

MONTHLY SUMMARY

TRENDS FOR THE MONTH:

- The Top Overseas Countries for August 2023 visitor arrivals were between the United States and the United Kingdom 395,944, India 220,570, Germany 199,662, Japan 197,589 and France 189,458.
- The Top 5 Overseas Countries YTD 2023 visitor arrivals were between the United States and the United Kingdom 2,497,092, India 1,193,199, Germany 1,159,112, France 1,059,213 and South Korea 1,021,537.
- Top Foreign Ports in October 2023 serving U.S. locations were London Heathrow (LHR) 1.589 million, Toronto (YYZ) 1.045 million, Cancun (CUN) 825,000, Paris (CDG) 750,000 and Mexico (MEX) 665,000.

	FY24 Goals	October	November	December	FY24 Y-T-D Total
Sales Calls	35	19	3		42
GTE	8 clients	0	0		9
Guide Distributions	10,000	32	8923		9,081
Training Sessions	4	1	0		9
Sales Mission	1	0	0		0
Consumer Shows	2	0	0		0

CONSUMER PROMOTIONS UK

America As You Like It

Instagram

travelasulikeit



1 like

travelasulikeit Charlottesville and Monticello American Viticultural Area has been named wine region of the year in wine enthusiast's 2023 wine star awards. The region's history with wine dates to the days of Thomas Jefferson, who believed Charlottesville and Albemarle County's terroir to be ideal for growing grapevines. See <https://www.americaasyoulikeit.com/wine-trails-culinary-delight-capitalregion> to plan your next trip. @capitalregion_usa



1 like

travelasulikeit Charlottesville and Monticello American Viticultural Area has been named wine region of the year in wine enthusiast's 2023 wine star awards. The region's history with wine dates to the days of Thomas Jefferson, who believed Charlottesville and Albemarle County's terroir to be ideal for growing grapevines. See <https://www.americaasyoulikeit.com/wine-trails-culinary-delight-capitalregion> to plan your next trip. @capitalregion_usa

#capitalregion #Virginia #Charlottesville #wineregion #monticello #albemarle #winetrails #holidayseason #travelgoals

Photo credit: Charlottesville Albemarle Convention & Visitors Bureau


America As You Like It

November 10 at 9:32 AM

Charlottesville and Monticello American Viticultural Area has been named wine region of the year in wine enthusiast's 2023 wine star awards. The region's history with wine dates to the days of Thomas Jefferson, who believed Charlottesville and Albemarle County's terroir to be ideal for growing grapevines. See <https://www.americaasyoulikeit.com/wine-trails-culinary-delight-capitalregion> to plan your next trip. Capital Region USA

#capitalregion #Virginia #Charlottesville #wineregion #monticello #albemarle #winetrails #holidayseason #travelgoals

Photo credit: Charlottesville Albemarle Convention & Visitors Bureau



CONSUMER PROMOTIONS UK

Trailfinders

Capital Region USA product
included in 10 November e-newsletter

Trailfinders

To: Lisa Chamberlain
Epic USA Escapes

10 November 2023 11:08

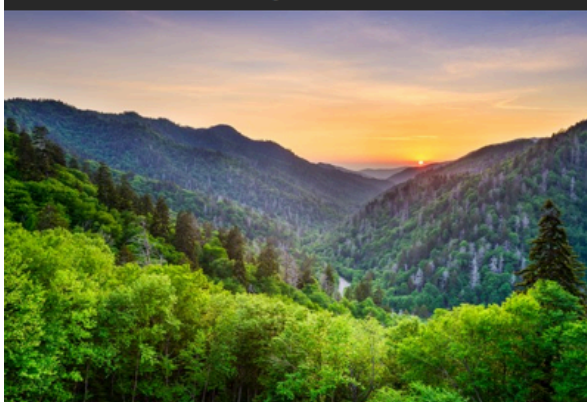
[Hide Details](#)

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TRAILFINDERS  020 7795 4592 Tailormade Travel Worldwide
THE TRAVEL EXPERTS 020 7368 1460 Cruise
020 7368 1467 First & Business Class Travel

[Latest Offers](#) [Destinations](#) [Holiday Styles](#)

Get Away to the USA



Now is the time to book your next USA getaway.

Whether you are looking to embrace the endless natural splendour, soak in the buzz of a live sporting event, sample sumptuous local cuisine or perhaps visit a location from your favourite movie, the USA really has it all.

Starting from £1,979 you can explore the best the country has to offer, from the destinations you know to hidden gems just waiting to be uncovered, start planning your next United States adventure today.



Capital Region & The Blue Ridge Mountains

Holiday Style: Fly Drive
Duration: 12 nights

Guide Price
£2,099pp in Economy
£5,029pp in Business

Priced for selected February departures

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

Highlights:

- Washington DC • Shenandoah National Park
- Eastern Shore

Including:

- Direct flights • 10 days fully inclusive car hire
- 3★ to 4★+ hotel

Best of Eastern USA by Rail

Holiday Style: Multi Centre, Rail
Duration: 14 nights

Guide Price
£2,349pp in Economy
£4,249pp in Business

Priced for selected February departures

Ride Amtrak's Acela Express 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.

Highlights:

- Washington DC • Baltimore • Philadelphia • New York
- Boston

Including:

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

CONSUMER PROMOTIONS UK

3) Visit unique & inviting neighbourhoods

Make your own discoveries in the neighbourhoods of Washington, DC.

Washington, DC is a city where people live and visit, where restaurants and pubs buzz, where cabs are hailed, hotels are busy, and friends laugh. No politics. No power plays. No problem. There's so much to love about each one of DC's neighbourhoods, from history on Capitol Hill and high-end boutiques in Georgetown to the beauty of Southwest Waterfront and the hustle and bustle of H Street NE. There's also performing arts in Penn Quarter and a 24-hour diner in Adams Morgan. Get familiar with the lay of the land on Trailfinders' **Washington DC Unveiled** tour where you'll get to join a small group all-electric Red Roadster adventure! This small vehicle is the perfect way to nip around the crowds whilst taking in the key sights in no time.



For more USA capital city inspiration, take a look at our [Washington DC holiday](#) page.

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Home ▾ Latest Offers ▾ Washington, DC - Explore the Unexpected

Washington, DC - Explore the Unexpected

Explore Washington, DC like never before

Indulge in world-class dining, discover exciting nightlife, take in the iconic monuments & memorials and explore family friendly attractions. Experience this walkable, cosmopolitan city just like a local would; wander on foot past colourful neighbourhoods, hop on a guided cycle tour and soak up the history & culture en-route or paddle on the Potomac River to see DC from a different perspective.

To go with its monuments and memorials, the National Mall boasts an impressive line-up of FREE museums. Visitors should take advantage of the wide range of experiences on hand, from immersing themselves in America's history to marvelling at the wonders of aviation and our natural world. Just a couple of the FREE museums include:

- National Air and Space Museum • National Museum of African American History and Culture & many more...

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 - with Trailfinders, almost anything is possible!

Click [here](#) for the chance to win a fabulous FREE city break, courtesy of Trailfinders and Washington, DC!

WASHINGTON DC WASHINGTON.ORG
VisitTheUSA.co.uk

CONSUMER PROMOTIONS UK



The Mayflower Hotel

Holiday Style: City Breaks, Luxury
Duration: 4 nights

Guide Price
£1,399pp in Economy
£2,949pp in Business

Priced for selected February departures

This landmark hotel is steeped in presidential history; J Edgar Hoover ate at the same table here for 20 years and Truman proclaimed it 'the second best address in DC'. With its refined and elegant atmosphere, a stay at the Mayflower will be as memorable as the city in which it resides.

Highlights:

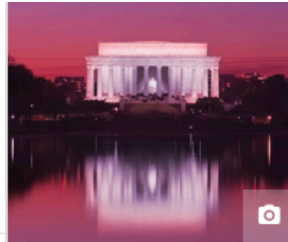
- Fantastic location - 10 minute walk from the White House
- Traditional, elegant decor
- Restaurant & a bar
- Fitness centre

Including:

- Direct flights
- 5★ hotel
- Monuments by Night tour

Tailormade Travel Worldwide 020 7795 459
First & Business Class Travel 020 7368 146

Share



Washington DC & Stunning Shenandoah

Holiday Style: Fly Drive
Duration: 7 nights

Guide Price
£1,749pp in Economy
£3,079pp in Business

Priced for selected June departures

Enjoy an exciting city break in Washington DC before heading out to explore the mountains and sensational scenery of magnificent Shenandoah National Park.

Highlights:

- See Washington DC's museums & monuments
- Explore characterful DC neighbourhoods
- Wander the cobbled streets of nearby Alexandria
- Discover the beautiful mountains of Shenandoah National Park
- Enjoy the spectacular scenery of Skyline Drive
- Be awed at the incredible Luray Caverns

Including:

- Direct flights
- 4 days fully inclusive car hire
- 4 nights Washington DC hotel
- 3 nights Shenandoah National Park hotel

Tailormade Travel Worldwide 020 7795 4592
First & Business Class Travel 020 7368 1467

Share



Iconic Cities of America

Holiday Style: Multi Centre, Rail
Duration: 14 nights

Guide Price
£2,829pp in Economy
£7,099pp in Business

Priced for selected February departures

Combine five of the USA's most legendary cities on one incredible cross country trip. Start with the monuments and skyscrapers of the east before heading west to the bright lights of Vegas and Los Angeles.

Highlights:

- Washington DC
- New York
- Chicago
- Las Vegas
- Los Angeles

Including:

- Direct flights
- 4★ hotels
- Washington, DC Unveiled
- New York 2 Day Hop-on Hop-off Bus Tour
- Chicago Culture & Architecture
- Vegas Views Helicopter Flight
- Los Angeles 2 Day Hop-On Hop-Off Bus Tour
- Business Class rail from Washington DC - New York
- 3 breakfasts

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First & Business Class Travel 020 7368 1467

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Washington City Break

Holiday Style: City Breaks
Duration: 4 nights

Guide Price
£1,379pp in Economy
£3,099pp in Business

Priced for selected April departures

From The West Wing to House of Cards, television presents Washington 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.

Highlights:

- Washington's Memorials and Monuments
- The Smithsonian Museums
- Georgetown
- Adams Morgan Neighborhood
- Potomac River
- Shopping

Tailormade Travel Worldwide 020 7795 459
First & Business Class Travel 020 7368 146

Share



Capital Region & The Blue Ridge Mountains

Holiday Style: Fly Drive
Duration: 11 nights

Guide Price
£2,099pp in Economy
£4,799pp in Business

Priced for selected February departures

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

Highlights:

- Washington DC
- Shenandoah National Park
- Eastern Shore

Tailormade Travel Worldwide 020 7795 4592
First & Business Class Travel 020 7368 1467

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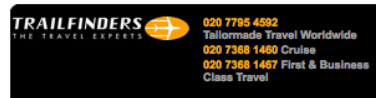
CONSUMER PROMOTIONS UK

Trailfinders

Capital Region USA product included in DC sponsored 14 November e-newsletter

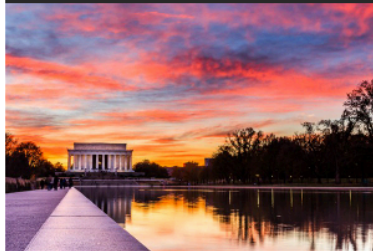
Trailfinders 14 November 2023 10:29
To: Lisa Chamberlain [Hide Details](#)
Experience the Best of Washington, DC

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Latest Offers Destinations Holiday Styles

Washington, DC - Explore the Unexpected



Now is the time to book your Washington, DC getaway.

No other place combines more than 100 free things to do, world-class dining, acclaimed arts and culture, must-watch pro sports, thousands of acres of green space and a National Mall with the United States' most beloved monuments and memorials.

Plan your trip today with a selection of our favourite DC holidays!



[Read More](#)



A Guide to What to Expect in Washington, DC

Capture a sunset moment on DC's two rivers. Explore the oldest urban national park. See the only Da Vinci in the Americas. Visit the largest library in the world. Do it all in the only place you can in Washington, DC.

[Read More](#)



Perched on the East Coast of the USA, Washington, DC is an incredible place to visit full of fun and exciting attractions brimming with historical monuments and cultural sights that can't be missed.

Join us as we outline our top 3 must do's...

1) 100+ FREE things to do

No city provides as many world-class activities for FREE as Washington, DC - Welcome to the 'Capital of Free!'

Washington, DC offers attractions and activities for every visitor, whether traveling on a budget, looking for added value or even a family fun excursion. With unmatched access to incredible museums, monuments, memorials and one-of-a-kind events, DC is in a class by itself.

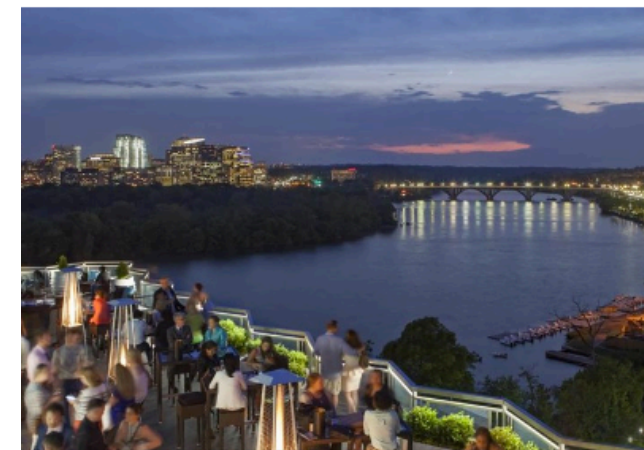
Visitors should take advantage of the wide range of experiences on hand, from immersing themselves in America's history to marvelling at the wonders of aviation and our natural world. Just a couple of the FREE museums include the National Air and Space Museum, the National Museum of African American History and Culture & many more...

The city features a great, family-friendly line-up of things to see and do for little ones. Choose from a wide range of experiences, from introducing the kids to classic artists at the National Gallery of Art to exploring the power of language at Planet World to visiting their favourite animals at the Smithsonian's National Zoo.

2) Take it all in from a rooftop

It's always the right time to head out on the town to find a rooftop bar and luckily for you, Washington, DC has a plethora of hip and boutique rooftops bars to choose from.

One of our favourite spots to capture the city's bright lights is from the glamorous **Watergate Hotel**. There's not too many better places where you can combine a refreshing beverage within somewhere as historical as this. Located by the banks of the Potomac River, the luxurious Watergate offers sleek style and polished service, just a short walk from the upmarket shops and restaurants of Georgetown. Admire the 360-degree rooftop views of the nation's capital while sipping specialty cocktails and sampling on upscale bites.



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Capital Region USA product included in 15 November e-newsletter

Trailfinders 15 November 2023 11:40
 To: Lisa Chamberlain [Hide Details](#)
 10 Night 5* Twin Centre Malaysia just £1,399

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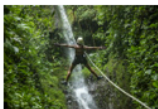
10 Night 5★ Twin Centre Malaysia just £1,399

Enjoy a FREE room upgrade at one of the capital's most elegant hotels, The Majestic Hotel Kuala Lumpur, perfectly situated to explore this bustling city. Then head to the stunning Pangkor Laut Resort and relax in luxury...

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Introducing G Adventures' Geluxe Collection

Take a look at some of our favourite tours from the brand new Geluxe Collection, brought to you by G Adventures. With upgraded accommodation and unique experiences, *FIND* your touring adventure today.



[Read More](#)



6 Unmissable USA Experiences

To celebrate the release of the 2024/25 Trailfinders USA brochure, we've selected some of our favourite new adventures. From awe-inspiring landscapes and exciting cities to thrilling theme parks and sensational beaches, order your new brochure today.



Washington DC to Nashville - Monuments, Mountains & Moonshine

Duration: 14 nights

Overview:

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

Highlights:

• Majestic Mountains • Appalachian Moonshine • Dynamic Cities

Inclusions:

• Direct flights • 9 days fully inclusive car hire • 3★ to 4★ hotels

£2,899pp in Economy

[BOOK NOW: 020 7795 4592](#)

£4,549pp in Business

[BOOK NOW: 020 7368 1467](#)

Priced for selected June departures

Trailfinders THE TRAVEL EXPERTS 020 7795 4592 Tailormade Travel Worldwide 020 7368 1460 Cruise 020 7368 1467 First & Business Class Travel Find my local Travel Centre Search VIEWTRAIL

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Grand American Adventures

USA holidays offer an incredible variety of attractions with awe-inspiring landscapes, exciting cities, thrilling theme parks and sensational beaches.

Boasting 62 national parks, the scale and variety of the USA's natural wonders is astounding. Bucket list national parks include the soaring peaks of Yosemite, the magnificent Grand Canyon and Yellowstone's geothermal wonderland. Legendary USA cities such as New York and Chicago also showcase iconic skylines and world-class sightseeing, while Las Vegas and Miami boast buzzing nightlife and endless sunshine.

Whether it's the history of the east coast cities, the beaches of Florida, California and Hawaii, or the musical heritage of the Deep South, you'll find a dazzling array of holidays within our new USA brochure.

[Click Below To Order Your Brand New USA 2024/25 Brochure Today!](#)

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Trailfinders

Capital Region USA product included in Latest Offers

The screenshot shows the Trailfinders website header with the logo and contact information: 020 7084 6500 Tailormade Travel Worldwide, 020 7084 6502 Cruise Trailfinders, and 020 7084 6503 First & Business Class Travel. Navigation links include Latest Offers, Destinations, Holiday Styles, Travel Services, Brochures, Inspiration, Contact Us, and About Us. A search bar and 'VIEWTRAIL' logo are also present. Below the header, a banner reads 'NO ONE LOOKS AFTER YOU BETTER' and 'GOOD REASONS TO CHOOSE TRAILFINDERS'. The main content area features a 'Home > Latest Offers' breadcrumb and a large 'Latest Offers' title over a scenic background image.



Best of Eastern USA by Rail

Location: Eastern USA

Including:

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

14 nights £2349pp

Multi Centre Rail



Capital Region & The Blue Ridge Mountains

Location: Eastern USA

Including:

- Direct flights
- 10 days fully inclusive car hire
- 3★ to 4★+ hotel

12 nights £2099pp

Fly Drive



Iconic Cities of America

Location: USA

Including:

- Direct flights
- 3 nights 4★ Washington hotel
- 3 nights 4★ New York hotel
- 2 nights 4★ Chicago hotel
- 3 nights 4★ Las Vegas hotel
- 3 nights 4★ Los Angeles hotel
- Washington DC Unveiled

14 nights £2629pp

Multi Centre

CONSUMER PROMOTIONS UK

Trailfinders



Trailfinders

November 21 at 3:50 PM · 🌐



Capture a sunset moment on DC's two rivers, discover more than 100 free things to do, explore thousands of acres of green space and a National Mall with the US' most beloved monuments and memorials. There's Only One DC. Plan your trip today. Discover more at trailfinders.com/washington



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North America Travel Service
Capital Region USA product
included in 11 November
e-newsletter

Deluxe Tours to the USA

11 November 2023 10:31



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

LUXURY ESCORTED TOURS ACROSS THE USA & CANADA

Taking a self-drive holiday isn't everyone's preference - so if you're looking to explore the USA but don't want to get behind the wheel yourself, we have a great range of escorted tours for you to choose from. We partner with Tauck because we share the same philosophies. Since 1925, their vision has been to inspire the discovery of new places without compromising on quality and service. Every motorcoach tour is guided by a Tour Director, sharing their knowledge and passion for travel. Guests stay in the finest hotels in the best locations, savour cuisines and enjoy extraordinary experiences.

IN FREEDOM'S FOOTSTEPS

10 night deluxe tour

Starting in Philadelphia and ending in Washington, DC, this historic journey allows you to discover the nation's economic expansion and industrial growth, the 18th-century social and religious movements, political diversity and so much more.

[More information](#)



MICHIGAN'S LAKES & MACKINAC ISLAND

7 night deluxe tour

Idyllic vistas prevail as you tour through Michigan's countryside and beside beaches scattered with sand dunes, hugging the shores of Lake Michigan.

There's also a stay on Mackinac Island, which doesn't allow motorised vehicles, and the German-settled village of Frankenmuth.

[More information](#)

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Sponsored

IN FREEDOMS FOOTSTEPS 10 NIGHT DELUXE TOUR

A historical journey from Philadelphia to Washington, D.C.

[Learn more](#)

Followed by joaypr and 5 others

northamericatravelservice deluxe escorted tour

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We partner with Tauck because we share the same philosophies. Since 1925, their vision has been to inspire the discovery of new places without compromising on quality and service. Every motorcoach tour is guided by a Tour Director, sharing their knowledge and passion for travel. Guests stay in the finest hotels in the best locations, savour local cuisines and enjoy extraordinary experiences.

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We partner with Tauck because we share the same philosophies. Since 1925, their vis...

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deluxe escorted tour
USA & Canada

IN FREEDOMS FOOTSTEPS 10 NIGHT DELUXE TOUR

A historical journey from Philadelphia to Washington, D.C.

[Learn more](#)

Video
For you Live Gaming Reels Following

deluxe escorted tour
USA & Canada

IN FREEDOMS FOOTSTEPS 10 NIGHT DELUXE TOUR

A historical journey from Philadelphia to Washington, D.C.

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deluxe escorted tour
USA & Canada

[Learn more](#)

CONSUMER PROMOTIONS UK



North America Travel Service

November 24 at 10:00 AM

IN FREEDOM'S FOOTSTEPS - 10 night deluxe escorted tour
 Starting in Philadelphia and ending in Washington, DC, this historic journey allows you to discover the nation's economic expansion and industrial growth, the 18th-century social and religious movements, political diversity and so much more.

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

IN FREEDOM'S FOOTSTEPS

10 NIGHT DELUXE TOUR

A historical journey from Philadelphia to Washington, D.C.



northamericatravelservice

IN FREEDOM'S FOOTSTEPS

10 NIGHT DELUXE TOUR

A historical journey from Philadelphia to Washington, D.C.



1 like
 northamericatravelservice IN FREEDOM'S FOOTSTEPS - 10 night deluxe escorted tour

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More information:
<https://www.northamericatravelservice.co.uk/itinerary/in-freedoms-footsteps-philadelphia-to-washington-dc/>



NATS loves Agents group

NATS loves Agents · 7 h ·

IN FREEDOM'S FOOTSTEPS - 10 night deluxe escorted tour

Starting in Philadelphia and ending in Washington, DC, this historic journey allows you to discover the nation's economic expansion and industrial growth, the 18th-century social and religious movements, political diversity and so much more.

More information:
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IN FREEDOM'S FOOTSTEPS

10 NIGHT DELUXE TOUR

A historical journey from Philadelphia to Washington, D.C.

CONSUMER PROMOTIONS UK

North America Travel Service

Capital Region USA product added to blog 15 November



Virginia Wins Wine Region of the Year 2023

15TH NOV 2023

The Charlottesville area and the Monticello American Viticultural Area have won Wine Region of the Year in Wine Enthusiasts 2023 Wine Star Awards.

[READ MORE >](#)



The Charlottesville area and the Monticello American Viticultural Area have won Wine Region of the Year in Wine Enthusiasts 2023 Wine Star Awards.

The Charlottesville area was just one of five wine regions nominated around the world for this prestigious award and was the only nominee located in North America. Wine Enthusiast's executive media team made its winning selections based on many factors, including impact on consumers and trade in the wine space, company or brand vision, and trendsetting. The Wine Star Awards celebrate the innovation of individuals and entities that have significantly contributed to the success of the wine and alcoholic beverage world.

The region's history with wine dates to the days of Thomas Jefferson, who believed Charlottesville and Albemarle County's terroir to be ideal for growing grapevines. While Jefferson's intuition about the land was correct, the varieties of grapes he chose were not. After several failed grape-growing experiments at Jefferson's mountaintop home of Monticello, the region did not see successful vineyard ventures until the mid-1970s, when winemakers began experimenting with grapes better suited for the land. Since that time, the Montecello Wine Trail was created and has flourished, currently boasting more than 40 vineyards within a 25-mile radius of Charlottesville.

"Words cannot express my excitement on behalf of our community, our wineries and the CACVB," said Courtney Cacatian, Executive Director. "I am beyond thrilled that our high-quality wines and our approach of collaboration, inclusivity and welcoming has won us this recognition on a global stage. We look forward to welcoming visitors from all over the world to taste our wine."

LUXURY VIRGINIA EXPERIENCE - 8 night fly drive

Linking deluxe resorts, spas and golf courses with beautifully scenic byways, this luxury itinerary stays in the very best hotels whilst allowing time to sip fine wines, savour award-winning cuisine and partake in a wide-range of pursuits and activities.

[More information](#)



CONSUMER PROMOTIONS UK



North America Travel Service

November 21 at 10:00 AM



VIRGINIA AWARDED WINE REGION OF THE YEAR 2023

The Charlottesville area and the Monticello American Viticultural Area have won Wine Region of the Year in Wine Enthusiasts 2023 Wine Star Awards. One of just five wine regions nominated from around the world, and the only one in North America, this award reflects the regions wine history which dates back to the days of Thomas Jefferson. More information and holidays to Virginia:

<https://www.northamericatravelservice.co.uk/virginia.../>



WINE REGION
OF THE YEAR 2023

CHARLOTTESVILLE
& MONTECELLO
AREA, VIRGINIA

AS VOTED BY THE PRESTIGIOUS WINE ENTHUSIASTS 2023 WINE STAR AWARDS



NATS loves Agents

Just now

VIRGINIA AWARDED WINE REGION OF THE YEAR 2023

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<https://www.northamericatravelservice.co.uk/virginia...> See more



WINE REGION
OF THE YEAR 2023

CHARLOTTESVILLE
& MONTECELLO
AREA, VIRGINIA

AS VOTED BY THE PRESTIGIOUS WINE ENTHUSIASTS 2023 WINE STAR AWARDS

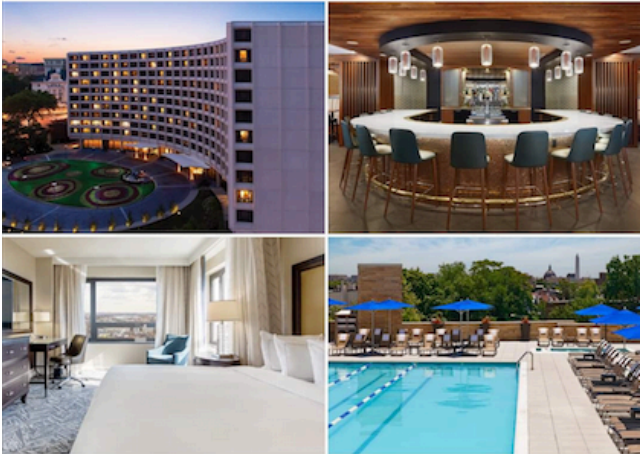
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North America Travel Service
2 d · 🌐

WASHINGTON HILTON, WASHINGTON, DC - Special Offer

Save up to 10% and receive two complimentary cocktails on selected stays of three nights or more between November 24th 2023 and February 29th 2024, when booked by January 31st 2024. Restrictions apply. Call for full details.

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



WASHINGTON HILTON

STAY 3 NIGHTS OR MORE & SAVE UP TO 10%

SELECTED 2023 & 2024 TRAVEL DATES, BOOK BY JANUARY 31ST 2024

northamericatravelservice



WASHINGTON HILTON

STAY 3 NIGHTS OR MORE & SAVE UP TO 10%

SELECTED 2023 & 2024 TRAVEL DATES, BOOK BY JANUARY 31ST 2024

1 like
northamericatravelservice WASHINGTON HILTON, WASHINGTON, DC - Special Offer

Save up to 10% and receive two complimentary cocktails on selected stays of three nights or more between November 24th 2023 and February 29th 2024, when booked by January 31st 2024. Restrictions apply. Call for full details.

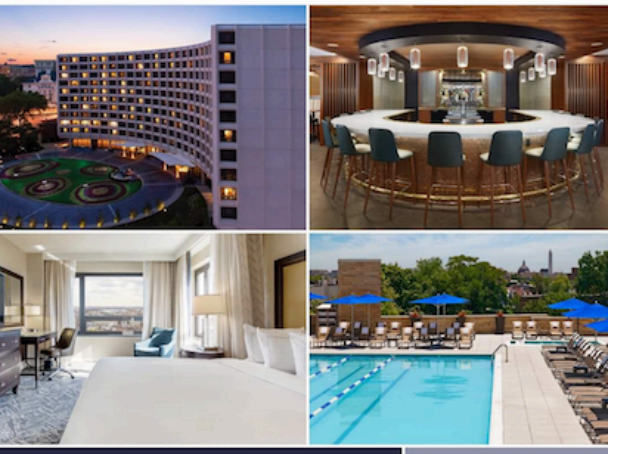
More information:
<https://www.northamericatravelservice.co.uk/hotel/washington-hilton/>

NATS loves Agents group
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CONSUMER PROMOTIONS UK

American Holidays

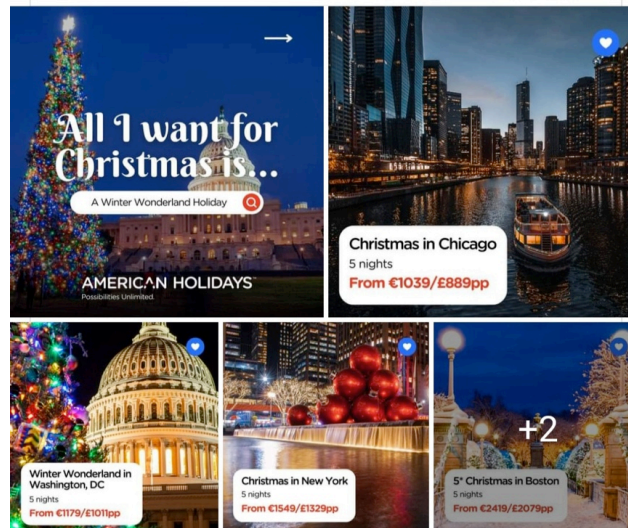
American Holidays · Follow
4 h · 🌐

🎄 ✨ Get swept away in the enchanting Christmas spirit of New York, Boston, Chicago, or Washington D.C.! 🛶 Glide across the ice rinks, marvel at the window displays, and catch a Nutcracker performance in New York. 🍎 In Boston, take a festive walking tour of the city's historical sites, while In Chicago, a visit to the famous Christkindlmarket brings a taste of Germany to the heart of the Midwest. 🍷 Don't forget to stop by the National Christmas Tree in Washington D.C. for a heart-warming dose of Christmas cheer. 🇺🇸 So, what are you waiting for? 🙌🛫 Book your winter city break now! 📅📧

Request a quote from one of our expert team:

IE ➡ <https://bit.ly/3R7y2Db>

NI ➡ <https://bit.ly/47JWArm>



AMERICAN HOLIDAYS

Learn more

Visit USA Committee Ireland
November 21 at 3:08 PM · 🌐

American Holidays Learn more

American Holidays
November 21 at 11:53 AM · 🌐

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CONSUMER PROMOTIONS UK

Purely Travel

London Life Magazine advertorial - December issue

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

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

DESTINATIONS NOT TO BE MISSED

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

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

In Capital Region USA you're never far from

one of the region's 400+ wineries - earning awards and accolades from visitors and critics around the world. Wine trails, festivals and local brew pubs make it easy to plan your own tour and tasting itinerary.

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

THE DETAILS

PurelyCapitalRegionUSA.co.uk
Call us on 0844 80 444 80.

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

TRAVEL

DISCOVER THE CAPITAL REGION USA



Chesapeake Bay Maryland



Blue Ridge Mountains Virginia

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Lincoln Memorial, Washington, DC

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Purely
America

THE DETAILS

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CAPITAL REGION USA
WASHINGTON, DC MARYLAND VIRGINIA



CONSUMER PROMOTIONS UK

Visit USA

Visit USA News

13 November 2023 09:03

To: Lisa Chamberlain

[Hide Details](#)

Reply-To: shani.kunar@bmipublishing.co.uk

What's new in the USA!



Your USA trade news

NEWS TO USE FROM VISIT USA
MEMBERS

Give thanks to multiple festive options

Visitors looking to travel to the U.S. for Thanksgiving have plenty of festive destinations to choose from.



Options include a 19th century Thanksgiving meal in Virginia, boat rides in Washington, DC, and 'Winesgiving' in Greater Palm Springs.

In Virginia, wine lovers can now indulge in some Virginia wine at Little Washington Winery's free Thanksgiving food pairings.

They can buy a flight of wines and learn how these can be perfectly matched to a Thanksgiving feast.

Or they can join Ben Lomond Historic Site on November 18 as chefs there prepare a 19th Century Thanksgiving meal. Visitors are invited to take advantage of what is billed as a "historic event" and learn how to prepare a holiday meal using techniques and equipment commonly used in the 19th century.

They will explore food preparation using wood fires and Dutch ovens to bake bread and rustle up dessert.

In Washington D.C., cruise along the Potomac River with City Experiences and enjoy a Thanksgiving Day afternoon lunch cruise. Guests can tuck into a celebratory dinner buffet offering all the trimmings while taking in the views of the capital, including the Washington Monument.

In Palm Springs, celebrate Thanksgiving under a warm winter sun or ride the Palm Springs Aerial Tramway and take in the spectacular views of the entire Coachella Valley.

The Aerial Tramway takes visitors to the Santa Rosa and San Jacinto Mountains National Monument where they will find 50 miles of trails. The Tramway is offering special holiday ride 'n' dine ticket that includes both the tram ride and dinner at Pines Café featuring a holiday menu including traditional dishes such as turkey, a choice of sides and pumpkin pie.

Bouschet tasting room and marketplace, situated in Coachella Valley, is offering a winesgiving wine tasting on November 25.

CONSUMER PROMOTIONS UK

Visit USA Ireland

Tony Lane
5d

Absolutely delighted that the USA 🇺🇸 won the Best Destination Worldwide category at the ITTN, Ireland's Travel Trade Network awards last night.



Visit USA Committee Ireland
November 25 at 6:20 PM



Platinum Travel
November 25 at 10:29 AM

We are over the moon! ITTN Luxury Travel Agent of the Year! This means so much to us, and we are extremely grateful. Thank you so much to everyone who voted for us and for all the wonderful support. We love what we do and being able to look after our extremely valued clients is such a privilege. Thank you all! 🙌🏻🏆🥂

#ittnawards2023 #travelagent #luxurytravel #tailormadetravelforyou
#tiktoktravel #tailormadetravel #fypttravel #irishpassport #itaa
#irishtravelagent #travelagenttraveltips #Irishtravelagentadvice
#luxurytravelagentoftheyear

SALES CALLS UK

America As You Like It Cath Pusey – Product Manager cath@americaasyoulikeit.com	Meeting with Cath and congratulated them on their recent win at the Wanderlust Awards and confirmed mission meeting .Sent through Charlottesville announcement re: Wine Region of the Year award which they posted on Instagram and facebook.
North America Travel Service Damian Hayward - Product Assistant damian.hayward@nats-uk.com	Sent through Charlottesville announcement regarding Wine Region of the Year award. Discussed Travel Agent training event with Yvonne Spencer – Balmoral Hotel in Edinburgh been confirmed.
Red Savannah	Posted link to 'Capitals and Colonies – East Coast Road Trip' on CRUSA facebook.
Travel Solutions Graeme Evans – General Manager graeme@travel-solutions.co.uk	Followed up with Graeme who confirmed he would be delighted to attend 2024 GTE.
Carrier Travel Lucy Wybraniec - Product Manager Lucy.Wybraniec@carrier.co.uk	Following Eric Masterton's email from their Travel Week meeting sent Lucy the Global Travel Exchange dates and details.
Gold Medal Leanne Davies - Product Manager les@goldmedal.co.uk	Following Eric Masterton's email from their Travel Week meeting sent Leanne additional links to luxury itineraries and requested to do staff training.
Barrhead Travel Jade Semple – Head of Business Dev jade.semple@barrheadtravel.co.uk	Jade sent through opportunity to participate in an Immersive Training Day but too short notice. Requested instead to do training at HQ in Glasgow during Sales Mission and meet with the Product & Marketing teams.
Discover North America Steven Donovan - MD steve@discovernorthamerica.co.uk	Posted link to 'In Freedom's Footsteps' on CRUSA facebook.
Purely America Andrew Bird– Director andrew@purelyamerica.co.uk	Sent through Charlottesville announcement on Wine Region of the Year award, plus content & images to Andrew for London Life Magazine advertorial. Posted link to new 'Capital Region By Rail' tour on CRUSA facebook and confirmed mission meeting.

SALES CALLS UK

Bonotel Exclusive Travel
Sarah Regan – Director of Sales
sarah.regan@bonotel.com

Following meeting with Sarah at BUSA Travel Week – followed up with contact details at hotels and suggested locations where additional hotel inventory would be good. Intention will be to invite contractor to GTE in 2024.

Major Travel
Brina Dando – Head of Product
abbas@major.travel

Brina confirmed they would be very interested in working with us on a travel agent training event in London or the SE during the Sales Mission. Confirmed tentative budget and awaiting details.

SALES MISSION
10- 15 March 2024

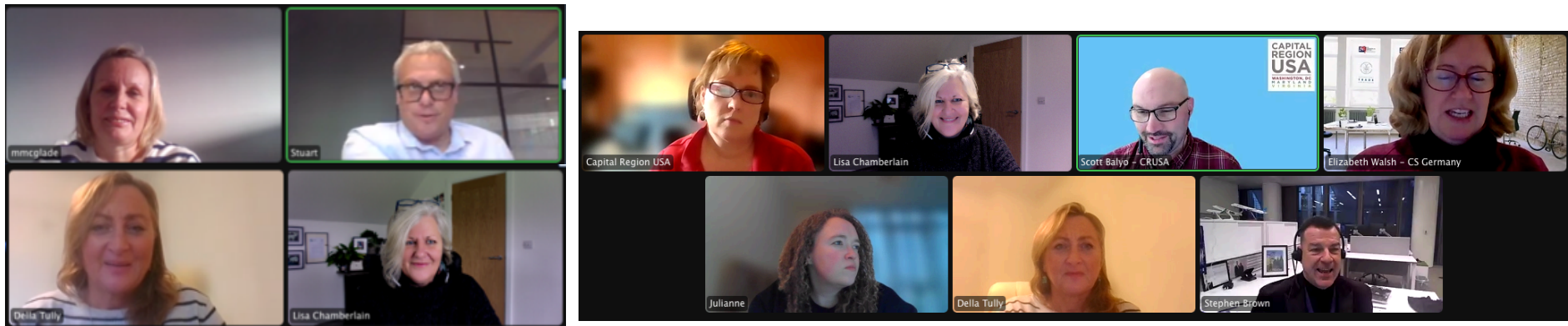
Confirmed London VIP Dinner venue and completed paperwork. Sent Svae the Dates to top 21 VIP guests and collated responses.

American Affair
Stuart Rogers - Product Manager
stuart.rogers@canadianaffair.com

Zoom meeting with Stuart & Mandy McGlade to discuss new product to be added, GTE attendance and planned Travel Agent Fam for 2Q 2024 in lieu of marketing. Posted link to 'Historic Colonial Highlights' tour on CRUSA facebook.

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

Zoom meeting with Stephen, Julianne OLeary and Elizabeth Walsh to discuss GTE results and attendance in 2024. Confirmed meeting in Dublin with Julianne during Holiday World Show.



CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA

MONTHLY PUBLIC RELATIONS ACTIVITY REPORT

Office: *United Kingdom*

Month: *November 2023*

PR Monthly
Overview

November generated coverage:

- AVE: £48,554.8 / Approx. \$61,204.12
- Total circulation: 1,320,704
- 6 pieces of coverage

Monthly coverage titles included:

- The Herald
- Wanderlust
- Northern Ireland Travel News

Individual Media
Visits:

Individual Media Visit

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.
Lynn Brown	Wanderlust	24 – 29 August 2023	x	x	x	FINN shared Lynn’s feature in Wanderlust with the partners.
Garry Scott	The Herald	11 – 17 September 2023	x	x		FINN shared Garry’s print and online feature.
Jamie Harkin	The Scottish Sun	21 – 28 October 2023	x	x	x	FINN monitoring for coverage.
Dom Eames	LoveEXPLORING	20 – 27 April 2024 (TBC)	x	x	x	FINN shared Dom’s feature angles with partners and awaiting feedback to confirm the trip.
Libby Brodie	City AM	21 – 28 April 2024	x	x	x	The partners decided against hosting this opportunity. FINN to relay to Libby and revisit outlets to cover a culinary press trip in 2024.

<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 Newland) FINN is monitoring the below publications for coverage: <ul style="list-style-type: none"> Red Magazine – Fiona Andrews Cosmopolitan – Sophie Leen (two additional pieces on Maryland and DC)
<p>Media Mission, 18 – 24 February 2024</p>	<ul style="list-style-type: none"> FINN drafted and shared a proposal for the Media Mission including a target publication list. FINN began researching venues in London, Dublin and Brighton including restaurants and hotels.
<p>Written Materials and Press Releases:</p>	<p>Press releases and written material in development in November</p> <ul style="list-style-type: none"> Press release – Festive season in the Capital Region – FINN shared the November release with the partners for approval and will begin pitching in December FINN continued to pitch ‘Autumn in the Capital Region’ and followed up with key media
<p>Media Enquiries:</p>	<ul style="list-style-type: none"> FINN shared an all-agency pitch on alternative Thanksgiving destinations including DC, Maryland and Virginia FINN shared information on the new Biscuit Run Park set to open in 2024 with Sarah Baxter for her feature on new walking trails for 2024 for The i paper FINN shared information on scenic rail journeys around the Capital Region with Hannah Rose for her feature in LoveEXPLORING FINN shared information on why the Capital Region is a top travel destination for 2024 with Bella Magazine FINN shared news on Charlottesville being awarded wine region of the year for 2023 with key trade, food and drink publications FINN shared information on Christmas markets around the region to Jack Rear at The Telegraph for a Christmas Market round-up FINN shared feature angles on the Capital Region to Jimmy Nsubuga who was looking for USA press trips for the Metro FINN pitched 2024 as being Maryland’s year of Civil Rights to key trade media
<p>Meetings and Events:</p>	<ul style="list-style-type: none"> FINN attended the Visit USA Thanksgiving event with trade individuals and other US partners including Aer Lingus, Wanderlust, Travel Gossip and Delta Airlines. FINN met with Jessica Prupas, Editor at Vera Magazine, to discuss 2024 news including the Civil Rights Anniversary, culinary travel highlighting Virginia’s wine, Maryland’s oyster history and DC’s Michelin-starred restaurants. FINN met with Jacqui Agate, freelance US specialist, to discuss editorial opportunities for the Capital Region including 2024 events, culinary travel and unique story angles FINN met with Gemma Bowes, Travel Editor at The Times to discuss what’s new in the Capital Region FINN met with producers from Euronews to discuss broadcast opportunities with CRUSA in 2024

<p>Social Media:</p>	<ul style="list-style-type: none"> FINN posted November content across Twitter, Instagram, and Facebook <table border="1" data-bbox="444 1707 1367 1906"> <thead> <tr> <th data-bbox="444 1707 826 1766">Channel</th> <th data-bbox="826 1707 1367 1766">Number of Posts</th> </tr> </thead> <tbody> <tr> <td data-bbox="444 1766 826 1845">Instagram</td> <td data-bbox="826 1766 1367 1845">30</td> </tr> <tr> <td data-bbox="444 1845 826 1906">Facebook</td> <td data-bbox="826 1845 1367 1906">30</td> </tr> </tbody> </table> FINN amended the November content calendar based on CRUSA feedback 	Channel	Number of Posts	Instagram	30	Facebook	30
Channel	Number of Posts						
Instagram	30						
Facebook	30						

	<ul style="list-style-type: none">• FINN drafted December content for Twitter, Instagram and Facebook and shared with CRUSA for approval <p>*See social media report for full details and statistics</p>
Future Activity Plan:	In addition to usual on-going media activities, FINN will: <ul style="list-style-type: none">• Monitor publications for media press trip coverage• Liaise further with media to confirm details for individual press trips• Begin the 2024 PR plan• Continue planning the February 2024 media mission
Submitted by and Date:	Amy Skelding, Anna Beketov, Rachel Santa Cruz and Elly Babe on 9 December, 2023

Monthly Update Report Germany November 2023

Main PR Activities

Media Fams

We are working with freelance journalist **Mrs. Flora Jaedicke**, whom we met during the CRUSA Media Mission 2023 in Munich, on her next visit to the Capital Region USA. Flora is interested to tell the story about strong women of the region – from historic characters to current personalities (Harriet Tubman, Maggie Walker, re-opening of National Museum of Women in the Arts, etc.). Flora negotiated in October with the publishing house NOW Medien, that they will publish the article. The travel date and details for the itinerary still needs TBC.

Media Calls/Support

Image support for *dpa* regarding the article of journalist **Mrs. Verena Wolff** about six alternatives to celebrate the holiday season in the US. We supported the photo editor of *dpa* with several images from DC, Virginia Beach and Baltimore.

Image support for **Mrs. Cornelia Bruckner**, editor-in-chief of German magazine *GolfWomen*. Cornelia received our press release about the renovation of the Omni Homestead Resort and is planning to include the hotel in one of their next features as the Omni offers two golf courses. We provided additional images.

Highlights Media Results

In the online magazine *reisenundgolfen.de*, editor-in-chief **Mr. Bernhard Obst** published on November 10, 2023 an article about the Golden Horseshoe Golf Club in Virginia (UVPM: 41,000).



Journalist **Mr. Carsten Heinke** published an additional article about the ponies of Chincoteague in the women's magazine *tina* (circulation: nearly 220,000; ad-value: over 100,000 USD).



Aktuell
Die „Seepferdchen“ von Virginia
Auf einer Insel vor der Ostküste der USA leben seit Jahrhunderten wilde Ponys. Begegnen kann man ihnen jederzeit, einmal jährlich auch beim Schwimmen durch einen Ozeankanal

LEIDENSCHAFT für Feuerwehrliebe: Denise Besen und die Pferde ein fester Bestandteil ihres Lebens.

DAS SCHÖNSTE ABENTEUER: Courtney Britton liebt Pferde. Sie verbringt keine „Freeze“-Jahre, als Arten von Spielzeugpflanzen.

Es ist ein Kindheitstraum, der hier einmal im Jahr lebendig wird
Denise Besen, Feuerwehrliebe und Schweißpferde

ALLE PONYS STÜLTEN WIE DIE SINGER AUS DEM FELD
Die Nacht ist kurz, im Morgengrauen macht sich die Sonne auf dem Weg zum Assagone Channel. Doch an der Pony-Chincoteague beachtlich liegt regner. Manche haben sich schon am Vorabend die besten Plätze gesichert. Auf dem Kanal entlang der Schwammstücke drängen sich die Boote. Ganz vorne steht das Publikum bereits im Wasser. Dann endlich: Im Gegenlicht erstrahlt die silberne aus 200 Pferdeköpfen. Sie alle regnen aus dem Wasser, die Oberen regnen spürbar oben. Linsen die die Schwammstücke hier ich das Wieder und Schäumen. In den Gesichtern lese ich Ausregung und Aufregung, doch auch das Selbstbewusstsein macht Charaktere. Vom ersten bis zum letzten neigen alle Ponys so wie Singer aus den Plänen und schlitzen ihre nasen Millen. Für Minuten spüre ich die ganze Ponyherde direkt vor uns und stelle mich mit fischen Überleg. „Krieges ist Auktion. Danach können die ältesten Tiere wieder auf die Heimatinsel schickmen“, sagt Denise. Ich werde ihnen auf dem Landweg folgen und live erleben schon darauf, sie am Strand zu treffen. Demmal sehe ich so früh wie Emma auf.

EN EINMALIGES EVENT Die Wasserüberquerung der wilden Ponys ist eines der viele einregimenten.

An additional article of journalist **Mr. Michael Juhran** (Media Group Fam June 2023) about the Historical Triangle in Virginia was published on November 3 in the travel supplement of newspaper *Südwest Presse* (circulation: over 930,000; ad-value: more than 38,000 USD).



Zurück zu den Anfängen
Auf dem Weg zur Unabhängigkeit – In Virginia wird US-Geschichte lebendig

Von **Michael Juhran**

Auf einer Tour von Washington DC zum historischen Dreieck in Virginia wird Geschichte lebendig. Nur 250 Kilometer sind es von der Hauptstadt bis zu den geschichtsträchtigen Orten Jamestown, Yorktown und Williamsburg, die auf dem Weg zur Unabhängigkeit eine Schlüsselrolle spielen.

Der von hölzernen Palisaden umgebene kleine Flecken Jamestown, auf dem im Jahr 1607 die ersten 104 von der britischen Virginia Company entsandten Bürger eine primitive Siedlung errichteten, gleicht einer archaischen Fundstätte. Erst 1994 entdeckte ein Forscherteam hier die Überreste des ersten britischen Forts auf dem Boden der heutigen USA. „Seither konnten über vier Millionen Artefakte geborgen werden“, berichtet Archäologin Amy Stallings. Die im Museum ausgestellten Funde dokumentieren, wie hart und entbehrlich das Siedlerleben begann.

Weichen Aufschwung das Leben in den neuen Siedlungen dennoch nahm, kann man sehr authentisch in Williamsburg erfahren, das 1699 nach einem verheerenden Brand in Jamestown zur neuen Hauptstadt der inzwischen auf 450.000 Einwohner gewachsenen, bevölkerungsreichsten Kolonie Virginia erkoren wurde. Auf dem Rücken schwarzer Sklaven, die etwa die Hälfte der Bewohner Williamsburg ausmachten, brachte der schnell zunehmende Tabakexport Wohlstand für die weißen Landbesitzer. Heute zählt das historische Flair ausstrahlende Städtchen 15.000 Einwohner und 8000 Studenten. Es gilt als das größte Freilichtmuseum der USA. In vielen der restaurierten oder nachgebauten Backsteingebäude treffen Besucher auf Handel und Handwerk wie vor 200 oder 300 Jahren. Gäste durchstreifen die Kleinstadt in Pferdewagen, Kinder lassen sich von historisch gekleideten Soldaten mit Trommelwirbel auf einem Exerzierplatz kommandieren und rund 200 ausgebildete „Interpreten“ in altherwürdiger Tracht nehmen Besucher mit in die Kolonialzeit. Als wäre man selbst Statist in einem Historienfilm, kann man in Gaststätten speisen, in denen bereits George Washington oder Thomas Jefferson ihr Steak bei einem guten Glas Rotwein verzehrten. Die zu Ferienwohnungen umfunktionierte Backsteinbauten garantieren anschließend kurze Wege zur Nachtruhe. Sie liegen direkt an der Hauptstraße „Duke of Gloucester“, auf der 1781 rund 8000 britische und hessische Kriegsgefangene marschierten. Sie mussten am 19. Oktober 1781 in heute nur 20 Autominuten entfernten Yorktown nach einer Belagerung durch zahlenmäßig überlegene amerikanische, französische und deutsche Truppen kapitulieren. Im nahen American Revolution Museum berichten zwei in historischer Felduniform gekleidete Soldaten, dass sie ihre militärische Ausbildung dem preußischen General von Steuben zu verdanken haben, der George Washington als Generalinspekteur zu einer schlagkräftigen Armee verhalf. Weiter erzählt man in dem äußerst interessanten Museum, dass die rund 30.000 entsandten deutschen Soldaten während des Krieges rund ein Drittel der unter britischer Flagge kämpfenden Verbände ausmachten.

„Ein bedeutender Punkt für den Unabhängigkeitskampf ging vor 250 Jahren von der Boston Tea Party aus, als aufgebracht Bürger englische Teeballen ins Meer warfen“, erinnert Anthony Kiveran an ein denkwürdiges Jubiläum. Der „Go-West“-Pioniergeist der US-Neubürger hatte aber auch seine dunklen Seiten, die erst im Jahr 2000 den Innenstaatssekretär für indische Angelegenheiten Kevin Gover veranlassten, sich für all das Leid zu entschuldigen, das „Rassismus und Unmenschlichkeit“ gegenüber den Indigenen durch Zwangsumsiedlungen, Massaker, Landraub und kulturelle Auslöschung brachten.

Und sonst noch so
Washington
Von der 32 Meter hohen Aussichtsplattform des Old Post Office in der 1100 Pennsylvania Avenue hat man einen ausgezeichneten Rundblick auf die Highlights der Hauptstadt, wie zum Beispiel das Capitol, das Weiße Haus, Washington Monument, das Pentagon oder die Smithsonian Museen.

Frederick
Das National Museum of Civil War Medicine in der 48 E. Patrick St. informiert sehr anschaulich über die Leiden während des Bürgerkrieges.

Mount Vernon
20 Kilometer südwestlich von Washington liegt der Wohnsitz des ersten Präsidenten der Vereinigten Staaten, George Washington, der hier mit 517 Sklaven eine Plantage, eine Getreidemühle und eine Destille betrieb. Eine Ausstellung zeigt die Widersprüche zwischen postulierten Menschenrechtsansprüchen und der Praxis in der Geschichte der USA.

USA
Baltimore
Washington, D.C.
Richmond
Williamsburg
Yorktown
Jamestown

German Media Mission 2024

Claasen Communication worked on the organization of the German CRUSA Media Mission, which will take place from January 28 – February 3, 2024. Start point will be Zurich, Switzerland, and the tour will end in Frankfurt, Germany.

Media Cooperation with USA Entdecken

Last year, the online magazine and monthly newsletter *USA Entdecken* started in Germany, which focuses on travel news, interviews and in-depth stories about the U.S. As we supported the editor-in-chief **Mr. Christian Dose** from the beginning, CRUSA received its own section on the online portal and was highlighted with a banner in the June newsletter, which linked to the CRUSA subpage at usaentdecken.de.



Press Releases & News Updates

In the month of November 2023, we researched and wrote the following press release(s), which were delivered to up to 700 main media contacts each:

- Twinkling lights and stalls: Festive attractions spread a pre-Christmas atmosphere in the Capital Region USA
- Luxurious Omni Homestead Resort in Virginia opens finalized major renovation

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.



27.11.2023
[Geschäftsreisen, Hotellerie,](#)
[Lifestyle & Luxus, Reiseziele](#)

**Luxuriöses Omni
Homestead Resort in
Virginia erstrahlt
nach aufwendiger
Renovierung**



15.11.2023
[Reiseziele](#)

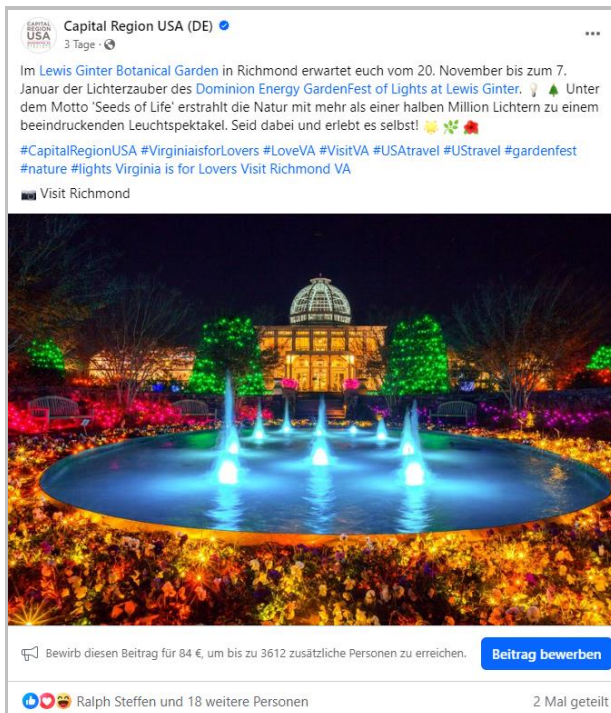
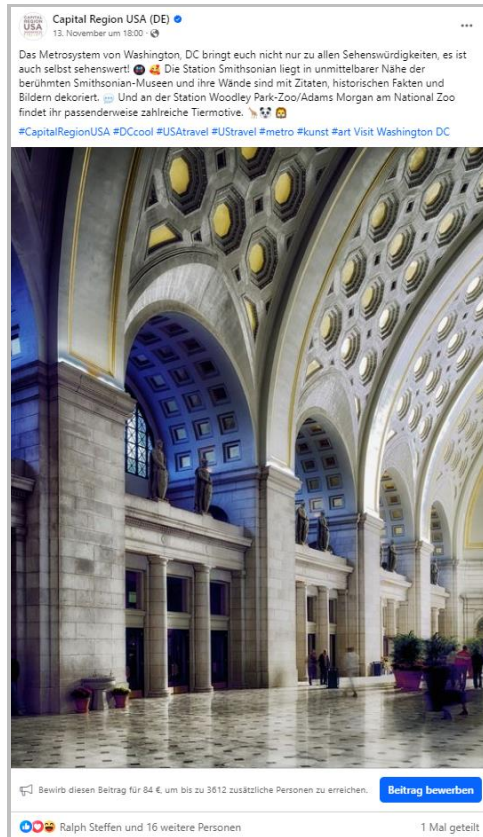
**In der Capital Region
USA verbreiten
festliche
Attraktionen
vorweihnachtliche
Stimmung**



Ongoing Social Media Activities

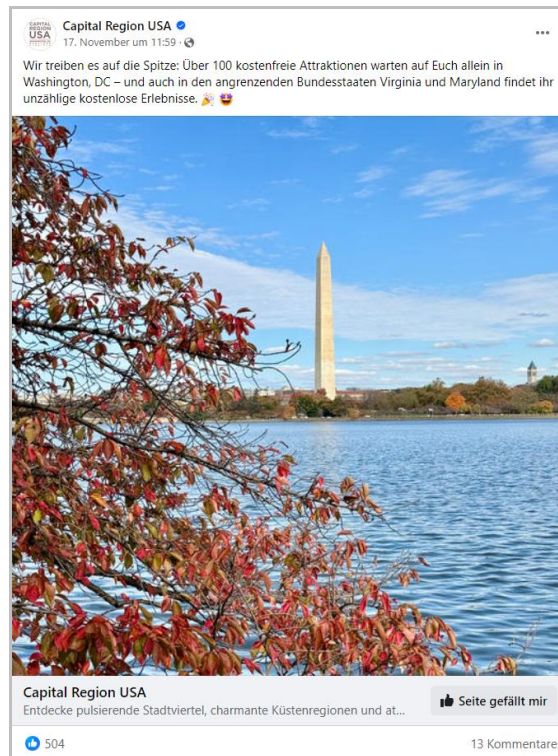
1) Facebook

Constant updates on our German CRUSA Facebook page (**13 posts in November**) as well as on Claasen Communication’s Facebook page, including inspirational images, news and general travel information. We also deliver consumer support by answering questions via Facebook.



Facebook ad campaign:

In November, Claasen created an ad campaign to increase the followership for the German Facebook page, spending 400 Euros. In total, the ad was liked by over 500 people and the total reach was nearly 22,000. Furthermore, we proactively invited everyone, who liked the ad to follow our page and we got additional new followers. All in all, we achieved about 400 new followers via the ad and the invitations.



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 20.7 million members worldwide (most from German-speaking countries) use XING for their networking.



Cooperation with Austrian Travel Trade Magazine

In November, Austrian travel trade magazine *tip - travel industry professional* published one issue that also included a “tip-exclusive USA” special supplement. We negotiated with the magazine to add 5,000 copies of the German Holiday Guide as additional supplement.

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 November 2023

	July 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Total FY24	First-half FY 24 Goal
Sales Calls	3	1	4	1	6	14	15
Trainings	0	0	0	0	3	3	5

SALES CALLS	
Para Tours Mrs. Isabelle Huber Sales Agent	After meeting Isabelle on the Visit USA event in Switzerland beginning of 2023, we had a call with her to give an update about the Capital Region USA. Para Tours is doing a North America event in spring 2024 and Isabelle will do a presentation about the US East Coast, where she would like to include the Capital Region USA. Besides information, we also supported her with images and videos.
America Unlimited Timo Kohlenberg Owner	In a sales call with Timo, we talked about new properties in the Capital Region USA and how we can promote the region to their customers. Timo was especially interested in some of the new/renovated luxury hotels, where we followed-up with additional information.

CANUSA Touristik Rebecca Marcks Marketing Manager	Rebecca took over the responsibility from Julia Marie Hebenbrock and is now our main contact for any joint activities. We gave her an overview about the Capital Region USA and the USPs.
USA-Reisen.de Doreen Sell Marketing Manager	Product update for Doreen. She was interested to get some updates on themed itineraries. We also discussed the opportunity to do a consumer event during the upcoming CRUSA sales mission in April 2024.
Fairflight Touristik Laura Thurm Sales & Product Marketing	Update call after Brand USA Travel Week with Laura. We supported her with some additional fly-drive itineraries and also talked about brochure distribution. Fairflight is participating in two regional consumer shows in Magdeburg and Dresden, where we will distribute the German CRUSA Holiday Guide.
Faszination Fernweh Sandra Kraetsch Product Manager	Meeting with Sandra to discuss some opportunities for CRUSA promotion. They will attend a regional consumer show in Mannheim in January 2024 and will distribute our German CRUSA Holiday Guide.

TRAININGS	
CRD Touristik (Hamburg)	Prior to the CRD North America Days in Hamburg, we did a CRUSA training for 6 new CRD staff members.
Geoplan Touristik	For the two product managers at Geoplan – Nadine Marquardt and Sebastian Glowacki – we did a CRUSA training highlighting hotels, attractions and scenic byways on a possible fly-drive through the region.
Knecht Reisen	Prior to the Knecht Reisen trade fam, Anja Meier, Product Manager USA at Knecht Reisen, asked us to do a training for Sonja Staffelbach and Martial Staeger (both participated in the trade fam).

Sales and Marketing Projects

Tour Operator Marketing Coop Proposals FY23/24

Claasen Communication finalized the proposals with the tour operator partners in the German-speaking market for marketing campaigns in FY23/24. We included the following tour operators:

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

CRD Touristik – Open House Days in November 2023

Capital Region USA participated jointly with Virginia Beach in the CRD North America Days from November 10 till 11, 2023 with an own booth in the stilwerk in Hamburg. The two days were absolutely successful with a lot of in-depth exchanges with CRD customers, who have already booked or are planning a trip to the Capital Region USA.

The stilwerk counted 6,254 visitors at the entrance over both days. The coat check registered that the majority spend a minimum of 2.5 hours at the show. Furthermore, 1,532 visitors took part in the raffle, which we supported with a voucher for a 5-night stay at the Moxy Virginia Beach Oceanfront and 10 Capital Region TravelGuides.



CRUSA Holiday Guide Distribution

In November, we distributed **in total 5,283 copies** of the CRUSA Holiday Guide on individual requests from tour operators, travel agencies and individual consumers as well as supplement in the Austrian travel trade magazine *tip* and during the CRD Open House Days.

CRUSA/United Trade Fam – October 25 – 30, 2023

During the U.S. Island Hopping event in Zurich on January 19, we raffled a trade fam to the Capital Region USA in October 2023 for 8 participants. United Airlines sponsored the tickets (ZRH-IAD-ZRH plus 1 ticket FRA-IAD-FRA for the CRUSA escort) and also escorted the fam. In November, Natalie followed up with the participants and forwarded additional information.

Knecht Reisen/United Airlines Trade Fam

We supported a trade fam trip to the Capital Region USA for 8 travel agents and two escorts from Knecht Reisen and United Airlines from November 16 till 20, 2023. Together with the CRUSA partners, we finalized the itinerary and supported Knecht Reisen with all information they needed prior to the trip (as well as a training for the staff – see above). After the trip, we did a call to follow-up.

Brochure Distribution

Claasen Communication negotiated different opportunities to distribute the German Capital Region USA Holiday Guide at regional consumer shows as well as for some shows also brochures from our members:

- Reisemarkt Rhein-Neckar Pfalz, January 5-7, 2024 – Faszination Fernweh
- Magdeburg Tourisma & Caravaning, January 5-7, 2024 – Fairflight Touristik
- CMT Stuttgart, January 13-21, 2024 – Ruck Zuck Urlaub
- Dresden Reisemesse, January 26-28, 2024 – Fairflight Touristik
- F.re.e Munich, February 14-18, 2024 – Visit USA Germany
- Rheinland Pfalz Ausstellung, March 7-10, 2024 – Ruck Zuck Urlaub

Swiss Single Trade Fams in October/November 2023

Mrs. Silvia Hodel, travel agent at Knecht Reisen visited the Capital Region USA from October 28 till November 1, 2023. Silvia is our main prize winner from the Visit USA Switzerland event in January 2023. We supported her with the hotel stays and ideas for her trip to Baltimore and Virginia Beach. She was absolutely happy with the trip.

Visit USA Germany Trade Newsletter

We supported the German Visit USA Committee with some news from CRUSA for the trade newsletter which was sent out to 23,000 travel agents on November 7, 2023.

Capital Region USA – Wiedereröffnung des National Museum of Women in the Arts in Washington, DC

Ab dem 21. Oktober 2023 ist das National Museum of Women in the Arts in Washington, DC wieder zugänglich und verfügt nun über eine **20 Prozent** größere Ausstellungsfläche mit flexiblen Präsentationsmöglichkeiten. Die anlässlich der Museumswiedereröffnung konzipierte Schau "The Sky's the Limit" wird auf der neuen rund 600 Quadratmeter großen Sonderfläche im zweiten Stock präsentiert. Noch bis zum 25. Februar 2024 werden Skulpturen und Installationen von 13 Künstlerinnen gezeigt. [Mehr erfahren](#)

MONTHLY SUMMARY

FRANCE

TRENDS FOR THE MONTH: The number of French travelers to the USA from January to October 2023 is on the rise, at 1,348,415 (+21.8% compared to 2022).

France currently ranks 6th worldwide and 3rd in Europe after Canada, Mexico, the UK, Germany and India. Tour operators report that bookings for 2024 are still very good, and that French travelers are increasingly anticipating their trips to the USA. The CRUSA region has been in greater demand in recent months.

	FY24 Goals Semester 1	November	December	January	FY24 Y-T-D Total
Sales Calls	30	6			28
Media Calls	n/a				
Trade FAMs	4	0			12
Guide Distributions	5,321	1,500			5,150
Training Sessions	4	1			7
GTE Tour Ops recruitment	8	11			11
Consumer Shows	n/a				
Sales Mission	1				
Media Mission	1				
Media FAMs	4	0			3
News (Press) Releases	6	1			5
Newsletters (Trade)	6	1			5
Facebook posts	30	7			32

FRENCH SALES CALLS

Les Maisons des Voyages

76, Rue Bonaparte

F - 75006 Paris

Frida Tassinari - Group Sales
Specialist

ftassinari@lesmaisonsduvoyage.com
[m](http://www.lesmaisonsduvoyage.com)

The Tour Operator is organizing an exceptional trip to the capital region from April 22 to May 1, 2024. It will be guided by a renowned French journalist from *Le Monde* (Alain Frechon). This trip will focus on culture, and after 6 nights in DC, the group will travel to Arlington, Charlottesville and Fredericksburg. Frida asked us for recommendations on the itinerary, as well as restaurant addresses that could accommodate groups.

1 month before departure, we will organize a presentation session for participants to introduce them to their itinerary.

Frida has also ordered CRUSA guides in French to be included in the travel packets.

United Airlines

15, Avenue de l'Opéra

F – 75001 Paris

Antony Ouinas – Sales leisure
Manager

Anthony announced the continuation of expansion efforts, with the return of the second service to Washington Dulles from May 24, 2024. He tells us that flight load factors are still very good (especially for Polaris). Summer looks set to be very good, thanks in particular to the Paris Olympics, which will attract a large number of Americans.

Heaven Travel

10, Avenue Felix Faure

FR – 06000 Nice

Baptiste Gibaud – Agency Director

Heaven Travel is a Nice-based travel agency (opened in 2010) that organizes events and receptive activities for high-end clientele. The arrival of the new agency manager (formerly head of Comptoir des Voyages in Nice) is helping to develop FIT sales in the USA.

Training has been given on the region, and CRUSA guides have been sent out to be promoted in their agencies. Baptiste is currently reviewing production in the USA and will come back to us in the spring to help him create a new program.

FRENCH SALES CALLS

Esprits de Voyages

103, Bd de la République
F – 92420 Vaucresson
Norbert Sarde – Owner
norbert@espritdevoyages.com

We met Norbert at the VisitUSA workshops. He is the owner of 5 travel agencies in the Paris region. He knows Washington, D.C., but didn't know Maryland or Virginia. We gave him a full training session, and Norbert is interested in having us organize a training session for his teams (9 people in charge of the USA). A date for late January/early February will be set shortly.

Voyages Couture

15, rue des 3 frères Barthélémy
F – 13006 Marseille
Sophie Durand – US Specialist

Marseille-based travel agency specializing in "Taylor-made only". Sophie is a passionate traveler and knows the USA and the East Coast inside out. We introduced her to the latest developments in the region, particularly in terms of accommodation, and she was interested in new itinerary ideas (more in southern Virginia). We gave her all our recommendations

Nacel

40, rue du Louvre
F - 75001 Paris
Alexandra Lotito – Sales Agent
alexandra.lotito@nacel.fr

Nacel is one of the leading specialists in school and student travel in France. Very interested in Washington, DC as a destination for spring and summer groups, we took the opportunity to talk about Maryland and Virginia, which could be of interest for new trips. Alexandra was especially enthusiastic about Charlottesville, Richmond and Baltimore.

TRAINING PRESENTATIONS

FRANCE

For each Training:

Company name:	Cercle des Voyages
Number of Clients Trained:	8
Type of Clients Trained:	U.S. sales specialists
Comments:	

VisitUSA France Workshop

Paris, Nov, 23

The annual workshop took place in Paris (Hard Rock Café), and Emmanuelle had the opportunity to train travel agents and tour operators in the region. In total 220 Travel agents attended the event.

Our CRUSA guides were distributed (400 copies).



FACEBOOK FRANCE

Fans: **12,759**

We've been collecting more and more likes on our publications this November. On the program: Holidays season and culinary scene

Capital Region USA Région Capitale des USA est à Washington, DC. 29 novembre, 18:00 · 🌐

Les rues scintillent de lumières festives, le National Christmas Tree brille de mille feux, et l'esprit de Noël enveloppe Washington, DC. 🏠 ✨

Tout le programme des festivités est ici 📄 <https://washington.org/.../cant-miss-holiday-displays...>

#CapitalRegionUSA



Boostez cette publication pour toucher jusqu'à 8313 personnes en plus en dépensant 63 €.

Booster la publication

Martin Delame et 28 autres personnes 1 commentaire 1 partage

J'aime Commenter Partager

Capital Region USA Région Capitale des USA est à Maryland. 22 novembre, 18:00 · 🌐


📄 Découverte du Maryland's Crab & Oyster Trail! 🌊 🍷

La côte du Maryland offre une expérience culinaire inoubliable avec ses crabes succulents et ses huîtres fraîches. De la baie de Chesapeake aux charmantes criques de la côte est, chaque arrêt sur cette route gastronomique vous plonge dans l'histoire riche de la pêche locale.

🍷 Le voyage le long de la route conduit à des petits ports pittoresques, à des restaurants familiaux et à des établissements de renommée qui mettent en valeur la fierté de la région pour ses fruits de mer.

Ne manquez pas l'occasion de déguster les crabes bleus emblématiques du Maryland, préparés de manière traditionnelle ou avec une touche moderne. Les huîtres, fraîches et savoureuses, sont un véritable festin pour les amateurs de fruits de mer. 😊

#CapitalRegionUSA



Boostez cette publication pour toucher jusqu'à 8313 personnes en plus en dépensant 63 €.

Booster la publication

👍❤️ 9

USA 10 novembre, 12:00 · 🌐

📍 Situé sur le fleuve Potomac, à proximité de Washington, D.C., Alexandria (VA) est reconnue au niveau national pour sa riche histoire et son architecture des XVIIIe et XIXe siècles magnifiquement préservée. Élue l'une des villes les plus prisées par Travel + Leisure et Condé Nast Traveler, Alexandria respire le cosmopolitisme et offre un style de vie agréable à parcourir à pied. C'est un véritable bijou historique avec une touche moderne.

📍 Shopping local : Les petites boutiques le long de King Street sont un incontournable ! Vous y trouverez des trésors uniques, des antiquités aux œuvres d'art locales. N'oubliez pas de soutenir les commerçants locaux. 🛍️ 🇺🇸

📸 Photo opportunity à chaque coin de rue : Les ruelles pittoresques, les façades colorées et les jardins bien entretenus font d'Alexandria un paradis pour les amateurs de photographie. Assurez-vous d'avoir votre appareil photo prêt ! 📷 📍

#CapitalRegionUSA



Boostez cette publication pour toucher jusqu'à 1662 personnes en plus en dépensant 35 €.

Booster la publication

👍❤️ 33 1 commentaire 3 partages

INSTAGRAM FRANCE

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Followers: **200**



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199 followers

17 suivi(e)s

Région Capitale des États-Unis
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TRADE NEWSLETTER

FRANCE

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

Région Capitale USA :

Washington, DC : fêtes de fin d'année, escapade hivernale.

Les voyageurs s'accordent à dire que la capitale américaine rayonne toute l'année grâce à sa scène artistique, culturelle et culinaire. La période des fêtes ne fait pas exception et passer sa fin d'année à Washington DC s'avère être une expérience magique ! La ville scintille de mille lumières et propose de nombreuses activités et attractions festives à découvrir ou redécouvrir, certaines étant même gratuites.

Nous avons recensé quelques-uns des principaux points d'intérêt culturels, événements artistiques ou activités de saison, proposés à travers la capitale. Que l'on soit explorateur solitaire, en couple, entre amis ou en famille, voici quelques suggestions pour profiter pleinement de Washington DC sur les dernières semaines de l'année, et par extension, en escapade hivernale.



United States Botanic Garden : Il y a plus de deux cents ans, le premier Président des États-Unis, George Washington, présentait une vision de la capitale américaine qui incluait un jardin botanique pour conserver, exposer et promouvoir l'importance des plantes au sein de la jeune nation. L'US Botanic Garden vit le jour et est de nos jours le plus ancien jardin public en activité aux États-Unis. Souvent décrit comme un musée végétal, il informe sur la valeur souvent irremplaçable des plantes pour l'homme et les écosystèmes de notre planète. Jusqu'au 1er Janvier 2024, l'exposition « Season's Greetings » présente des trains miniatures qui circuleront de 10h à 17h dans les jardins extérieurs protégés et illuminés. Le conservatoire, lui, abritera des poinsettias, des décorations de Noël et des monuments ou édifices emblématiques de la capitale fabriqués à partir de plantes et fleurs. La très bonne nouvelle est que l'entrée au jardin

Georgetown Glow : Dans le célèbre district historique et universitaire, cette **installation artistique lumineuse est gratuite**, située en plein air et déployée sur différents sites. Elle en est déjà à sa 9ème édition et a conquis le cœur des habitants comme des visiteurs. Glow revient cette année jusqu'au 07 Janvier 2024 de 17h à 22h, avec un collectif d'artistes exposant leurs œuvres étonnantes ou fantaisistes. Installées le long du canal, « Rotifers », créatures mystiques de Nicole Anona Banowetz sont des œuvres d'art gonflable représentant le cercle de la vie. Sur les bords de Washington Harbour, le trio d'artistes néerlandais Thiadmer Van Galen, Jasper Van Roden et Olaf Van Enkhuijzen, a conçu « « Follow the Light », une installation d'art cinétique lumineuse qui ressemble à une gigantesque piste de billes en métal opérant sur une boucle infinie. Les sphères lumineuses hypnotiseront les visiteurs, leur donnant envie de suivre la lumière. « Neighborhood » de l'artiste américain Sergey Kim est une œuvre représentant des maquettes de linge illuminé, suspendu aux cordes à linge, comme s'il s'agissait d'une chaude journée d'été. Des vêtements blancs lumineux, des T-shirts, des sous-vêtements, un sarouel turc, des jeans, un kimono, des sweat-shirts, une djellaba marocaine, et plus encore. Ensemble, ces pièces représentent le mélange cosmopolite, culturel et ethnique des résidents de la ville, un patchwork en hommage à Washington, DC.

Enfin, l'artiste Viktor Visek présente « Talking Heads », **maquettes de visages ponctuées de quatre mille ampoules LED électroluminescentes**, contrôlables individuellement permettant d'obtenir différentes expressions faciales et de mener des conversations par le biais de la lumière. Le visiteur pourra ainsi entamer et comprendre, selon sa sensibilité, le langage virtuel des visages illuminés...



All-Star Christmas Eve Jazz Jam : Situé le long du fleuve Potomac, l'emblématique John F. Kennedy Center for the Performing Arts programme toute l'année des représentations musicales, pièces de théâtres et spectacles de ballet classique ou de danse contemporaine. Pour célébrer la veille de Noël de façon festive, les visiteurs de passage et les résidents pourront assister le 24 décembre à un **concert de jazz dirigé par Chuck Redd, célèbre vibraphoniste**, accompagné de son quintet voix, piano, trompette, batterie et basse. Avis aux mélomanes, les billets seront mis en vente à partir du 06 Décembre prochain.

National Christmas Tree : Le premier sapin de Noël national de Washington, DC, fut allumé la veille de Noël, le 24 décembre 1923, par le président Calvin Coolidge. **Un sapin baumier de 14 mètres provenant de l'État du Vermont** où vivait la famille Coolidge, fut érigé dans l'Ellipse, au sud de la Maison Blanche. Cet événement a marqué le début de la tradition annuelle. Depuis, le sapin provient d'un État différent tous les ans. Cette année, l'arbre a été choisi dans les forêts de Virginie Occidentale. Il faut toujours se rendre sur l'Ellipse pour admirer ses illuminations tous les soirs jusqu'au 1er janvier, du coucher de soleil à 22h. Juste à côté de l'arbre de Noël principal, une cinquantaine de sapins plus petits représentent, eux, les autres États et territoires américains. Ils sont décorés de manière unique pour refléter la diversité et la créativité de chaque région. À vos photos !

Patins à glaces : de nombreux quartiers de la capitale propose aux résidents et visiteurs de profiter de leurs patinoires éphémères, de s'installer ensuite dans l'un des coffee-shop cosy et de boire un onctueux chocolat chaud pour se réchauffer ! **Le quartier branché de The Wharf accueille à nouveau sa jolie patinoire** cette année, de fin novembre à fin février. Édifiée sur l'un des pontons posés sur le Washington Canal, la situation est idéale pour s'amuser, déjeuner dans l'un des restaurants avec vue sur le canal et faire une pause shopping dans l'une des boutiques installées au sein des rues piétonnes ou le long de la promenade. Du côté de Georgetown, **l'une des plus grandes patinoires est installée sur le Washington Harbour**. Les visiteurs et habitants pourront en profiter cette année jusqu'au 25 Février 2024. Enfin, la magnifique patinoire de la National Gallery attire chaque année résidents et voyageurs. Au sein du Jardin des sculptures, qu'il est poétique de patiner tout en admirant les œuvres d'Alexander Calder ou de Louise Bourgeois ! Nous recommandons vivement de combiner la session de patinage à la visite de l'incroyable National Gallery, dont l'entrée est toujours gratuite. Pour les amateurs, l'exposition consacrée à Mark Rothko, « Paintings on Paper », est visible jusqu'au 31 Mars 2024.



TRADE NEWSLETTER

FRANCE

Union Station : La sublime gare de Washington, DC a ouvert ses portes en 1907 et a été conçue dans un style architectural néo-classique. Rénovée dans les années 1980 pour restaurer son élégance et sa majesté d'origine, elle est aujourd'hui une icône de la capitale et l'une des plus belles gares du pays d'un point de vue esthétique et architectural. Au moment des fêtes de fin d'année, les voyageurs et résidents s'y attardent pour **admirer l'exposition de maquettes de trains miniatures ainsi que le sapin de Noël géant**, tous deux offerts par la Norvège en témoignage de l'amitié entre les deux pays. Les trains se trouvent dans le hall ouest de la gare et sont des répliques faites à la main de véritables trains norvégiens. Les amateurs de modélisme et les enfants sont toujours éblouis de découvrir, en plus des maquettes ferroviaires, les moindres détails de l'exposition tels que les skieurs, les montagnes et les fjords représentant à merveille les paysages nordiques.

The Downtown Holiday Market : Les achats de Noël sont un véritable plaisir dans ce marché annuel qui se tient entre la 7th et la 9th Streets, **devant la National Portrait Gallery**. Le marché est ouvert de midi à 20h tous les jours jusqu'au 23 décembre. Une centaine de vendeurs, créatifs et artisans locaux proposant des produits artisanaux et originaux. Les promeneurs trouveront également des torréfacteurs locaux prêts à les réchauffer avec du café et du thé, ainsi que des gourmandises de Noël comme des mini-donuts ou des pâtisseries. Si une envie de déjeuner ou dîner se faisait pressante, certains restaurateurs du quartier ont signé un partenariat avec le marché, proposant ainsi à leurs clients des réductions sur l'addition. C'est l'occasion de tester, par exemple, les tables latines du célèbre chef étoilé José Andres. En effet, sur présentation des tickets d'achat du marché, les clients recevront par exemple 10% de réduction au délicieux restaurant Jaleo ou se verront servir un cocktail gratuit au restaurant fusion China Chilcano.

Shop Made in DC : Les souvenirs de voyage sont d'autant plus sympathiques lorsqu'ils sont originaux et qu'ils proviennent de la région que l'on découvre. Les boutiques « Made in DC », comme le laisse deviner la traduction, regroupent l'artisanat et les créations de près de 200 designers ou artistes locaux qui vivent et travaillent dans la capitale. On retrouve l'enseigne dans différents quartiers de la ville et les fêtes de fin d'année sont l'occasion idéale de trouver un cadeau unique tout en soutenant le travail des Washingtoniens lorsque l'on séjourne ici. Sweat-shirts originaux, sacs à main ou sacs de voyage en cuir, papeterie et autres bijoux faits à la main, les résidents apprécient particulièrement l'agencement et le choix de produits dans les **boutiques de The Wharf, Georgetown et Dupont Circle**.



Afternoon Tea : Dans l'Angleterre de la fin du XIXe siècle, la classe bourgeoise passe ses petits creux de l'après-midi en buvant du thé et en grignotant quelques bouchées sucrées ou salées. Bientôt, l'heure du thé devient un événement social : Les femmes de la société s'habillent, se gantent - et prennent place dans le salon, où le thé est servi accompagnés de scones, de sablés ou de mini sandwiches. De l'autre côté de l'Atlantique, aux États-Unis, les américains s'habituent au thé dès le début du 20e siècle. Aujourd'hui, de nombreux restaurants de Washington, DC remettent cette coutume au goût du jour en proposant l'afternoon tea toute l'année, avec quelques variations gourmandes pendant les fêtes et tout au long de l'hiver.

Ainsi, tout le mois de décembre et jusqu'au 7 janvier, **Hillwood Estates Museum & Gardens**, l'ancien manoir et domaine paysager de la femme d'affaires, héritière et collectionneuse Marjorie Merriweather Post, ouvrira les portes de son **Merriweather Café** aux voyageurs en famille ou entre amis pour un thé de Noël. Le menu, à \$38 par personne, comprend des petits fours, des scones et des mini-sandwichs, ainsi que quelques clins d'œil culinaires rappelant les spécialités d'antan de la demeure, comme la tarte à la patate douce ou le sablé citron-lavande. Les réservations doivent être effectuées pour un minimum de 4 personnes, au moins 48 heures à l'avance. Hillwood Estates et ses magnifiques jardins se visitent tout au long de l'année, mais ils sont particulièrement magiques pendant les fêtes.

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PRESS RELEASE #1

FRANCE

CAPITAL REGION USA
WASHINGTON, DC · MARYLAND · VIRGINIA

Paris, Jeudi 16 novembre 2023

CRUSA – COMMUNIQUÉ DE PRESSE – Novembre 2023

Washington, DC : fêtes de fin d'année, escapade hivernale.

Les voyageurs s'accordent à dire que la capitale américaine rayonne toute l'année grâce à sa scène artistique, culturelle et culinaire. La période des fêtes ne fait pas exception et **passer sa fin d'année à Washington DC s'avère être une expérience magique** ! La ville scintille de mille lumières et propose de nombreuses activités et attractions festives à découvrir ou redécouvrir, certaines étant même gratuites. Nous avons recensé quelques-uns des principaux points d'intérêt culturels, événements artistiques ou activités de saison, proposés à travers la capitale. Que l'on soit explorateur solitaire, en couple, entre amis ou en famille, voici **quelques suggestions pour profiter pleinement de Washington DC sur les dernières semaines de l'année**, et par extension, en **escapade hivernale**.

United States Botanic Garden : Il y a plus de deux cents ans, le premier Président des États-Unis, George Washington, présentait une vision de la capitale américaine qui incluait **un jardin botanique pour conserver, exposer et promouvoir l'importance des plantes au sein de la jeune nation**. L'US Botanic Garden vit le jour et est de nos jours le plus ancien jardin public en activité aux États-Unis. Souvent décrit comme un **musée végétal**, il **informe sur la valeur souvent irremplaçable des plantes pour l'homme et les écosystèmes de notre planète**. Jusqu'au 1^{er} Janvier 2024, l'**exposition « Season's Greetings »** présente des trains miniatures qui circuleront de 10h à 17h dans les jardins extérieurs protégés et illuminés. Le conservatoire, lui, abritera des poinsettias, des décorations de Noël et des monuments ou édifices emblématiques de la capitale fabriqués à partir de plantes et fleurs. La très bonne nouvelle est que **l'entrée au jardin botanique et à l'exposition est gratuite** !

Georgetown Glow : Dans le célèbre district historique et universitaire, cette **installation artistique lumineuse** est gratuite, située en plein air et déployée sur différents sites. Elle en est déjà à sa 9^{ème} édition et a conquis le cœur des habitants comme des visiteurs. **Glow** revient cette année jusqu'au 07 Janvier 2024 de 17h à 22h, avec un **collectif d'artistes exposant leurs œuvres étonnantes ou fantaisistes**. Installées le long du canal, **« Rotifers », créatures mystiques** de Nicole Anona Banowetz sont des œuvres d'art gonflable représentant le cercle de la vie. Sur les bords de Washington Harbour, le trio d'artistes néerlandais Thiadmer Van Galen, Jasper Van Roden et Olaf Van Enkhuijzen, a conçu **« Follow the Light », une installation d'art cinématique lumineuse** qui ressemble à une gigantesque piste de billes en métal opérant sur une boucle infinie. Les sphères lumineuses hypnotiseront les visiteurs, leur donnant envie de suivre la lumière. **« Neighborhood »** de l'artiste américain Sergey Kim est **une œuvre représentant des maquettes de linge illuminé, suspendu aux cordes à linge**, comme s'il s'agissait d'une **chaude journée d'été**. Des vêtements blancs lumineux, des T-shirts, des sous-vêtements, un sarouel turc, des jeans, un kimono, des sweat-shirts, une djellaba marocaine, et plus encore. **Ensemble, ces pièces représentent le mélange cosmopolite, culturel et ethnique des résidents de la ville**, un patchwork en hommage à Washington, DC. Enfin, l'artiste Viktor Visek

présente **« Talking Heads », maquettes de visages ponctuées de quatre mille ampoules LED électroluminescentes**, contrôlables individuellement **permettant d'obtenir différentes expressions faciales** et de mener des conversations par le biais de la lumière. Le visiteur pourra ainsi entamer et comprendre, selon sa sensibilité, le langage virtuel des visages illuminés...

All-Star Christmas Eve Jazz Jam : Situé le long du fleuve Potomac, l'emblématique **John F. Kennedy Center for the Performing Arts** programme toute l'année des représentations musicales, pièces de théâtres et spectacles de ballet classique ou de danse contemporaine. Pour **célébrer la veille de Noël** de façon festive, les visiteurs de passage et les résidents pourront assister le **24 décembre à un concert de jazz** dirigé par Chuck Redd, célèbre vibraphoniste, accompagné de son quintet voix, piano, trompette, batterie et basse. **Avis aux mélomanes**, les billets seront mis en vente à partir du 06 Décembre prochain.

National Christmas Tree : Le **premier sapin de Noël national de Washington, DC, fut allumé** la veille de Noël, le **24 décembre 1923**, par le président Calvin Coolidge. Un sapin baumier de 14 mètres provenant de l'État du Vermont où vivait la famille Coolidge, fut érigé dans l'Ellipse, au sud de la Maison Blanche. Cet événement a marqué le début de la **tradition annuelle**. Depuis, le sapin provient d'un État différent tous les ans. Cette année, l'arbre a été choisi dans les forêts de Virginie Occidentale. **Il faut toujours se rendre sur l'Ellipse pour admirer ses illuminations** tous les soirs jusqu'au 1^{er} janvier, du coucher de soleil à 22h. Juste à côté de l'arbre de Noël principal, une **cinquantaine de sapins plus petits représentent, eux, les autres États et territoires américains**. Ils sont décorés de manière unique pour refléter la diversité et la créativité de chaque région. À vos photos !

Patins à glaces : de nombreux quartiers de la capitale propose aux résidents et visiteurs de profiter de leurs patinoires éphémères, de s'installer ensuite dans l'un des coffee-shop cosy et de boire un onctueux chocolat chaud pour se réchauffer ! **Le quartier branché de The Wharf accueille à nouveau sa jolie patinoire cette année, de fin novembre à fin février**. Édifiée sur l'un des pontons posés sur le Washington Canal, la situation est idéale pour s'amuser, déjeuner dans l'un des restaurants avec vue sur le canal et faire une pause shopping dans l'une des boutiques installées au sein des rues piétonnes ou le long de la promenade. **Du côté de Georgetown**, l'une des plus grandes patinoires est installée sur le **Washington Harbour**. Les visiteurs et habitants pourront en profiter cette année jusqu'au 25 Février 2024. Enfin, **la magnifique patinoire de la National Gallery** attire chaque année résidents et voyageurs. Au sein du Jardin des sculptures, qu'il est poétique de patiner tout en admirant les œuvres d'Alexander Calder ou de Louise Bourgeois ! Nous recommandons vivement de **combiner la session de patinage à la visite de l'incroyable National Gallery**, dont l'entrée est toujours gratuite. Pour les amateurs, **l'exposition consacrée à Mark Rothko, « Paintings on Paper »**, est visible jusqu'au 31 Mars 2024.

Union Station : La sublime gare de Washington, DC a ouvert ses portes en 1907 et a été conçue dans un style architectural néo-classique. Rénovée dans les années 1980 pour restaurer son élégance et sa majesté d'origine, elle est aujourd'hui une icône de la capitale et **l'une des plus belles gares du pays d'un point de vue esthétique et architectural**. **Au moment des fêtes de fin d'année**, les voyageurs et résidents s'y attardent pour admirer l'exposition de maquettes de trains miniatures ainsi que le **sapin de Noël géant, tous deux offerts par la Norvège en témoignage de l'amitié entre les deux pays**. Les trains se trouvent dans le hall ouest de la gare et sont des répliques faites à la main de véritables trains norvégiens. **Les amateurs de modélisme et les enfants sont toujours éblouis** de découvrir, en plus des maquettes ferroviaires, les moindres détails de l'exposition tels que les skieurs, les montagnes et les fjords représentant à merveille les paysages nordiques.

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The Downtown Holiday Market : Les achats de Noël sont un véritable plaisir dans ce marché annuel qui se tient entre la 7th et la 9th Streets, devant la National Portrait Gallery. Le marché est ouvert de midi à 20h tous les jours jusqu'au 23 décembre. **Une centaine de vendeurs, créatifs et artisans locaux proposant des produits artisanaux et originaux.** Les promeneurs trouveront également des torréfacteurs locaux prêts à les réchauffer avec du café et du thé, ainsi que des gourmandises de Noël comme des mini-donuts ou des pâtisseries. Si une envie de déjeûner ou dîner se faisait pressante, **certains restaurateurs du quartier ont signé un partenariat avec le marché**, proposant ainsi à leurs clients des réductions sur l'addition. C'est l'**occasion de tester**, par exemple, les tables latines du célèbre chef étoilé José Andres. En effet, sur présentation des tickets d'achat du marché, les clients recevront par exemple 10% de réduction au délicieux restaurant Jaleo ou se verront servir un cocktail gratuit au restaurant fusion China Chilcano.

Shop Made in DC : Les souvenirs de voyage sont d'autant plus sympathiques lorsqu'ils sont originaux et qu'ils proviennent de la région que l'on découvre. **Les boutiques « Made in DC »**, comme le laisse deviner la traduction, **regroupent l'artisanat et les créations de près de 200 designers ou artistes locaux** qui vivent et travaillent dans la capitale. On retrouve l'enseigne dans différents quartiers de la ville et les fêtes de fin d'année sont l'**occasion idéale de trouver un cadeau unique tout en soutenant le travail des Washingtonians** lorsque l'on séjourne ici. Sweat-shirts originaux, sacs à main ou sacs de voyage en cuir, papeterie et autres bijoux faits à la main, les résidents apprécient particulièrement l'agencement et le choix de produits dans les **boutiques de The Wharf, Georgetown et Dupont Circle.**

Afternoon Tea : Dans l'Angleterre de la fin du XIXe siècle, la classe bourgeoise passe ses petits creux de l'après-midi en buvant du thé et en grignotant quelques bouchées sucrées ou salées. Bientôt, l'heure du thé devient un événement social : Les femmes de la société s'habillent, se gantent - et prennent place dans le salon, où le thé est servi accompagné de scones, de sablés ou de mini sandwiches. De l'autre côté de l'Atlantique, aux États-Unis, les américains s'habituent au thé dès le début du 20^e siècle. Aujourd'hui, de nombreux restaurants de Washington, DC remettent cette coutume au goût du jour en proposant l'afternoon tea toute l'année, avec quelques variations gourmandes pendant les fêtes et tout au long de l'hiver.

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