battlegrounds, and top-notch museums. And not forgetting about the stunning beaches and national parks waiting to be explored too!

Interested? Visit us online to find out more about this diverse region today 



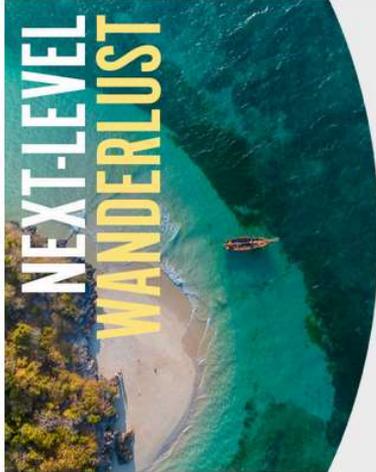
travelbag.co.uk
Adventure Awaits: Explore the USA's Capital Region
[Learn more](#)

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SHIP SALE

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Take your wanderlust to new levels with our inspiring selection of holiday offers.

From Eastern Canada's enchanting highlights to an adventure in Dubai and Thailand, we'll make your travel dreams come true.

Why wait? Get inspired, book with Travelbag and save on your next long-haul escape.

HOLIDAY OFFERS >

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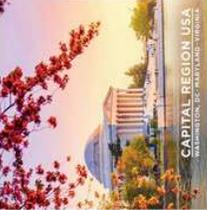
Happy travels,
The Travelbag Team



EASTERN CANADA BY RAIL

9 nights | hotel stays | Niagara Falls day trip | VIA Rail | direct Air Canada flights

from **£2,039** per person



CAPITAL REGION ROAD TRIP

14 nights | hotel stays | 15 days car hire | direct United Airlines flights

from **£2,599** per person

Selected October 2024 departures

VIEW DEAL >

REQUEST A QUOTE

Need an idea of the cost? Let us know your travel plans by filling out a short form, and we'll come back to you with more details.

YES PLEASE >



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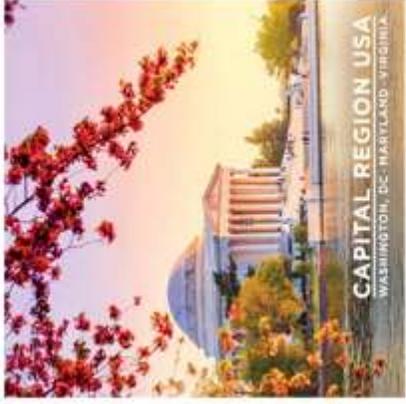
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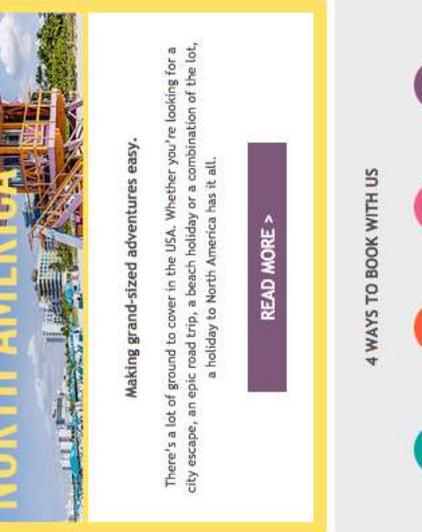
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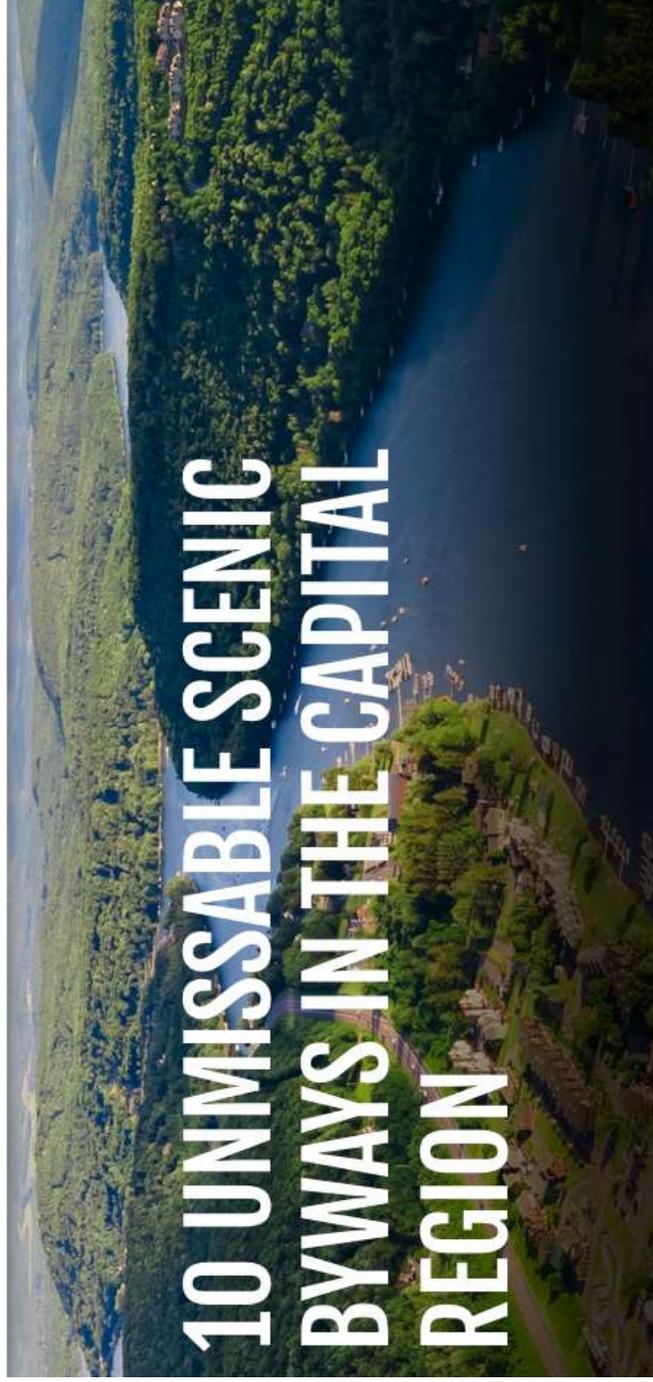
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**FEW JOURNEYS ARE MORE
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Since the Jamestown landings in 1607, the course of US history has been shaped in the East Coast states surrounding the modern capital of **Washington, DC**. Today, Maryland and Virginia, alongside Washington, DC, are known collectively as the Capital Region. Blessed with picturesque landscapes from the Blue Ridge Mountains to the Chesapeake Bay, this diverse pocket of America is rich with stories of the nation's most important moments and significant milestones. Here is our guide to the 10 most unmissable scenic byways in the **Capital Region**.

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1. MOUNTAIN MARYLAND



Stretching almost 200 miles from Keyzers Ridge to Cumberland via Oakland and the Allegheny Mountains, the Mountain Maryland Byway is one you can drive over and over with a different experience every time. This rugged region takes on a brand-new complexion with every season and has plenty of tempting side routes to explore. While the drive is less than seven hours straight through, you'll want to allow plenty of time to stop, enjoy the views, and indulge in the vast array of outdoor pursuits on offer. Winter in the mountains is for snowboarding, tubing, and skiing, while summer brings opportunities for zip-lining, rafting, and even a little golf. Photographers will love this loop all year with breathtaking scenes from Lover's Leap and the Cumberland Narrows to Muddy Creek Falls and the manufactured reservoir of Deep Creek Lake.

2. MARYLAND HISTORIC NATIONAL ROAD



It took four decades from 1811 to complete the National Road, which carried young pioneers from Baltimore to the wilds of Illinois. Back then, this engineering marvel led wagons and coaches through forests, over mountains, and across mighty rivers. Today, it takes just a few hours to follow "the road that built a nation" from Baltimore to Cumberland in the comfort of your hire car or [USA motorhome](#). Start your journey with a selfie on the water's edge of Inner Harbor before stopping for refreshments at one of Mount Airy's vineyards. Learn as you go in museums dedicated to the Capital Region's railways, the National Road itself, and prominent figures from Maryland's past. Best travelled over three or four days to make the most of the quaint towns which line the route, this 170-mile trip is one road and two centuries of discovery.

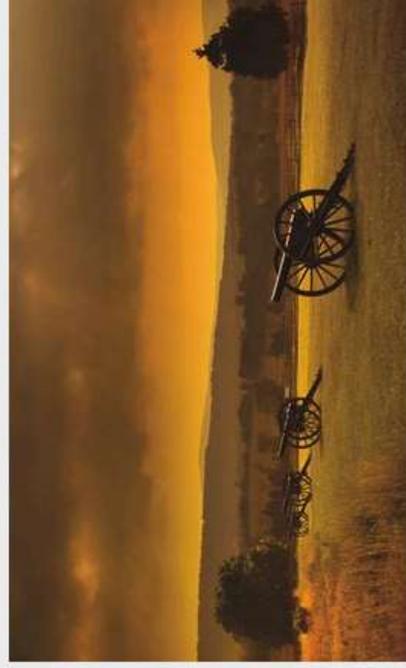
CONSUMER PROMOTIONS UK

3. CHESAPEAKE AND OHIO CANAL



Officially, it's the C&O Canal, 184.5 miles of manufactured waterway connecting Washington, D.C., to **Maryland** via aqueducts, lock systems, and 19th-century tunnels. To the locals, it's simply the "Grand Old Ditch". You can travel this scenic route by car, bike, foot, kayak, barge, or all five. Most travellers journey east to west, passing heritage railway stations and Civil War battlefields, through the historic towns of Brunswick and Hancock, to the state border city of Cumberland. Cyclists might prefer west to east, as it's all downhill in that direction. Whichever way you choose, the C&O Canal offers plenty of opportunities to get out on the water, either on a mule-drawn barge or an authentic steam-powered launch boat. You'll also find plenty of distractions in the shape of cafés, bakeries, parks, vineyards, golf courses, paddlesports centres, and the Glenstone, a unique museum of art, architecture, and nature.

4. JOURNEY THROUGH HALLOWED GROUND



From the site of the Battle of Gettysburg and Abraham Lincoln's iconic address to Thomas Jefferson's mountaintop Monticello plantation, the Journey Through Hallowed Ground is a 180-mile route through some of the most historic sites in America. Walk on earth that saw American Civil War conflicts at Antietam, Monocacy, and Manassas. Visit underground railway safehouses such as the Fairfield Inn and Dobbin House. See former presidential homes and retreats from the David Willis House, where Lincoln finished writing his famous speech, to the Montpelier estate of the "Father of the Constitution", James Madison. You can even hike in the Catoctin Mountain Park, which surrounds Camp David. For history buffs, the byways "Where America Happened" are a must-do US road trip.

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5. CHESAPEAKE COUNTRY



Officially declared an All-American Road in 2021, Chesapeake Country Scenic Byway invites you to dive deeper into life by the bay. This peninsula region between the tidal rivers of the east coast was built on the shoulders of farmers, watermen, and merchants. Today, it's home to Maryland's most picturesque fishing villages, like Chestertown, where beautifully preserved Colonial homes are built around red-brick town squares. Move between beaches, marinas, historic sites, and parks as you uncover stories of the past and enjoy the fruits of modern regeneration among fascinating museums, nature reserves, and some of the finest seafood eateries in the Capital Region. The Chesapeake Country Byway can be enjoyed as a classic end-to-end road trip or as a map for days out from a central base.

6. HARRIET TUBMAN UNDERGROUND RAILROAD BYWAY



One of the most important travel networks ever to exist was the Underground Railroad, a series of routes across the US which transported an estimated 100,000 people to freedom from slavery. Between Maryland and Pennsylvania, the famous path along which Harriet Tubman took 13 perilous trips to rescue 70 members of her family, friends, and other enslaved people is now one of America's best-loved scenic byways. Starting in Cambridge, the county seat of Dorchester in Maryland, where Tubman was born into slavery, this road tracks significant moments and historic sites from Tubman's epic life. Keep your camera ready as you find one-room schoolhouses, safehouses, and wood cabins among wildlife refuges, parks, and lakes where outdoor adventures are available to break the journey.

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7. SKYLINE DRIVE



You don't get much more scenic than Skyline Drive. The only road through Shenandoah National Park, this 105-mile byway runs along the crest of the Blue Ridge Mountains with breathtaking views of Virginia's sweeping Shenandoah Valley and the Appalachian Mountains. You can drive the entire length in over three hours, even with a 35mph speed limit, but you'll want to allow plenty more time to take it all in. Keep your eyes peeled for black bears, deer, and wild turkeys as you go, and be sure to pack all you need for hiking, biking, and horseback riding. Trek the forested trails to find waterfalls, canyons, and giant oaks along the mountain slopes. We highly recommend taking a camera, especially if you travel during autumn when the colours of the park are at their most mesmerising.

8. COLONIAL PARKWAY



The shortest scenic byway on the list, Colonial Parkway is just 23 miles long but packed with over 400 years of history. Linking the country's first English settlement of Jamestown, on the banks of the James River, to the former tobacco port of Yorktown, on the York River, this byway passes through Colonial Williamsburg. Here, at the largest living museum in the US, visitors are transported back in time, and actors bring history to life. Travelling by car allows you to cover the full route in one day with time to stop at most key sites, but you should plan at least two days for the best experience. Highlights along the byway include George Washington's Headquarters on the Yorktown Battlefield, the Colonial National Historic Park at the mouth of King Creek, and the 330-year-old College of William & Mary.

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9. BLUE RIDGE PARKWAY



Where the Skyline Drive ends, the Blue Ridge Parkway begins. Travelling over 460 miles from the edge of Shenandoah National Park to the Smoky Mountains in North Carolina, this mountain route is one of the most scenic roads in America, if not the world. 219 miles of the Blue Ridge Parkway sit within [Virginia](#), passing through the spectacular scenery of the Appalachian Mountains, across the James River, and around the city of Roanoke, the gateway to Virginia's Blue Ridge Mountains. Along the way, you'll pass the three Peaks of Otter and the restored Mabry Mill, the most photographed spot on the parkway. Every mile of this journey has something to see or do, from hiking and fishing in the wilderness to grabbing a bite and meeting the locals of each quaint town you pass.

10. GEORGE WASHINGTON MEMORIAL PARKWAY



Following the winding path of the Potomac River from Mount Vernon to Great Falls, the George Washington Memorial Parkway connects more than 25 of the most significant and scenic sites in [Washington, DC](#). Almost 30 miles of road guides you to locations including the Clara Barton House, Theodore Roosevelt Island, Arlington House, the Lyndon Baines Johnson Memorial, and the monument-filled National Mall of the US capital. In addition to these historic landmarks, the Parkway is also the best way to reach beautiful outdoor areas from Collingwood Picnic Area and Fort Hunt Park to Dyke Marsh Wildlife Preserve and the 800 acres of spectacular hiking, biking, and kayaking territory which makes up Great Falls Park.

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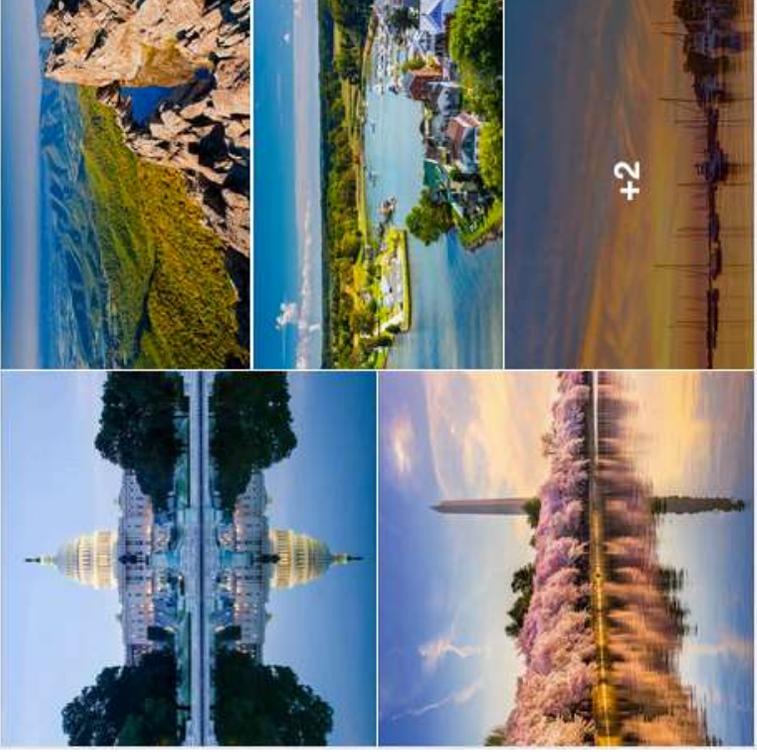
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From the memorable monuments of Washington, DC to the beautiful beaches and majestic mountains of Maryland and Virginia, the USA's Capital Region packs in countless highlights. In fact, some of America's greatest wonders are found right here. Take for instance the charming Chesapeake Bay – the USA's largest estuary – reached via a scenic byway. Or the serene cascading waterfalls and never-ending forested peaks of Shenandoah National Park. Best of all, the region is within easy reach of the UK, with a number of non-stop flights to Washington Dulles International Airport.

Whether you're looking to marvel at the region's collection of historic attractions, explore its spectacular national parks or simply enjoy a relaxing beach holiday, the Capital Region has the perfect solution. Click the link below to explore the best of the region through our tailor-made itineraries, or give our team of friendly experts a call.

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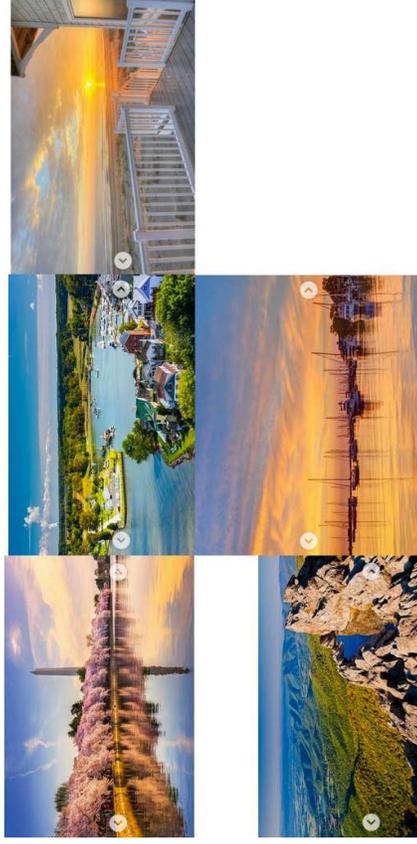
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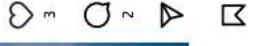


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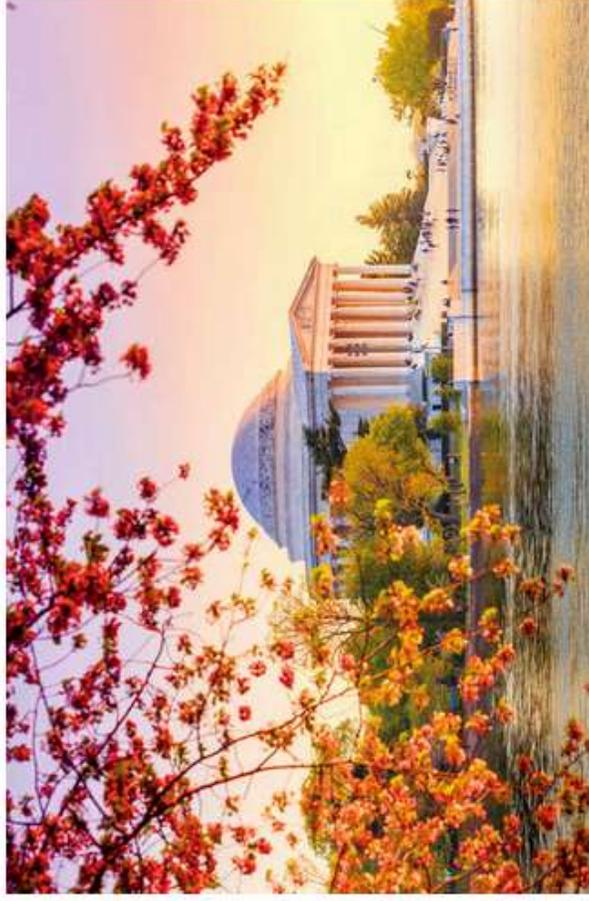
The Capital Region



Immerse yourself in a truly authentic American experience with a visit to the [Capital Region](#). Heading east from the iconic monuments of Washington, DC, you'll discover Maritime traditions in the waterfront cities of Annapolis and Baltimore, the state's capital and largest cities respectively. Alternatively, head west towards the Appalachian Mountains to explore hip and historic Frederick.

Then, just a short hop across the Potomac River, there are the capital-city views and poignant memorials of Arlington, Virginia, while further afield you might explore the majestic Blue Ridge Mountains near Charlottesville, discover the beginnings of America in historic Williamsburg or relax on the golden sands of Virginia Beach.

[Find out more](#)



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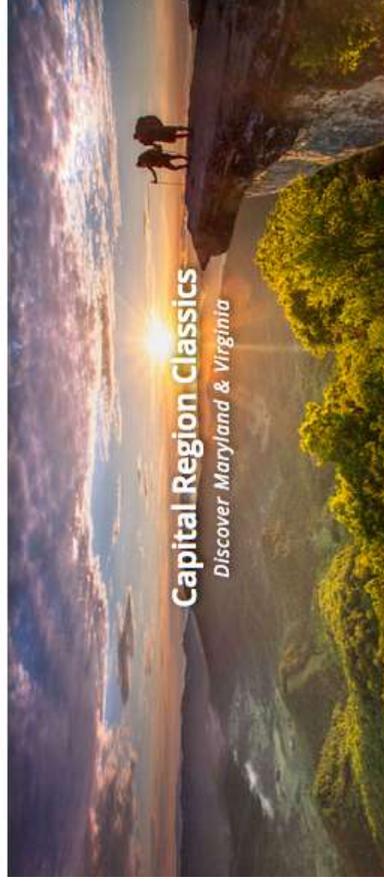


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Visit The Capital Region

11 March 2024 by David Ward

Anchored by America's capital city, the Capital Region has it all – vast national parks, tranquil coastal waterways, sprawling coastlines, historic battlegrounds, charming small towns, and miles of open road along the region's many scenic byways. What's more, it's all within easy reach of Washington, DC. To get you started, here are our Capital Region classics:

Annapolis, Maryland

Annapolis is gateway to North America's largest estuary, the Chesapeake Bay. World renowned as America's Sailing Capital and home of the U.S. Naval Academy, America's first peacetime capital boasts more 18th-century brick buildings than any city of comparable size in the nation and the oldest State House in continuous legislative use.



Annapolis, Maryland (Credit: Visit Annapolis & Anne Arundel County)

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Arlington, Virginia

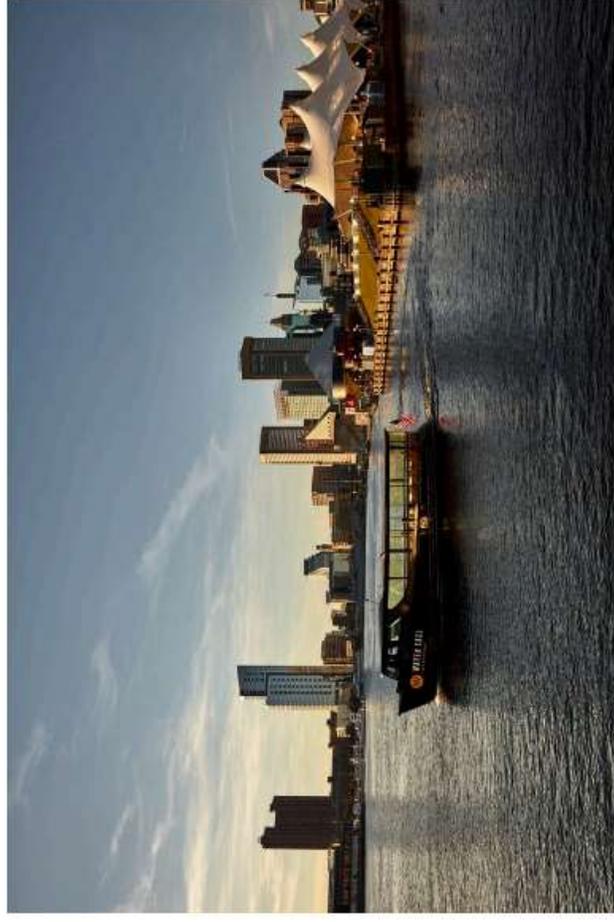
Across the river from Washington, DC, Arlington, Virginia is minutes from the National Mall, Smithsonian museums, US Capitol, White House and more. Visit Arlington National Cemetery, the Marine Corps War Memorial and the Air Force Memorial. Check out Arlington's 45 hotels with rates up to 20 percent less than downtown.



US Airforce Memorial, Arlington, Virginia (Credit: Arlington Convention & Visitors Service)

Baltimore, Maryland

Today's Baltimore, known as Charm City is a vibrant community that honours the past while keeping a keen eye on the future. The city is where you can see the largest public collection of Matisse in the world (for free!), sip a craft beer in the sanctuary of a converted church, and stay in a four-star hotel poised atop a historic recreation pier.

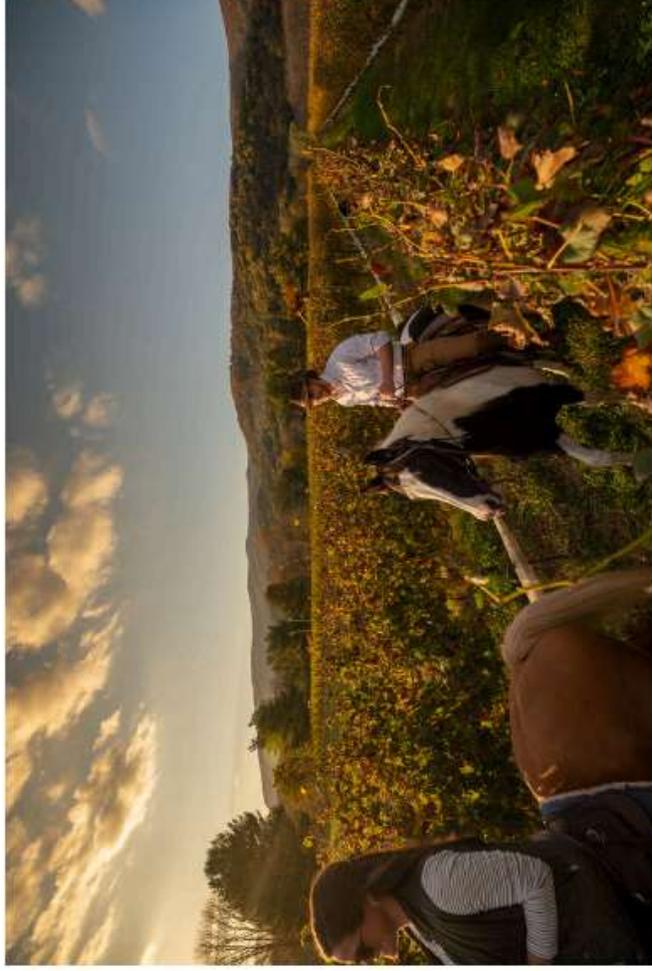


Baltimore Inner Harbor (credit: Visit Baltimore)

CONSUMER PROMOTIONS UK

Charlottesville, Virginia

Pretty Charlottesville is one of Virginia's most dynamic destinations, thanks in large part to the delights of Albemarle County, whose Monticello Wine Trail was voted Wine Enthusiast's 2023 Wine Region of the Year. The region is home to the estates of three former U.S. presidents, as well as 40-plus vineyards, a burgeoning culinary scene and a vibrant arts community. It's also a great base for visiting nearby Shenandoah National Park.



Vineyard in Charlottesville, Virginia, USA (Credit: Charlottesville Albemarle Convention and Visitors Bureau)

Frederick County, Maryland

Surrounded by the rolling hills of the Catoctin Mountains, Frederick County is 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.



Carroll Creek Park, Frederick County, Maryland (credit: Visit Frederick)

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Virginia Beach, Virginia

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. It boasts the world's longest pleasure beach, divided into three distinct areas, each offering a different coastal experience.



Virginia Beach, Virginia

Williamsburg, Virginia

In historic Williamsburg, visitors can enjoy everything from luxurious spas, world-class golf and award-winning restaurants to biking and hiking trails, and living-history museums. Voted as one of Travel + Leisure Readers' '15 Favourite Cities in the United States of 2023', it's also home to America's Historic Triangle: Colonial Williamsburg, Jamestown Settlement, and Yorktown.

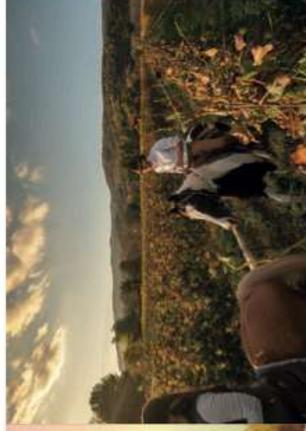
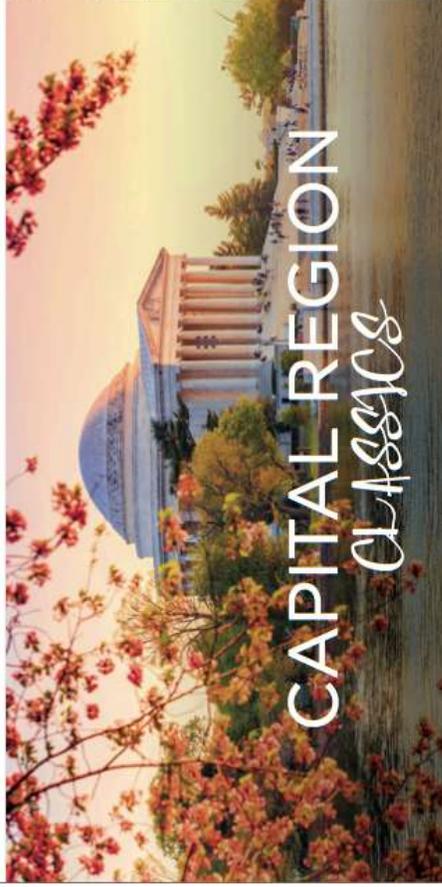


Governors Palace Gardens, Williamsburg (credit: Virginia Tourism Corporation)

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Charlottesville, Virginia
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Frederick County, Maryland
Surrounded by the rolling hills of the Catoctin Mountains and steeped in American Civil War history, Frederick County is home to a easy-to-navigate downtown with over 200 specialty shops and dozens of superb restaurants. After dining in style, you'll want to take the chance to sip and sample the produce at the region's wineries, breweries, and distilleries, which number the most of anywhere in Maryland.

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Williamsburg, Virginia
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**CAPITAL REGION USA
WASHINGTON, DC - MARYLAND - VIRGINIA**



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This road trip begins in America's political heartland where a stay in Washington, DC will see you explore a host of world-famous landmarks, including the White House, and museums such as the Smithsonian Institution, reflecting the rich history of this fascinating city. You'll then drive out to explore the Capital Region in more depth, visiting the nearby states of Maryland and Virginia, where you'll discover everything from beautiful coastlines and endless forests to historic towns set among picturesque national parks.

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Charlottesville is one of the most dynamic and historic cities in Virginia, thanks in large part to the amenities of neighboring Albemarle County and voted as Wine & Enthusiast region of the year. The region is home to the estates of three former U.S. presidents, 40+ vineyards, a vibrant culinary scene and a robust arts community. Also a great home base for visiting Shenandoah National Park.

Frederick County, Maryland

Surrounded by the rolling hills of the Catoctin Mountains and steeped in American Civil War history, Frederick County is home to a easy-to-navigate downtown with over 200 specialty shops and dozens of superb restaurants. After dining in style, you'll want to take the chance to sip and sample the produce at the region's wineries, breweries, and distilleries, which number the most of anywhere in Maryland.

Virginia Beach, Virginia

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. It boasts the world's longest pleasure beach, divided into three distinct areas, each offering a different coastal experience.

Williamsburg, Virginia

Come experience history in the making. Enjoy everything from luxurious spas, world-class golf, and award-winning restaurants to living-history museums, surprising thrills, biking, and hiking. Voted as one of Travel + Leisure Readers' 15 Favourite Cities in the United States of 2023. Home to America's Historic Triangle: Colonial Williamsburg, Jamestown Settlement, and Yorktown.

CAPITAL REGION FLY-DRIVE

This road trip begins in America's political heartland where a stay in Washington, DC will see you explore a host of world-famous landmarks, including the White House, and museums such as the Smithsonian Institution, reflecting the rich history of this fascinating city. You'll then drive out to explore the Capital Region in more depth, visiting the nearby states of Maryland and Virginia, where you'll discover everything from beautiful coastlines and endless forests to historic towns set among picturesque national parks.

Prices start from £3,115 per person incl. return flights, arrival transfer, car hire & 14 nights accommodation.

For more information or to book, call a Wexas USA specialist on **020 7838 5958**.

CONSUMER PROMOTIONS UK

Flight Centre
Capital Region USA product included in marketing

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Flights Holidays Cruises Details

YOUR
western wonders
CENTRE



The Pet Shop Boys had it right: here in Flight Centre, our DNA may be Aussie, but our heart is drawn to the Americas. From mighty national parks and unique wildlife, to paradisaical beaches and world wonders, find out why a trip west should be on your 2024 bingo card!



UNBEATABLE USA

There's the USA's heady mix of vast national parks, iconic cities, and fascinating wildlife. Perhaps embark on an Oregon adventure, catch the fall leaves in New England, soak up authentic musical roots in The Big Easy, or get back to nature in Yosemite.

[FIND OUT MORE](#)



COLOSSAL CANADA

Why not head north into a realm of snow, bears, and an unashamed obsession with ice sports? A trip to Canada not only promises real off-beat adventure, but some of the friendliest locals you'll ever meet.

[FIND OUT MORE](#)

FLIGHT CENTRE Help Sign

Flights Holidays Multi-Centre Tour Cruises Details

ZaneleBop > 10 Amazing Places to Visit in the USA

10 Amazing Places to Visit in the USA

Whatever kind of adventure you're seeking, there's somewhere in the [USA](#) that can truly deliver. Whether you're after an idyllic coastline or bustling city, the country is so diverse you'll be able to cherry-pick a destination to suit your needs. Below is a selection of ten places worth visiting in the United States.



Washington, D.C.

Washington, D.C. is so much more than just the capital of the USA. It's home to a superbly diverse culture, fantastic people and some of the most astounding buildings and monuments in the country. Those with a political or historical interest will certainly want to visit the White House, Capitol Building, Washington Monument and Lincoln Memorial, some of which can be visited all at once with a trip to the National Mall.

CONSUMER PROMOTIONS UK

Icelandair

To: Lisa Chamberlain

Reply-To: Icelandair

Flight Sale | Ready for your next adventure?

8 March 2024 13:57

[Hide Details](#)



Flight Sale | Iceland & the USA

Ready for your next adventure?

Our flight sale has landed! Whether you're looking for a magical winter escapade chasing the northern lights or craving an immersive cultural and culinary journey through America, we've got you covered!

Return fares		
From London	Economy Light	Saga Premium
Iceland	£145*	£409*
Baltimore	£449*	£1,199*
Boston	£399*	£1,199*
New York	£399*	£1,199*
Seattle	£489*	£1,399*
Washington Dc	£449*	£1,199*
From Manchester	Economy Light	Saga Premium
Iceland	£155*	£409*
Baltimore	£449*	£1,199*
Boston	£409*	£1,199*
New York	£409*	£1,199*
Seattle	£489*	£1,399*
Washington Dc	£449*	£1,199*
From Glasgow	Economy Light	Saga Premium
Iceland	£139*	£409*
Baltimore	£499*	£1,199*
Boston	£399*	£1,199*
New York	£399*	£1,199*
Seattle	£525*	£1,399*
Washington Dc	£499*	£1,199*

Offer ends: 18 March 2024.

Travel periods

- London | Iceland: Apr, May and Sep to Nov 2024 | USA: Sep to Nov 2024

- Manchester | Iceland: Apr, May and Sep to Nov 2024 | USA: Sep to Nov 2024

- Glasgow | Iceland & USA: Sep to Nov 2024

Don't miss out, book now before it's too late.

[Book Offer](#)

TRADE PROMOTIONS UK

Selling Travel

9,000 x Capital Region USA Guides included with March/April issue

New Capital Region USA guide



The 2024 Holiday Guide to the Capital Region USA is out now and includes an array of useful planning essentials designed to help agents create the perfect itinerary including the region's many attractions, history and heritage sites, arts and culture, scenic byways and outdoor recreational opportunities.

From the iconic monuments and museums of Washington, DC to the small-town treasures, historic sites, beautiful beaches and majestic mountains of Virginia & Maryland, the region really does have something to offer travellers planning a trip to the State's in 2024 and beyond.

"Capital Region USA leads the way as one of America's most diverse and welcoming regions, creating authentic experiences for visitors to enjoy. We will



continue our commitment to assisting the travel trade in developing product and conducting training as they are the most valuable partner in our future growth."

Lisa Chamberlain, Director, UK & Ireland, Capital Region USA.

Find your copy with this issue of Selling Travel magazine.

capitalregionusa.org

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how to sell...

Peru

Malta

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Golf Holidays

SALES MISSION



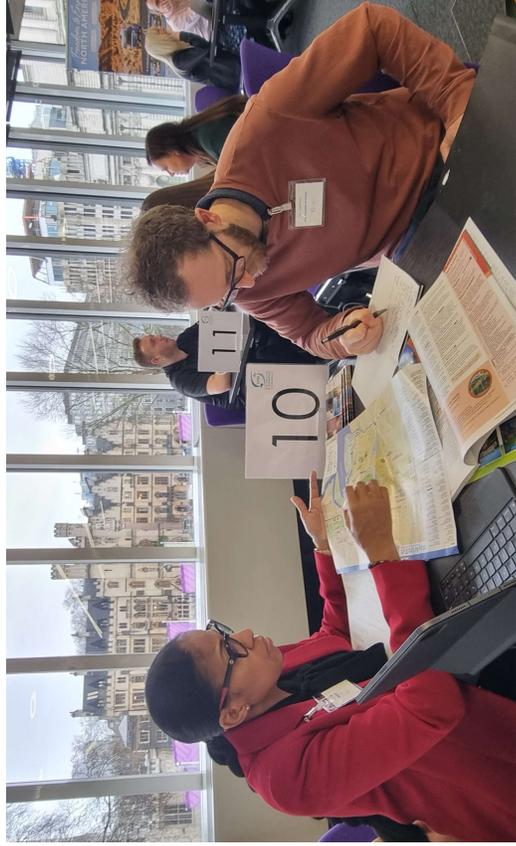
**CAPITAL
REGION
USA**
WASHINGTON, DC
MARYLAND
VIRGINIA

UK SALES MISSION
10 - 15 March 2024

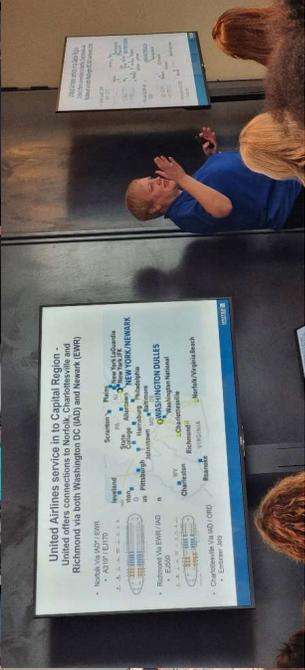
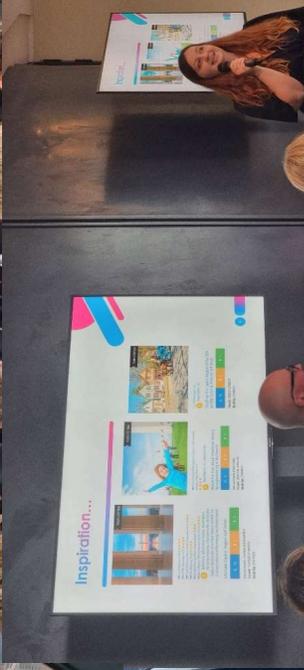
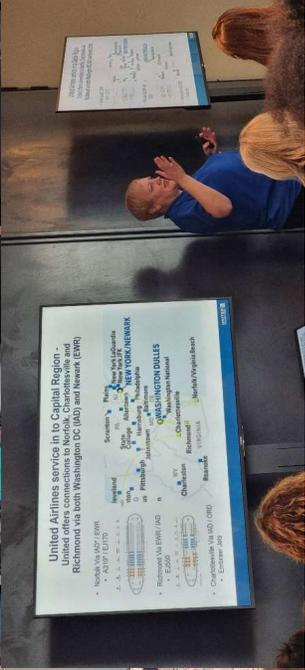
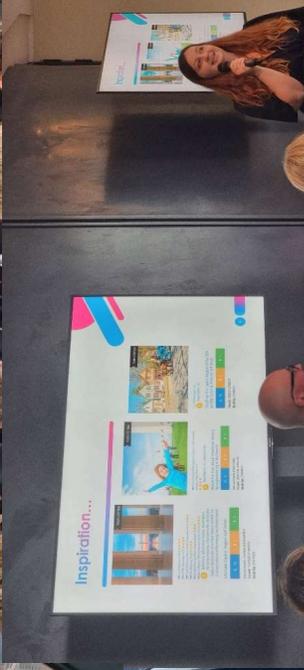


SALES MISSION - TRADE SHOW

UNITE USA March 2024



SALES MISSION



SALES MISSION



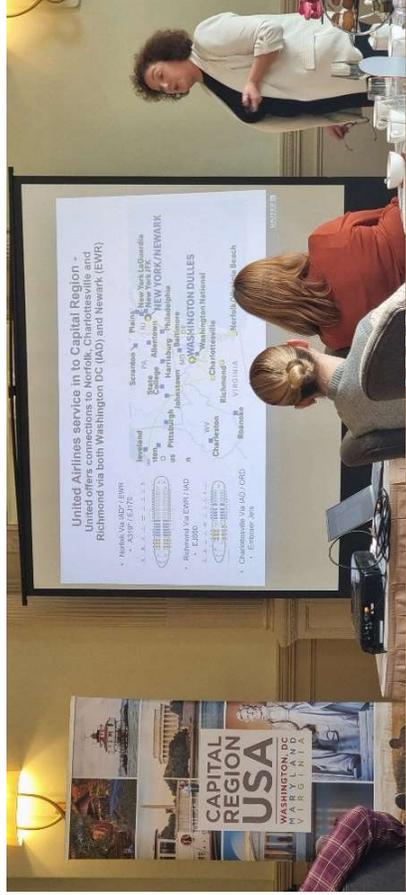
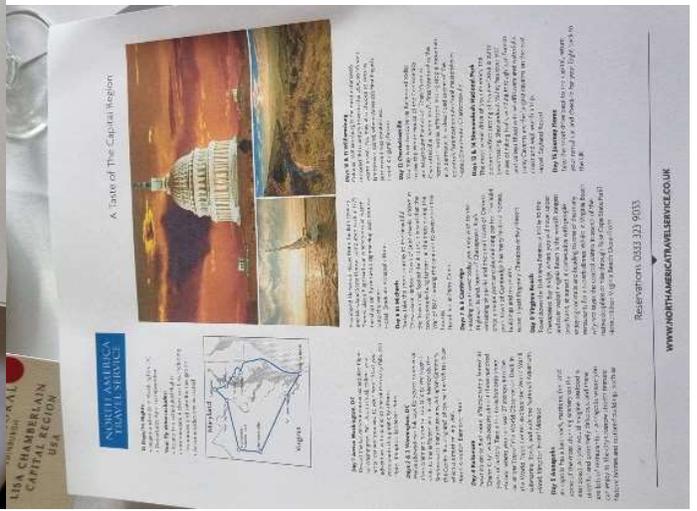
SALES MISSION



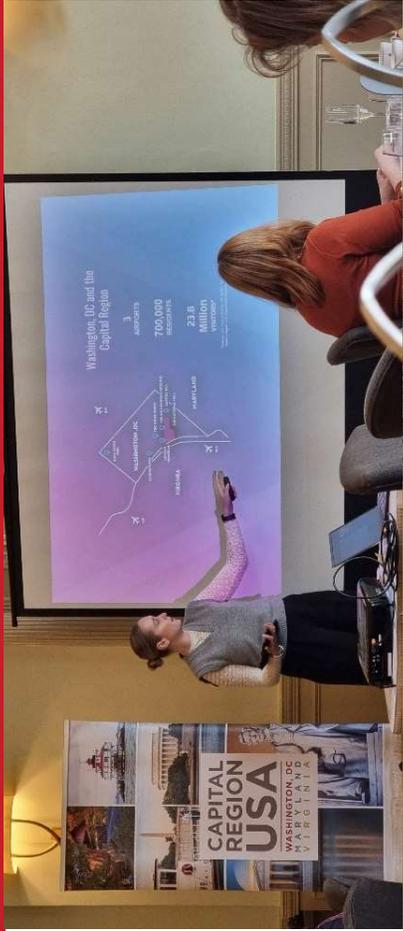
SALES MISSION



SALES MISSION



SALES MISSION



SALES CALLS UK

First Class Holidays	Posted link to 'Historic Highlights' escorted tour on CRUSA facebook.
SALES MISSION 10 – 15 March	See separate report – included meetings with 46 companies; VIP dinner in London with 22 guests; 3 x training sessions/events with Barrhead Travel Sales Team, Major Travel & North America Travel Service Travel Agents.
UNITE VISIT USA 12 March 2023	20 minute appointments with the following companies: First Class Holidays, Cherry Travel, Travel Solutions, SAGA Holidays, Major Travel, One Traveller Holidays, British Airways, Distant Journeys, Travelbound, Original Travel, Thomas Cook, Inspire My Holiday, Elite Sports Travel, Cosmos Tours & Globus Journeys, Ocean Holidays, Journeyscape, The Advantage Travel Partnership, British Airways Holidays, Bon Voyage Travel & Tours, American Affair, Virgin Atlantic Holidays, A&G Travel, Quintessentially Travel, The Internet Traveller, Wexas Travel, North American Vacation Homes, Newmarket Holidays, Sustainable Journeys, dnata Travel Group, Innstant Travel, Designer Travel, Travelsphere & Just You, HolidayPirates, AmeriCan & Worldwide Travel, Travelbag, Kenwood Travel, Trending Travel, American Sky.
Freedom Travel Mark Sykes – Product Manager Marks@freedomdestinations.co.uk	Following conversations with Mark during Sales Mission dinner, Rowan confirmed they would like to send Justin Proud, their Senior Marketing Executive (justinp@freedomdestinations.co.uk) to GTE this year.
Purely America Andrew Bird – Director andrew@purelyamerica.co.uk	Requested Blue Ridge Mountains special package details for FINN team. Following Sales Mission meeting Andrew supplied detailed receptive report on bookable hotels in partner's destinations.
Wexas Katrin Rummer – Product Manager Katrin.Rummer@wexas.com	Signed off Capital Region Classics content for Traveller Magazine DPS and 24 March e-news spotlight feature and updated blog content: https://www.wexas.com/travel-article/capital-region-classics
Travelbag Katie Ellis - Destination Manager Katie.ellis@travelbag.co.uk	Liaised with Katie & Geoff on content for banner ads, TV screens and blog - Scenic Byways in the Capital Region. Geoff confirmed his attendance at GTE again this year. Posted link to Capital Region USA landing page on CRUSA facebook.

SALES CALLS UK

<p>Norse Atlantic Airways Helen Astroulakis -Campaign Manager Helen.Astroulakis@flynorse.com</p>	<p>Della had introductory meeting with Helen who advised they are very keen to do more with trade and Destination partners but they are understaffed currently so will reach out when there might be opportunities to work with them.</p>
<p>Newmarket Holidays Richard Harrington- Product Manager richard.harrington@newmarketholidays.co.uk</p>	<p>Followed up with Richard who was interested in a Country Music escorted tour that included Virginia & DC. Sent through recent Bristol Rhythm & Roots Reunion and Museum Voted Among Best in the Country release and images.</p>
<p>United Airlines Lesley Roberts – Leisure Sales UK lesley.roberts@united.com</p>	<p>Followed up with Karen (karen.meehan-bissett@united.com) who attended the NATS event and Claire (claire.webber@united.com) who attended the Major event with regards to pictures and prize winners details.</p>
<p>Dial A Flight</p>	<p>Posted link to Washington, DC & Capital Region itineraries on CRUSA facebook.</p>
<p>Major Travel Rute Magalhaes – Head of Commercial rute@major.travel</p>	<p>Followed up with Rute and Nicola regarding prizewinner (Anita Bejerano) and images to be used in IntelTravel newsletter as she is one of their agents and they would like to write about the Capital Region event.</p>
<p>American Affair Mandy McGlade - Product Manager Mandy.McGlade@americanaffair.com</p>	<p>Following Sales Mission meeting with Mandy & Stuart they sent request for additional space on CRUSA Travel Agent Fam (13-19 May) in order for member of their reservations team to attend. Awaiting confirmation from HO.</p>
<p>Trailfinders Hugh Surtees –Marketing Executive hugh.surtees@trailfinders.com</p>	<p>Liaised with Hugh on social media posts for marketing campaign – requested change of image to avoid overlap with DC's direct campaign activity. Posted link to Washington, DC & Shenandoah on CRUSA facebook.</p>
<p>Premier Holidays Jayne White – Product Manager Jayne.White@premierholidays.co.uk</p>	<p>Jayne shared her CRUSA brochure page and sent through replacement images for Shenandoah NP and Blue Ridge Parkway for consideration.</p>

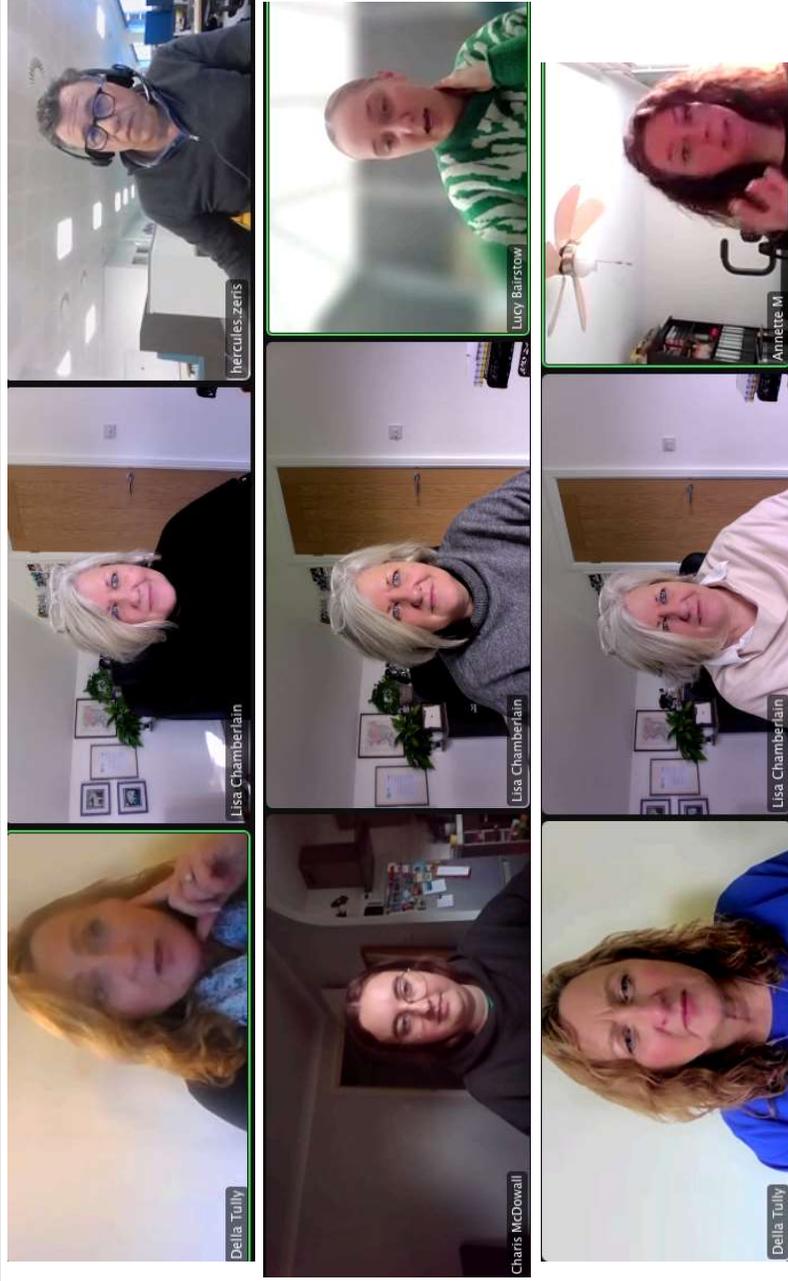
SALES CALLS UK

- Co-Op Holidays**
Annette Meijer - Product Manager
Annette.Meijer@coopholidays.coop
- Finn Partners**
Lucy Bairstow - Senior Account Manger
lucy.bairstow@finnpartners.com
- Titan Travel**
Hercules Zeris-- Product Manager
Hercules.zeris@titantravel.co.uk

Zoom meeting with Annette who has been tasked with setting up new USA tour operation for this members (300k) group of 72 Co op Travel shops, 150 homeworkers and 130 consortia members. Focus is on major cities for now so sent details.

Monthly zoom meeting with Lucy & Charis McDowall who both work on the Destination DC Trade team. Ran through marketing plans, GTE sign ups, potential trainings and opportunities to work closer together going forward.

Followed up with Hercules who was interested in operating a DC to Nashville escorted tour in 2026. Sent through recent Bristol Rhythm & Roots Reunion and Museum Voted Among Best in the Country release and images.



Monthly Update Report Germany March 2024

Main PR Activities

Single Media Fams

After we had met freelance journalist **Mr. Martin Wein** on our Media Mission 2024 in Bonn, he was very interested in traveling to the Capital Region USA. Especially during Cherry Blossom season which can be linked to his home town Bonn, Germany. Therefore, we worked with the CRUSA PR team to bring Martin over from March 27 to April 3, 2024. Besides the Cherry Blossom Festival in DC, he also wanted to explore the spring time around the Chesapeake Bay. In March, we finalized the details for the trip and went through the itinerary with Martin in an in-depth call. Martins first article is planned to be published on April 6.

Media Group Fam: May 27 – June 2, 2024

Together with the PR committee, we have set the date for the next German media group fam, that will focus on culinary and luxury in the region. Date will be May 27 – June 2, 2024 (arrival in Germany June 3). Among others, we will focus on topics like DC as cultural and culinary melting pot, wine in Virginia (Birthplace of American Wine) and Chesapeake Storytellers in Maryland. We started the invitation process to secure 3-4 journalists.

Single Media Fam Opportunities

We are in negotiations with Swiss freelance journalist **Ms. Ellen Gromann**, who we have met during the CRUSA Media Mission 2024. Ellen was very much interested exploring the Capital Region USA by train. She would be able to travel in the second half of September or beginning of October 2024. After checking routing preferences with the PR team, we will be in touch with Ellen to discuss a rough itinerary and try to finalize the travel date.

During our meeting at the CRUSA Media Mission 2024, **Mr. Matthias Niese**, travel editor at daily newspaper *Nuernberger Nachrichten*, came up with the idea to explore the region with a camper/RV. He would be interested to come with his family end of August/beginning of September. We will evaluate with some of our tour operator partners, if they are interested in supporting this project and sponsor the camper.

ITB 2024 – Visit USA Media Breakfast

On behalf of CRUSA, Claasen Communication attended the Visit USA Media breakfast during ITB Berlin 2024. The event was held on March 6, 2024. Several individual media appointments took place with the goal to update and inform about

the Capital Region USA as well as mentioning specific story angles and talking about the possibility of further cooperations.



Highlights Media Results

In the March issue of travel magazine 360° NordAmerika, editor-in-chief **Mr. Christian Dose**, who visited our region last summer, published a 6-pages feature about the Shenandoah National Park. The article was also featured on the cover of the magazine. In total, we achieved an ad-value of more than 17,000 USD.



Freelance journalist **Ms. Flora Jaedicke** has written a first article about her visit in February 2024 in the Capital Region. She focused on “111 Places in Women’s History that you must not miss - Washington, DC” on her blog *diereisezeit.com* (30,000 UVPM).

111 Places in Women's History that you must not miss

von Flora Jädicke 5. März 2024 Kommentare: 4

Frauen schreiben Geschichte. Von jeher haben sie in Kultur, Gesellschaft, Wissenschaft und Politik Großes geleistet. Nur selten bekommen sie dafür die gleiche Aufmerksamkeit wie ihre männlichen Kollegen. In Washington D.C. ist das anders. Zwei Historikerinnen haben an 111 Plätzen die Geschichten bemerkenswerter Frauen aufgespürt und eine Homage an die weibliche Seite der US-Hauptstadt verfasst.

Selten habe ich einen Reiseführer so gerne empfohlen wie diesen. In Washington D.C. gibt es den "Hidden Figures Way". Er erinnert nicht nur an die vergessene Geschichte der ersten afro-amerikanischen Wissenschaftlerinnen, ohne deren Berechnungen der Umlaufbahn der NASA nie zum Mond geflogen wäre. Er steht auch stellvertretend für all die fast vergessenen Heldinnen Amerikas.



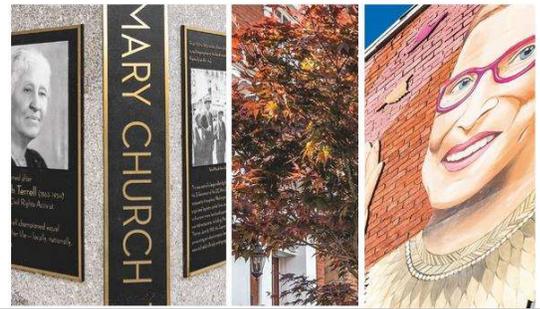
Becca Cynthia Schwaner Salinas für den Freitag-Ausdruck am dem Buch abgefragtem mit dem 111er

111 Places in der Hauptstadt der starken Frauen

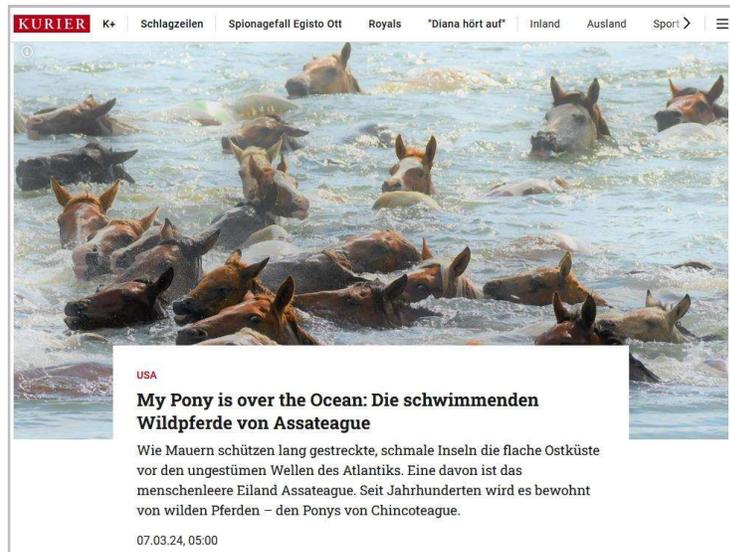
Washington D.C. ist eine Kapitale der starken Frauen. In dieser Stadt kommen Macherinnen und Vordenkerinnen aus jedem Teil der Gesellschaft und aus allen Teilen der Welt zusammen. "Diese Frauen Power ist ein echt amerikanisches Ding", sagt Rebecca Crawl, eine der beiden Autorinnen. "Hier rund um den District of Columbia haben wir dieses Land mit unseren Händen aus der Erde gegraben". Vielleicht sind an diesem Ort deshalb so viele außergewöhnliche Frauensportlichkeiten zu finden."

Wer in Washington den Spuren mutiger und einflussreicher Frauen folgt, wird an jeder Ecke fündig. Ob im "National Museum of Women in the Arts", im "Hotel ZENA", dem einzigen Hotel, das sich Frauenrechte und den Feminismus auf die Fahnen geschrieben hat, dem Hotel Willard, das Haus der First Ladies, Poeten und Paradiesvögel oder an den unzähligen "Call Boxes" (z.B. Episode 32) oder Monumenten (Episode 100), die zu Ehren einflussreicher Frauen aufgestellt wurden.

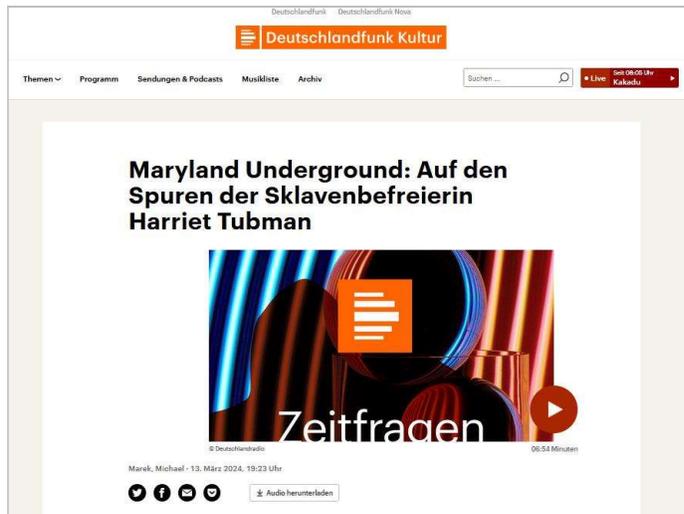
Und wer Ende März und Anfang April am Potomac River entlang hin zum Tidal Basin spaziert, hat für wenige Wochen das Ergebnis hartnäckigen Fraueneingagements vor Augen. 24 Jahre lang kämpfte die amerikanische Journalistin und Reiseautorin Eliza Ruhamah Scidmore (Episode 16) dafür, dass Washington heute eine Kirschblüte wie in Japan feiern kann. Die üppig blühenden Kirschbäume waren ein Geschenk des Tokioter Bürgermeisters an die Amerikaner, ein Zeichen der Freundschaft zwischen beiden Ländern. Sie wirken wie eine zart-rosa-farbene Ode an die Kraft der Frauen.



The article about the wild ponies on Chincoteague and Assateague Island of freelance journalist **Mr. Carsten Heinke** was also published in the Austrian newspaper *Kurier* (circulation: over 104,000) and online at *kurier.at* (6.3 million UVPM). Both placements together achieved an ad-value of more than 128,000 USD.



The radio feature of freelance journalists **Ms. Anja Steinbuch** and **Mr. Michael Marek** about Harriet Tubman was again on air in an edited version at regional radio stations *Deutschland Kultur* and *hr2-Kultur*. The total ad-value of the additional coverage is more than 116,000 USD.



Media Cooperation with USA Entdecken

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

- Virginia celebrates 2024 as year of Country Music
- Wine Region of the Year: Even more indulging experiences in Charlottesville, Virginia

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.



21.03.2024
Kulinarik, Kunst & Kultur,
Reiseziele

**Charlottesville in
Virginia setzt auf noch
mehr Genuss-
erlebnisse 2024**

 CAPITAL REGION USA



12.03.2024
Kunst & Kultur, Reiseziele

**Virginia feiert 2024
das „Jahr der
Countrymusik“**

 CAPITAL REGION USA

Ongoing Social Media Activities

1) Facebook

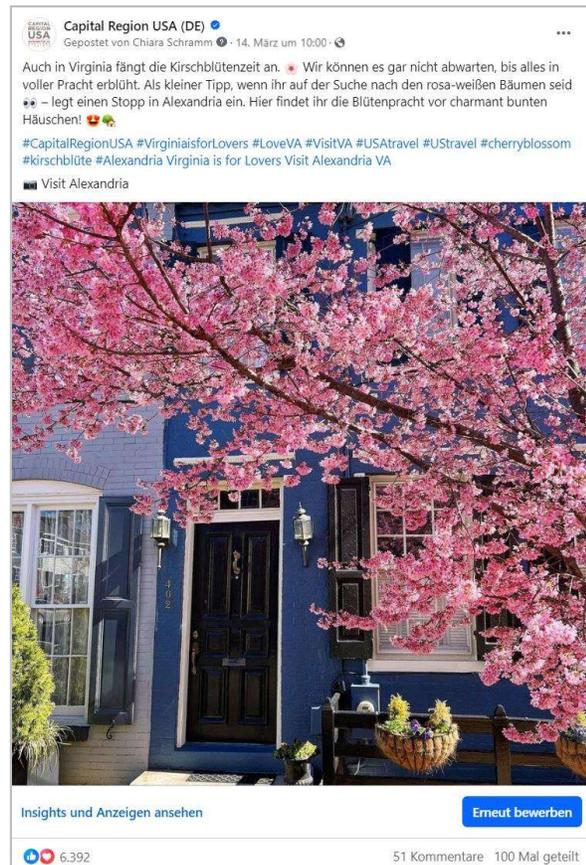
Constant updates on our German CRUSA Facebook page with a total of **13 posts in March**. Also, we are constantly trying to improve our social media action and have recently started posting Reels achieving good results. We post on the Claasen Communication's Facebook page too, including inspirational images, news and general travel information. We also deliver consumer support by answering questions via Facebook.





Facebook ad campaign:

In March, Claasen Communication published another ad campaign (sponsored post) to increase the interaction with followers and non-followers, utilizing a budget of 200 Euros. The results have far exceeded all expectations. The post was liked by over 6,300 people and had a total reach of more than 38,500. Even though the direct goal of a sponsored post was to obtain more interaction, we were still able to achieve, as a side effect, 63 new followers by proactively sending out invitations to those who liked the post.



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.



Claasen Communication
Veröffentlicht · Heute

Virginia feiert 2024 das „Jahr der Countrymusik“: Fans von Countrymusik und ihrer Spielarten kommen in diesem Jahr in Virginia ganz besonders auf ihre Kosten. Der Crooked Road Music Heritage Trail, eine über 400 Kilometer lange Ferienstraße (Scenic Byway), die sich durch die malerischen Hügellandschaften im äußersten Südwesten des US-Bundesstaates schlängelt und zehn wichtige Stätten der Bluegrass- und Countrymusik miteinander verbindet, feiert 2024 ihr 20-jähriges Bestehen. Mehr Informationen u... [Weiterlesen](#)

Virginia feiert 2024 das „Jahr der Countrymusik“ - Claasen Communication
Fans von Countrymusik und ihrer Spielarten kommen in diesem Jahr in Virginia ganz besonders auf ihre Kosten. Der Crooked Road Music Heritage Trail, eine über www.claasen.de



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 March 2024

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

SALES CALLS	
Salt & Green GmbH Mrs. Kerstin Pscheidl Product Manager	Sales call with Kerstin to give her an update on luxury hotels and experiences in the Capital Region USA. Kerstin just started an own website for Salt & Green that solely focuses on luxury travel to the US (www.select-america.de). Therefore, she is looking for new inspiration, itineraries and ideas.

Sales and Marketing Projects

Tour Operator Marketing Coop Proposals FY23/24

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

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

After the approval in January, we started working on the timing for each activity with the tour operators. We are now creating the content for the different campaigns and compile the requested materials.

CRUSA Sales Mission – April 15 – 19, 2024

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

Besides different meetings with and trainings at tour operators, we will have two major evening events. One will be a VIP customer event in Berlin with tour operator

USA-Reisen.de and the other one will be a cooking event for travel agents of Swiss tour operator Knecht Reisen close to Zurich.

USA-Reisen.de: Customer Event and Podcast

Maria Greiner met with **Mrs. Doreen Sell**, Marketing Manager at USA-Reisen.de, in Berlin on March 7, 2024 to record the Capital Region USA podcast. We focused on different topics like how to get to the region, insider tips, itinerary suggestions and many more. The podcast will be implemented on the new CRUSA microsite, which we are jointly working on with USA-Reisen.de.

In addition, we created, together with USA-Reisen.de, the invitations for the VIP customers event on April 16, 2024 during the CRUSA Sales Mission in Berlin that was sent to selected clients of the tour operator. The response was amazing so that we had more registrations than spots to fill. We also finalized the event schedule and discussed details on food, giveaways, etc.



Buchungs- und Beratungshotline: 030 - 707 93 40 | 0720 - 51 99 75

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EINLADUNG ZUM
VIP-EVENT
CAPITAL REGION

CAPITAL REGION USA
WASHINGTON, DC · MARYLAND · VIRGINIA

USA-Reisen.de

Exklusive Einladung zum VIP-Event:
Entdecken Sie die Hauptstadtregion der USA mit Washington, DC sowie den Bundesstaaten Maryland und Virginia!

Wir freuen uns, Ihnen die farbenfrohe und facettenreiche Hauptstadtregion der USA vorstellen zu dürfen! Sie ist absolut geschichtsträchtig, aber auch unglaublich naturverbunden. Freuen Sie sich auf **atemberaubende Bergwelten** und **verträumte Küstenorte**, auf verschlungene Wanderpfade und **feine Sandstrände** sowie auf Tierbeobachtungen an Land und im Wasser!

Wir entdecken gemeinsam, was es neben den Highlights wie dem **Weißem Haus**, dem **Kapitol** und dem **Washington Monument** noch Beeindruckendes in der Hauptstadt zu sehen gibt und begeben uns von dort aus in **Weinanbaugebiete**, maritime Städte, in den **Shenandoah-Nationalpark** und auf die vorgelagerten Inseln, wo wir **Wildpferde** beobachten können. Klingt das nicht toll?!

Unser Abend beginnt mit einem schönen Sekttempfang, gefolgt von spannenden Vorträgen und einem leckeren Buffet. Es erwarten Sie zahllose Urlaubsinspirationen, die Ihnen die deutsche Repräsentantin der Region, Maria Greiner, nahebringen wird, aber auch viele tolle Präsentationen unserer amerikanischen Partner vor Ort in englischer Sprache! Die Delegation, mit der Sie sich gern auch in den Pausen austauschen können, umfasst Vertreter der Hauptstadt, aus Baltimore, Frederick, dem Fairfax County, Richmond und Virginia Beach.

Sie möchten sich dieses Event nicht entgehen lassen? Dann melden Sie sich am besten noch heute an! Die Plätze sind limitiert.

Wir freuen uns, wenn Sie dabei sein können!



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Exklusive Einladung zum VIP-Event:
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WANN?
Dienstag, 16. April 2024
18.30 Uhr bis ca. 21.00 Uhr
Der Einlass beginnt 18.00 Uhr.

WO?
Pier 13
Tempelhofer Damm 227
12099 Berlin-Tempelhof
(direkt am Wasser, zwischen Ullsteinhaus und Shopping-Center gelegen, mit der B96 & U6 gut erreichbar)

Sehen wir uns in Berlin?
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RICHMOND REGION TOURISM
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visit BALTIMORE
virginia beach

visit Frederick
VISIT FREDERICK MARYLAND

WASHINGTON DC

Knecht Reisen: Cooking Event for Travel Agents in April

Claasen Communication supported the event team of Knecht Reisen to plan the cooking event for approx. 20 travel agents on April 18, 2024. The event will take place near Zurich (Switzerland) during the CRUSA Sales Mission. Knecht Reisen

announced the event in one of their B2B newsletters and an ad on a microsite where the travel agents were able to register. Knecht Reisen saw a great feedback on the registrations and we worked with the team to finalize the event schedule.



Kochevent mit Capital Region USA

Foodies aufgepasst - Das knecht Nordamerika-Team und Capital Region USA laden ein zum etwas anderen Workshop!

Gemeinsam mit Partnern aus Washington DC, Virginia und Maryland kochen wir Gerichte, die von der US-Ostküstenregion ins anschließenden Abendessen erfährt ihr zudem mehr über abwechslungsreiche Capital Region.

Freut euch auf ein feines Essen in entspannter Atmosphäre. Wir vermitteln Destinationswissen und gluschtige Rezepte zum Nachkochen.

Wann: 18.04.2024, 16:00 Uhr

Wo: Eventküche Baden, Merker Areal (Eingang F), Bruggenstraße 10, 76187 Baden

[Hier anmelden](#)



Anmeldung für Kochevent mit Capital Region in Baden

Donnerstag, 18. April 2024, 16.00 Uhr

[Start](#) Drücken Sie Enter ↵

CRUSA Global Travel Exchange September 2024

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

IPW 2024 in Los Angeles

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

DERTOUR Austria/Austrian Airlines Trade Fam

DERTOUR Austria visited the Capital Region USA from March 19 till 23, 2024 with 9 travel agents and 2 escorts – one from DERTOUR Austria and one from Austrian Airlines as they are sponsoring the airfare. The group stayed 2 nights in DC, 1 night in VA (Alexandria) and 1 night in MD (National Harbor). Prior to the trip, we did a detailed briefing with the DERTOUR team to make sure they are comfortable with the itinerary. Everything went very smoothly and the group absolutely enjoyed their time in the region.

SWISS Trade Fam

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

CRUSA Holiday Guide Distribution

In March, we distributed **in total 86 copies** of the CRUSA Holiday Guide on individual requests from tour operators, travel agencies and individual consumers.

MONTHLY SUMMARY

FRANCE

TRENDS FOR THE MONTH:

The beginning of March was marked by a slight drop in Tour Operator bookings due to the school vacations, but a rebound was felt just after the end of the holidays.

The USA is still very popular, and many more "last-minute" bookings than in the past (departure for the April vacations) are reported by the French Tour Operators.

	FY24 Goals Semester 2	March	April	May	FY24 Y-T-D Total
Sales Calls	30	7			17
Media Calls	n/a				n/a
Trade FAMs	4	0			1
Guide Distributions	5,321	1,300			2,450
Training Sessions	4	2			5
GTE Tour Ops recruitment	n/a				n/a
Consumer Shows	n/a	1			1
Sales Mission	n/a				n/a
Media Mission	1	0			0
Media FAMs	4	1			1
News (Press) Releases	6	1			3
Newsletters (Trade)	6	1			3
Facebook posts	30	7			21
					1

FRENCH SALES CALLS

Nautil

22, rue Georges Picquart
FR - 77017 Paris

Thomas Dubost- Product Manager
thomas@nautil.com

Following his participation in the GTE in DC in 2022, Thomas has released a brand new CRUSA program.

<https://www.oovatu.com/voyages/ameriques/etats-unis/cote-est/itinaire/circuit-privatif/le-meilleur-de-la-capital-region-washington-la-virginie>

It took a while, but he's waiting for the IT teams to give the go-ahead.

Travel2 America

NL –Edwin VanDelden– Product Manager
edwin@travel2america.nl

Following the Famtrip he took last February, Edwin created a new CRUSA program and also wrote and published a whole article in the website.

<https://travel2america.nl/autoreis/capital-region-usa/>

<https://travel2america.nl/autoreizen-door-amerika-en-canada/>

He tells us that he has already secured numerous bookings for this program.

He has confirmed his participation in the Charlottesville GTE in September 2024.

Verdie Voyages

Centre Ccial Belbeze
F – 31240 Saint Jean
Maud Gaillochon– USA Specialist
Maud.gaillochon@verdie.com

The Verdie Voyages network is very strong in France and Maud is one of the best travel agents. She asked us to set up a training session for her and the Toulouse team to perfect their knowledge of Washington, DC, which they sell well (but which they don't know). We also took the opportunity to train them in Maryland and Virginia.

CRUSA travel guides have been distributed and will be available at the agency and in the travel books.

USA Travel

75, Blvd Louis Schmidt
BE- 1040 Brussels
Elke DeWinne – General manager
elke@usatravel.be

Elke has published a new product (DC and Virginia Beach) following the meeting we had together at the Sales Mission in December 2023.

<https://www.usatravel.be/northeast/citytrip-etats-unis/washington-dc-virginia-beach>

FRENCH SALES CALLS

Terre A l'Horizon

FR – 31000 Narbonne

Sylvestre Fauquembergue–

Account Manager Leisure Sales

direction@terrealhorizon.com

Sylvestre has decided to relaunch his travel agency business after the last 2 complicated post-pandemic years. He has teamed up with a partner to offer tailor-made trips all over the world, with a particular focus on the USA and sports tourism. We gave him all the information about our national and university teams in the region.

Chic Planet Voyages

65, route de Toulouse

FR – 31000 Toulouse

Maeva Bidel– Travel Agent

agence@chic-planet.fr

Training given to Maeva and her team to perfect their knowledge of the region they know nothing about. She tells us that NYC is still very popular with their clientele, but that the Mid Atlantic region is increasingly in demand.

5 boxes of CRUSA Travel guides have been sent out for distribution in the agency and in the travel books.

Voyages D'Oc

31, rue du Languedoc

FR-31000 Toulouse

Pascale Tangaty – travel Agent

Pascale.voyagesdoc@selectour.com

Travel agency specializing in groups. Pascale leads groups on a regular basis, and is off to Washington, DC in April. She was looking for some good addresses. We took the opportunity to talk about Maryland and Virginia. In the future, she plans to offer new programs around DC combining Annapolis, Baltimore, Shenandoah NP and Charlottesville.

TRAINING PRESENTATIONS

FRANCE

For each Training:

Company name:

Verdie Voyages

Number of Clients Trained:

5 Travel agents

Type of Clients Trained:

Comments:

For each Training:

Company name:

Chic Planet Voyages

Number of Clients Trained:

3 Travel agents

Type of Clients Trained:

Comments:

IMM Travmedia March, 13

IMM (International Media Marketplace) is the world's leading networking event for journalists and travel professionals.

The 6th edition took place in Paris on March 13, 2024, with over 100 exhibitors, including CRUSA.

The IMM takes place over a full day in the form of pre-scheduled 15-minute speed-dating meetings with up to 22 travel professionals over the course of the day. Great meetings and projects with existing and new media contacts!



Workshop Air Canada March, 27 Toulouse

For 2 years now, Air Canada has been organizing Workshops to promote its air links between Europe and Canada + connections to US cities.

We already took part in one of these workshops in Lyon in October 2023.

This month, it took place in Toulouse and over 210 travel agents and Tour Operators came to meet the numerous exhibitors.

We had a table and Emmanuelle had the opportunity to update (and train) the travel agents. Our new 2024 CRUSA travel guides were distributed at the event.



FACEBOOK

FRANCE

Fans: 12,759

This month, we're focusing on spring in the region! 🌸


Région Capitale des USA est à **Baltimore**
 Publié par Emmanuelle Massieu · 22 mars à 18:00


Hampton est le nouveau quartier en vogue. Ancienne ville industrielle du XIXe siècle, devenue l'épicentre du kitch hipster de Baltimore, la rue principale de Hampton, appelée "The Avenue", est l'endroit idéal pour manger un morceau, partager une bière, découvrir les boutiques vintage locales, les maisons éclectiques et les belles fresques murales présentes dans tout le quartier.
 #CapitalRegionUSA




[Voir les statistiques et les publicités](#)
[Booster la publication](#)





 3 partages


Région Capitale des USA est à **Washington DC**
 Publié par Emmanuelle Massieu · 19 mars à 18:03


Alerte Festival des Cerisiers en Fleurs !

Êtes-vous prêts à vous plonger dans un océan de pétales roses ? Le Festival des Cerisiers en Fleurs à Washington DC est de retour et plus captivant que jamais !

Rejoignez-nous pour célébrer la beauté éblouissante du printemps avec les cerisiers emblématiques qui bordent le bassin du Tidal Basin. Du 20 mars au 14 avril 2024, la ville se transformera en un paradis magique, rempli de spectacles culturels, d'expositions d'art e...
En voir plus



[Voir les statistiques et les publicités](#)
[Booster la publication](#)

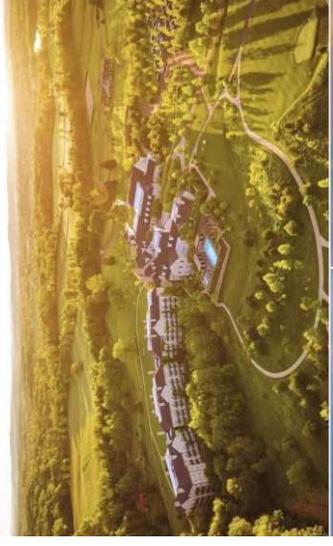




 1 partage


Région Capitale des USA est à **Middleburg, VA**
 Publié par Emmanuelle Massieu · 24 mars à 18:01


Le Salamander Resort & Spa mêle habilement élégance virginienne et atmosphère subtilement décontractée. Les voyageurs profitent ici de tout ce que Middleburg a à offrir : charme sophistiqué, paysages verdoyants, tables raffinées et toisirs propres à la région. Tir à l'arc, équitation, pêche en rivière, spa, cours de yoga dans les jolis jardins. En soirée, des dégustations de vins régionaux sont organisés pour les grands et pour les plus jeunes, des S'Mores sont délicieuses...
En voir plus





[Voir les statistiques et les publicités](#)
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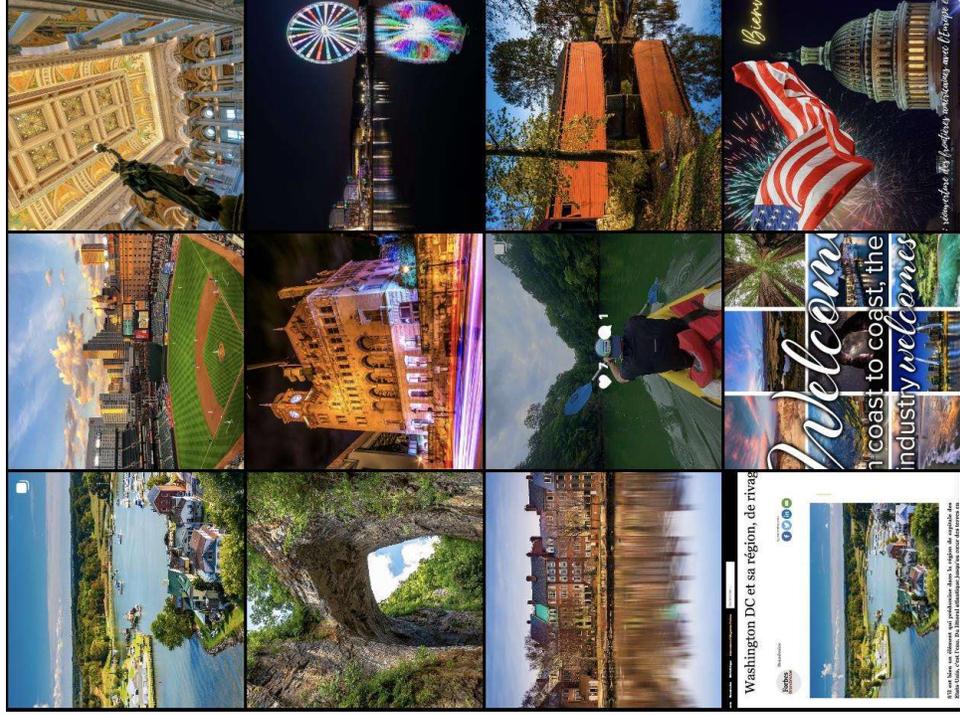
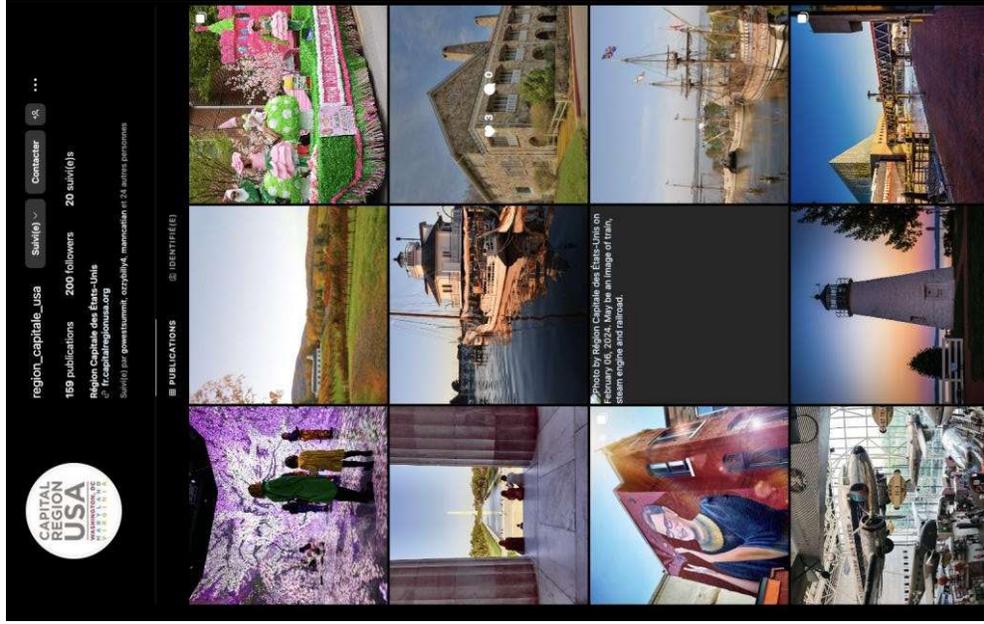





INSTAGRAM FRANCE

Instagram France: @region_capitale_usa

Followers: 200





Maryland : Annapolis et Queen Anne's County.

Réputée pour sa douceur de vivre, **Annapolis, capitale d'Etat**, combine **histoire, charme colonial, culture, gastronomie et plaisirs gustatifs**. Poisée entre rivière et baie de Chesapeake, le nautisme est l'un de ses atouts et sa marina attire tout au long de la saison de multiples événements qui font le bonheur des amateurs aux beaux jours. **Face à Annapolis, réputée pour ses fabuleux rivages ouvrant sur Eastern Shores, l'île de Kent Island est la plus grande île de la région**. Son atmosphère pittoresque permet de s'immerger dans la vie des Marylanders et de partager un moment authentique avec eux, le tout en à peine 20 minutes de route depuis le continent. Cette combinaison est parfaite pour une immersion à la découverte de surprises culturelles, gustatives et humaines.



À seulement 40 minutes de route de Washington, DC et 30 minutes de l'aéroport de Baltimore, Annapolis fut fondée en 1649 et devint capitale d'Etat en 1694. Pour les férus d'histoire américaine, **son capitol est le plus ancien des États-Unis à être encore en activité législative** et il se visite tous les jours. Autrefois important port colonial, **son activité maritime aujourd'hui est majoritairement tournée vers la plaisance**, la ville est d'ailleurs connue dans tout le pays comme étant la capitale du nautisme. Sa marina accueille tous les ans de grands événements, tel **le Sailboat Show qui aura lieu cette année du 26 au 28 Avril** prochains, où les plus beaux voiliers du monde sont regroupés et qui attire des milliers de visiteurs le temps d'un week-end. La promenade du côté de **City Dock** entraîne le voyageur au cœur de l'atmosphère locale : boutiques coquettes, restaurants de fruits de mer et bars et pubs animés rythment les journées et animent les soirées. C'est également le long de ces quais que les visiteurs peuvent **choisir leurs activités** : évidemment il est recommandé d'embarquer pour une **croisière dans la baie à bord de voiliers ou en kayak**. Ou de découvrir la ville lors d'une **visite historique à pied ou en voiturette de golf électrique à travers les rues pavées préservées**.



La charmante capitale d'Etat possède aussi sa **facette arty, qui met en lumière la scène culturelle locale**. Le quartier qui s'étend sur une partie du petit centre-ville et du quartier historique est baptisé **"Arts District + Inner West Street"** : troupes théâtrales, chant, musique, compagnies de danse contemporaine, ballets classiques, galeries d'art et studios photo, sont autant de disciplines artistiques que le visiteur découvre au gré des programmations. **Des événements sont régulièrement organisés afin de permettre aux habitants comme aux visiteurs d'explorer les espaces artistiques et culturels en accès libre ou de découvrir les talents locaux**. Et justement, pour les voyageurs estivants, le **long week-end d'Indépendance Day, fête nationale du 4 Juillet**, sera synonyme de festivités. En effet, cette année les **célébrations commenceront dès le 3 juillet avec le « Dinner under the Stars »**. À cette occasion, une partie d'Inner West Street sera rendue piétonne pour que les restaurants locaux, bars à vins et coffee-shops ouvrent leurs terrasses aux promeneurs en toute tranquillité. Des concerts en plein air et gratuits seront donnés par des musiciens et groupes locaux : rock, folk, gospel ou blues animeront la rue et feront danser l'assistance. Il est courant que les élégants officiers marins en uniforme de la célèbre US Naval Academy assistent aussi à ces événements, ce qui ajoute un charme supplémentaire aux événements ! **Le lendemain, pour fêter le 4 Juillet comme il se doit, la capitale organise une grande parade à travers la ville couronnée par un magnifique feu d'artifice**, le tout dans une ambiance chaleureuse et familiale. Enfin, pour conclure ces purs de fête, toujours dans le même quartier, aura lieu le **First Sunday Art Festival le dimanche 7 juillet**, où une centaine d'artistes et d'artisans locaux sont attendus. Les résidents comme les vacanciers pourront profiter de cette journée pour interagir avec les exposants, acheter une création et rapporter un souvenir unique dans leur bagage. En résumé, un week-end festif et une manière très sympathique de s'immerger dans la culture locale typiquement américaine !

Pour les vacanciers amateurs de **détente balnéaire et activités de plein air**, c'est du côté de **Sandy Point State Park** qu'il faut se diriger. Situé sur la rive Nord-Ouest de la baie de Chesapeake, **sa plage publique, longue d'un kilomètre**, permet de se baigner en toute sérénité, de pêcher, de pratiquer l'art du cent-voilet et simplement de se ressourcer le temps d'une journée. Ici, les couchers de soleil sur la baie complètent parmi les plus beaux de la région. **Les voyageurs en famille apprécieront les aménagements paysagers récents et la nouvelle aire de jeux sur le thème de la baie**. Ils pourront même **pique-niquer sur la plage**. Et pour cela rien de plus simple, le **Anne Arundel County Farmers Market, marché de producteurs locaux**, a lieu toute l'année tous les dimanches matin, ainsi que le samedi matin et mercredi après-midi aux beaux jours. Stands de restauration sur le pouce, fromagers, apiculteurs, maraichers proposent leurs produits frais et régionaux, de quoi remplir son panier de saveurs locales et les déguster en famille sur la plage de Sandy Point, face à la baie.



En sortant d'Annapolis, la promenade dirige vers les fabuleux rivages d'Eastern Shores. **Terres découpées et sculptées par l'eau** omniprésente dans la région, sa réputation en matière de nautisme et de douceur de vivre n'est plus à faire. Et **particularité du Maryland, nul besoin de faire des kilomètres de route pour trouver le parfait dépaysement dont tout voyageur a besoin**. En effet, juste après avoir emprunté le pont Chesapeake Bay Bridge qui enjambe la baie depuis Annapolis, un **trajet d'une vingtaine de minutes permet de rejoindre l'île au charme pittoresque de Kent Island**. Plus grande île de la région, elle a l'avantage de posséder quelques **jolies bourgades de pêcheurs, des parcs d'Etat où la faune et la flore locales sont préservées** et bien entendu, des restaurants de fruits de mer qui feront le bonheur des amateurs de plaisirs gustatifs.

Stevensville est la **première étape de cette découverte**. La petite ville a de quoi surprendre. Son **quartier historique abrite des demeures victoriennees et un manoir datant du XIXème siècle** et contraste avec sa partie moderne, qui elle, dévoile des ateliers d'artistes, des brasseries artisanales, des distilleries locales de rhum et vodka et même l'une des **fabriques de guitares** parmi les plus réputées du monde. En effet c'est ici qu'est installé **l'atelier de fabrication de Paul Reed Smith Guitars**, qui équipe depuis plus de 30 ans des légendes de la musique, à l'instar de Carlos Santana ou de Dave Navarro, célèbre guitariste du groupe Red Hot Chili Peppers. **Des visites guidées dans les coulisses de l'atelier** sont régulièrement organisées, pendant lesquelles les luthiers partagent leur passion et leur savoir-faire avec les voyageurs.

Sur l'île, **deux sites seront appréciés des amateurs de plein air et d'ornithologie**. Pour commencer, la découverte de **Terrapin Nature Park** est recommandée : ce **parc naturel de 110 hectares comprend un sentier de randonnée de 5 kilomètres qui serpente à travers des prairies de fleurs sauvages**, des étangs, des zones boisées et des rivages de sable. Le sentier permet d'observer **une incroyable variété d'oiseaux aquatiques et d'espaces végétales**. Un belvédère, situé en bord de baie offre une vue spectaculaire sur le pont de la baie de Chesapeake. Le chemin balisé, qui passe par plusieurs ponts, est relié au **réseau Cross Island Trail** du comté. Cet autre sentier de randonnée comprend également **une piste cyclable d'environ dix kilomètres, qui traverse l'île de Kent sur toute sa largeur**. Il est possible de le parcourir à pied ou de louer un vélo. Le terrain est en grande partie plat, ce qui en fait un parcours accessible à la plupart des visiteurs. Il permet d'accéder au **second parc naturel de l'île, situé sur la rive nord** : le **Ferry Point Park**. Cerné de trois plans d'eau, la Chester River, le petit détroit de Kent Narrows et la rive de Piney Creek, ce parc offre des **panoramas magnifiques**. Il est aussi connu pour **ses points d'observation des oiseaux**, indiqués en suivant un sentier non pavé long d'un kilomètre, se terminant sur un petit rivage sablonneux.



En continuant vers l'Est, non loin de la **bourgade de Chester**, se trouve le point de départ d'une activité exclusive à l'île : le survol en montgolfière. Grâce à Delmarva Balloons, les voyageurs pourront admirer les beautés et la poésie de la baie de Chesapeake, le tout vu du ciel ! Enfin, c'est à **Kent Narrows** que les locations de vélos et de kayaks s'effectuent, de même que le logement sur l'une des petites marinas de l'île, notamment au **Hyatt Place Kent Narrows & Marina**. Avant de quitter l'île, tout voyageur doit absolument goûter aux fabuleux crustacés et fruits de mer du Maryland, particulièrement son célèbre crabe bleu ! Un dîner chez **Fisherman's Crab Deck** situé en bord de baie permet non seulement de s'attabler parmi les résidents et de se régaler dans une atmosphère très conviviale mais en plus, son ponton permet d'admirer l'un des sublimes couchers de soleil de la région. Et, en fin de séjour, si une envie de shopping se faisait sentir avant de reprendre la route, les visiteurs ont le choix entre les boutiques locales et magasins vintage de **Stevensville** sur l'île ou les grandes marques américaines présentes au sein des **Premium Outlets de Queenstown**, l'une des premières bourgades en entrant sur Eastern Shores.

Quelle que soit son envie ou ses centres d'intérêt, Annapolis et Queen Anne's county permettent de combiner histoire, charme, nature, gastronomie et authenticité. Autant de découvertes qui combleront le voyageur curieux, en recherche d'originalité.

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 05 01 et emmanuelle@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'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

The Capital Region USA, France

16 rue Bailu – 75009 Paris - Tel : 01 70 23 06 00 Contact : Emmanuelle Massieu (emmanuelle@repandco-France.com)
[Facebook.com/RegionCapitaleUSA](https://www.facebook.com/RegionCapitaleUSA)



CAPITAL REGION USA WASHINGTON, DC · MARYLAND · VIRGINIA

Paris, Jeudi 14 mars 2024

Maryland : Annapolis et Queen Anne's County.

Réputée pour sa douceur de vivre, **Annapolis, capitale d'État, combine histoire, charme colonial, culture, gastronomie et plaisirs gustatifs.** Posée entre rivière et baie de Chesapeake, le nautisme est l'un de ses atouts et sa marina attire tout au long de la saison de multiples événements qui font le bonheur des amateurs aux beaux jours. **Face à Annapolis, réputée pour ses fabuleux rivages ouvrant sur Eastern Shores, l'île de Kent Island est la plus grande île de la région.** Son atmosphère pittoresque permet de s'immerger dans la vie des Marylandais et de partager un moment authentique avec eux, le tout en à peine 20 minutes de route depuis le continent. Cette combinaison est parfaite pour une immersion à la découverte de surprises culturelles, gustatives et humaines.

À seulement 40 minutes de route de Washington, DC et 30 minutes de l'aéroport de Baltimore, Annapolis fut fondée en 1649 et devint capitale d'État en 1694. Pour les férus d'histoire américaine, **son capitol est le plus ancien des États-Unis à être encore en activité législative** et il se visite tous les jours. Autrefois important port colonial, **son activité maritime aujourd'hui est majoritairement tournée vers la plaisance,** la ville est d'ailleurs connue dans tout le pays comme étant la capitale du nautisme. Sa marina accueille tous les ans de grands événements, tel **le Sailboat Show** qui aura lieu cette année du 26 au 28 Avril prochains, où les plus beaux voiliers du monde sont regroupés et qui attire des milliers de visiteurs le temps d'un week-end. **La promenade du côté de City Dock** entraîne le voyageur au cœur de l'atmosphère locale : boutiques coquillettes, restaurants de fruits de mer et bars et pubs animés rythment les journées et animent les soirées. C'est également le long de ces quais que les visiteurs peuvent choisir leurs activités : évidemment il est recommandé d'embarquer pour une croisière dans la baie à bord de voiliers ou en kayak. Ou de découvrir la ville lors d'une visite historique à pied ou en voiturette de golf électrique à travers les rues pavées préservées.

La charmante capitale d'État possède aussi sa facette arty, qui met en lumière la scène culturelle locale. Le quartier qui s'étend sur une partie du petit centre-ville et du quartier historique est baptisé "Arts District + Inner West Street" : troupes théâtrales, chant, musique, compagnies de danse contemporaine, ballets classiques, galeries d'art et studios photos, sont autant de disciplines artistiques que le visiteur découvre au gré des programmations. **Des événements sont régulièrement organisés afin de permettre aux habitants comme aux visiteurs d'explorer les espaces artistiques et culturels en accès libre ou de découvrir les talents locaux.** Et justement, pour les voyageurs estivants, le long week-end d'Independence Day, fête nationale du 4 Juillet, sera synonyme de festivités. En effet, cette année les célébrations commenceront dès le 3 juillet avec le « Dinner under the Stars ». À cette occasion, une partie d'Inner West Street sera rendue piétonne pour que les restaurants locaux, bars à vins et coffee-shops ouvrent leurs terrasses aux promeneurs en toute tranquillité. Des concerts en plein air et gratuits seront donnés par des musiciens et groupes locaux : rock, folk, gospel ou blues animeront la rue et feront danser l'assistance. Il est courant que les élégants officiers marins en uniforme de la célèbre US Naval Academy assistent aussi à ces événements, ce qui ajoute un charme supplémentaire aux événements ! **Le lendemain, pour fêter le 4 Juillet comme il se doit, la capitale organise une grande parade à travers la ville couronnée par un magnifique feu**

d'artifice, le tout dans une ambiance chaleureuse et familiale. Enfin, pour conclure ces jours de fête, toujours dans le même quartier, aura lieu le **First Sunday Art Festival le dimanche 7 juillet**, où une centaine d'artistes et d'artisans locaux sont attendus. Les résidents comme les vacanciers pourront profiter de cette journée pour interagir avec les exposants, acheter une création et rapporter un souvenir unique dans leur bagage. En résumé, un week-end festif et une manière très sympathique de s'immerger dans la culture locale typiquement américaine !

Pour les vacanciers amateurs de détente balnéaire et activités de plein air, c'est du côté de **Sandy Point State Park** qu'il faut se diriger. Situé sur la rive Nord-Ouest de la baie de Chesapeake, sa plage publique, longue d'un kilomètre, permet de se baigner en toute sérénité, de pêcher, de pratiquer l'art du cerf-volant et simplement de se ressourcer le temps d'une journée. Ici, les couchers de soleil sur la baie comptent parmi les plus beaux de la région. **Les voyageurs en famille apprécieront les aménagements paysagers récents et la nouvelle aire de jeux sur le thème de la baie.** Ils pourront même pique-niquer sur place. Et pour cela rien de plus simple, le **Anne Arundel County Farmers Market, marché de producteurs locaux,** a lieu toute l'année tous les dimanches matin, ainsi que le samedi matin et mercredi après-midi aux beaux jours. Stands de restauration sur le pouce, fromagers, apiculteurs, maraîchers proposent leurs produits frais et régionaux, de quoi remplir son panier de saveurs locales et les déguster en famille sur la plage de Sandy Point, face à la baie.

En sortant d'Annapolis, la promenade dirige vers les fabuleux rivages d'Eastern Shores. **Terres découpées et sculptées par l'eau** omniprésente dans la région, sa réputation en matière de nautisme et de douceur de vivre n'est plus à faire. **Et particularité du Maryland, nul besoin de faire des kilomètres de route pour trouver le parfait dépaysement dont tout voyageur a besoin.** En effet, juste après avoir emprunté le pont Chesapeake Bay Bridge qui enjambe la baie depuis Annapolis, un trajet d'une vingtaine de minutes permet de rejoindre l'île au charme pittoresque de Kent Island. Plus grande île de la région, elle a l'avantage de posséder quelques jolies bourgades de pêcheurs, des parcs d'État où la faune et la flore locales sont préservées et bien entendu, des restaurants de fruits de mer qui feront le bonheur des amateurs de plaisirs gustatifs.

Stevensville est la première étape de cette découverte. La petite ville a de quoi surprendre. Son quartier historique abrite des demeures victoriennees et un manoir datant du XIXème siècle et contraste avec sa partie moderne, qui elle, dévoile des ateliers d'artistes, des brasseries artisanales, des distilleries locales de rhum et vodka et même l'une des fabriques de guitares parmi les plus réputées du monde. En effet, c'est ici qu'est installé l'atelier de fabrication de Paul Reed Smith Guitars, qui équipe depuis plus de 30 ans des légendes de la musique, à l'instar de Carlos Santana ou de Dave Navarro, célèbre guitariste du groupe Red Hot Chili Peppers. **Des visites guidées dans les coulisses de l'atelier** sont régulièrement organisées, pendant lesquelles les luthiers partagent leur passion et leur savoir-faire avec les voyageurs.

Sur l'île, deux sites seront appréciés des amateurs de plein air et d'ornithologie. Pour commencer, la découverte de Terrapin Nature Park est recommandée : ce parc naturel de 110 hectares comprend un sentier de randonnée de 5 kilomètres qui serpente à travers des prairies de fleurs sauvages, des étangs, des zones boisées et des rivages de sable. Le sentier permet d'observer une incroyable variété d'oiseaux aquatiques et d'espèces végétales. Un belvédère, situé en bord de baie offre une vue spectaculaire sur le pont de la baie de Chesapeake. Le chemin balisé, qui passe par plusieurs ponts, est relié au réseau Cross Island Trail du comté. Cet autre sentier de randonnée comprend également une piste cyclable d'environ dix kilomètres, qui traverse l'île de Kent sur toute sa largeur. Il est possible de le parcourir à pied ou de louer un vélo. Le terrain est en grande partie plat, ce qui en fait un parcours accessible à la

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plupart des visiteurs. Il permet d'accéder au **second parc naturel de l'île, situé sur la rive nord : le Ferry Point Park**. Cerné de trois plans d'eau, la Chester River, le petit détroit de Kent Narrows et la rive de Piney Creek, ce parc offre des **panoramas magnifiques**. Il est aussi connu pour ses **points d'observation des oiseaux**, indiqués en suivant un sentier non pavé long d'un kilomètre, se terminant sur un petit rivage sablonneux.

En continuant vers l'Est, non loin de la **bourgade de Chester, se trouve le point de départ d'une activité exclusive à l'île : le survol en montgolfière**. Grâce à Delmarva Balloons, les voyageurs pourront admirer les beautés et la poésie de la baie de Chesapeake, le tout vu du ciel ! Enfin, c'est à **Kent Narrows** que les **locations de vélos et de kayaks s'effectuent, de même que le logement sur l'une des petites marinas de l'île**, notamment au **Hyatt Place Kent Narrows & Marina**. Avant de quitter l'île, tout voyageur doit absolument **goûter aux fabuleux crustacés et fruits de mer du Maryland**, particulièrement son célèbre crabe bleu ! **Un dîner chez Fisherman's Crab Deck** situé en bord de baie permet non seulement de s'attabler parmi les résidents et de se **régaler dans une atmosphère très conviviale** mais en plus, son ponton permet d'admirer l'un **des sublimes couchers de soleil de la région**. Et, en fin de séjour, si **une envie de shopping** se faisait sentir avant de reprendre la route, les visiteurs ont le choix entre les **boutiques locales et magasins vintage de Stevensville** sur l'île ou les grandes marques américaines présentes au sein des **Premium Outlets de Queenstown**, l'une des premières bourgades en entrant sur Eastern Shores.

Quelle que soit son envie ou ses centres d'intérêt, Annapolis et Queen Anne's county permettent de combiner histoire, charme, nature, gastronomie et authenticité. Autant de **découvertes qui combleront le voyageur curieux, en recherche d'originalité**.

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'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.

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