



Visit
LOUDOUN



- DC's Wine Country® -

Marketing Loudoun Internationally

Hampton Inn and Suites Leesburg

March 21, 2013

Tourism Is BIG Business for Loudoun

- **\$1.5 billion in visitor spend**
- **1.2 million overnight visitors**
- **\$67,860,503 state and county taxes**
- **15,789 tourism jobs**
- **\$604.88 per household tax relief**

Why International...Why Loudoun

- Washington Dulles International Airport
- Washington, DC
- Capital Region USA
- Virginia Tourism Corporation
- Loudoun County Tourism Product
- Visit Loudoun Five Year Commitment

- **Opportunities**

- US Overseas Visitor Arrivals – 27.9 million
 - 2014 arrivals expected to increase 5.5%
- US Overseas Visitor Spend - \$90.4 billion
- Top Activities For International Visitors
 - #1 – Shopping
 - #2 – Culinary
 - #3 – Sightseeing
 - #4 – Visiting Historical Places

Where Are They Coming From

United States Top Five Overseas Markets

#1	United Kingdom	3.8 million
#2	Japan	2.9 million
#3	Germany	1.6 million
#4	France	1.2 million
#5	Brazil	892,000

Facts and Figures - CRUSA

- **2011 Overseas Arrivals**

- 2,175,000

- Washington Dulles International Airport

- Reagan International Airport

- Baltimore Washington International Airport

- **2011 Overseas Spending**

- \$1,704,200

- **2011 Length of Stay**

- Washington DC – 5.4 Nights

- Virginia – 13.8 Nights

- Maryland – 9.9 Nights

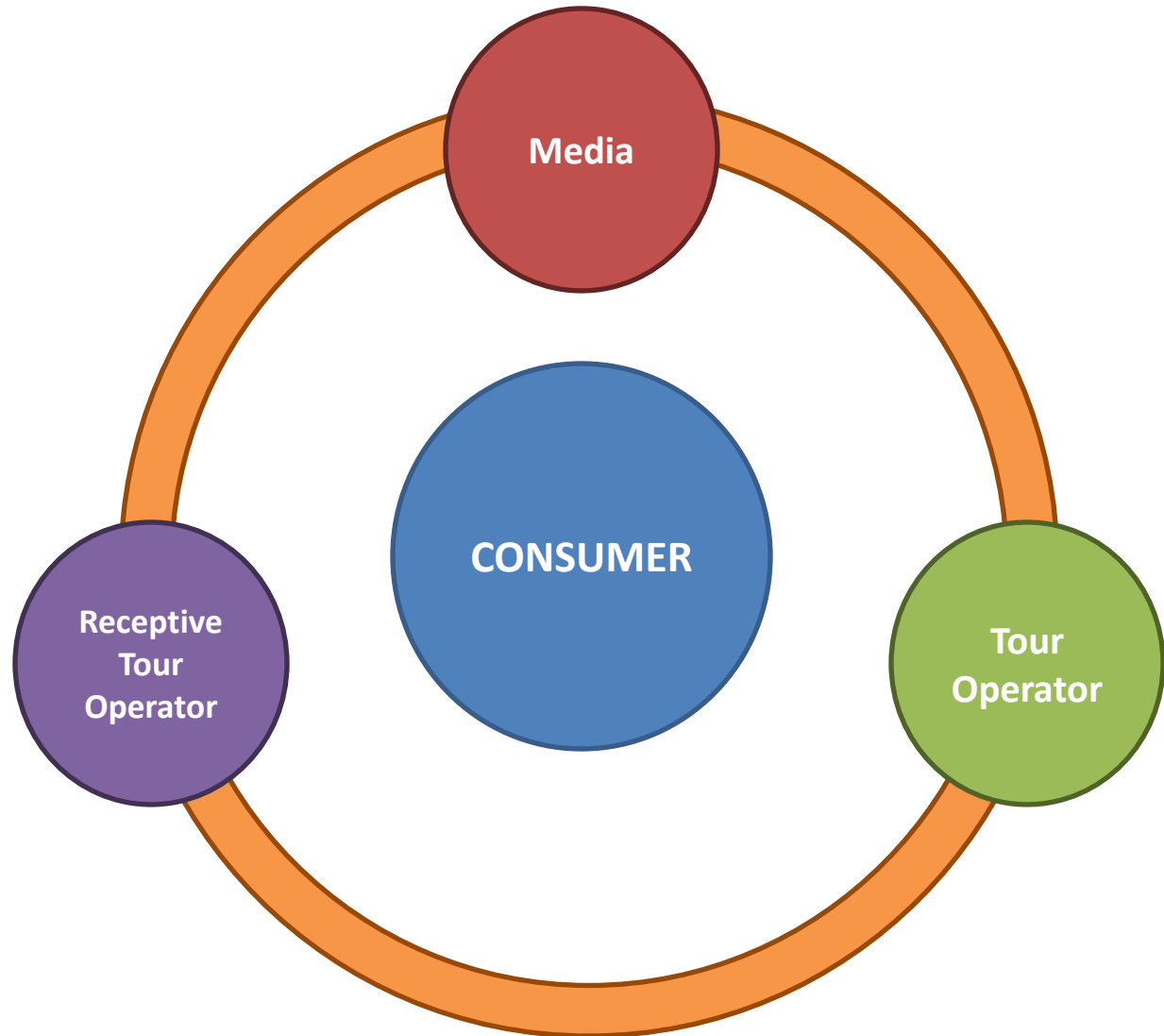
- Average Nights in Capital Region: 8 nights

Interests of International Visitors

- **Outlets, Unique and Specialty Shopping**
- **Destination Restaurants, Farm to Table, Wineries, Breweries**
- **Outdoor Recreation, Golf, Paintball**
- **Civil War, Journey Through Hallowed Ground, Historical Sites**
- **Events and Festivals**



How We Market Internationally



Target Markets

■ Target Markets

Primary:	United Kingdom
	Germany
Secondary:	Brazil
	France
Emerging:	China

■ Marketing Efforts

- Partnerships with Capital Region USA, Destination DC and Brand USA
 - Trade and Media Fams
 - Co-op Programs
- US Travel International Pow Wow
- Receptive Operator Sales Calls / Event
- Marketing Collateral
- Travel Trade eNewsletter
- Website Enhancement (Coming in Fall 2013)
- Product Development

Integrated Plan For Germany

- **Loudoun – German Connection**
 - Sister County Relationship - Main-Taunus-Kreis
 - Trade Missions – Department of Economic Development
- **Direct Air Service**
 - 55 Weekly Flights - Frankfurt and Munich
- **In-Market Tour Operators / Travel Agents**
 - CANUSA consumer promotion
 - Travel agent training
- **Receptive Tour Operators**
 - Relationship building – sales calls, making hotel connections
 - Sales mission and client event
- **Media**
 - Hosted two media events
 - Fam tours
- **Visit Loudoun Marketing Collateral**
 - German language fulfillment piece
 - German language video – Brand USA

Event Promotion

**EPICURIENCE
VIRGINIA**



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**Benefits Of Working
With A Receptive Operator**
Stacey Cohen - AlliedTPro

What is a Receptive Tour Operator

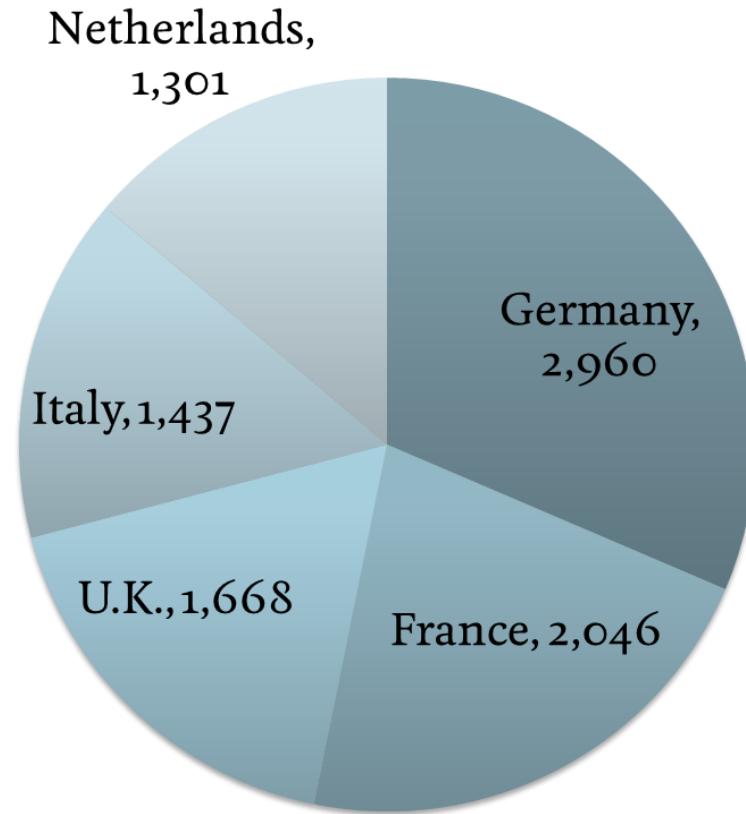
- ▶ A receptive tour operator is a local tour company that specializes in United States Tourism experiences and manages products and services for incoming visitors most often booked through international tour operators.



Benefits of Working with Receptives

- A good receptive tour operator holds the key to a unique packaged experience.
- Knows the market inside out and provides interesting and unique itineraries
- Has access to a well developed network of resourceful hospitality providers.
- Uses trustworthy vendors that pay attention to detail
- Ability to develop additional packages based on tour operator demand
- Annually produces a listing of the products and packages and rates
- Monitors quality and has in depth knowledge of supplier products
- Creates documentation for end user (ex. vouchers) to verify purchase of products such as transportation, hotels, guide service, admissions to attractions, planned meals

Top 5 Producers for DC (total room nights for 2012)



What is the Destination's Responsibility

- Partner with large CVB (Destination D.C.)
- Partner with Regional Organization (Capital Region USA)
- Attend international tradeshows to give greater exposure to the destination
- Sell destination as cost effective alternative



A woman in a blue jacket and jeans is leading two horses in a lush green field. One horse is white with brown patches, and the other is brown with white patches. The background shows a cloudy sky and some trees.

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The Hotel Perspective
Mary Twomey – Chicago's Essex Inn

3 Questions To Ask

- What is the yearly occupancy at your hotel?
- Do you have 3-5 years to commit to market?
- Are you in it for the long haul?

Relationships

- **We are in a relationship based business!**
- **People like to do business with people they know and trust**
- **Build relationships with:**
 - DMO (Visit Loudoun)
 - Gateway Destination (Destination DC)
 - Regional Partner (Capital Region USA)
 - Other tourism suppliers in and around the area

 - Receptive Operators
 - In-Market Tour Operators

These are like minded people doing like minded business!

Your Next Steps As A Hotel

Use those relationships

- Look for opportunities to promote my property
- Host Travel Trade (operators and agents) FAMS
- Host Travel Writer FAMS
- Create special offers for Receptives during need times
- Provide new/relevant information for your hotel
- Follow the \$\$\$
 - Where is my DMO investing?
- Utilize in-market representation
- Explore attendance/participation at trade shows and sales missions
- Participate in co-operative marketing/promotions with your DMO

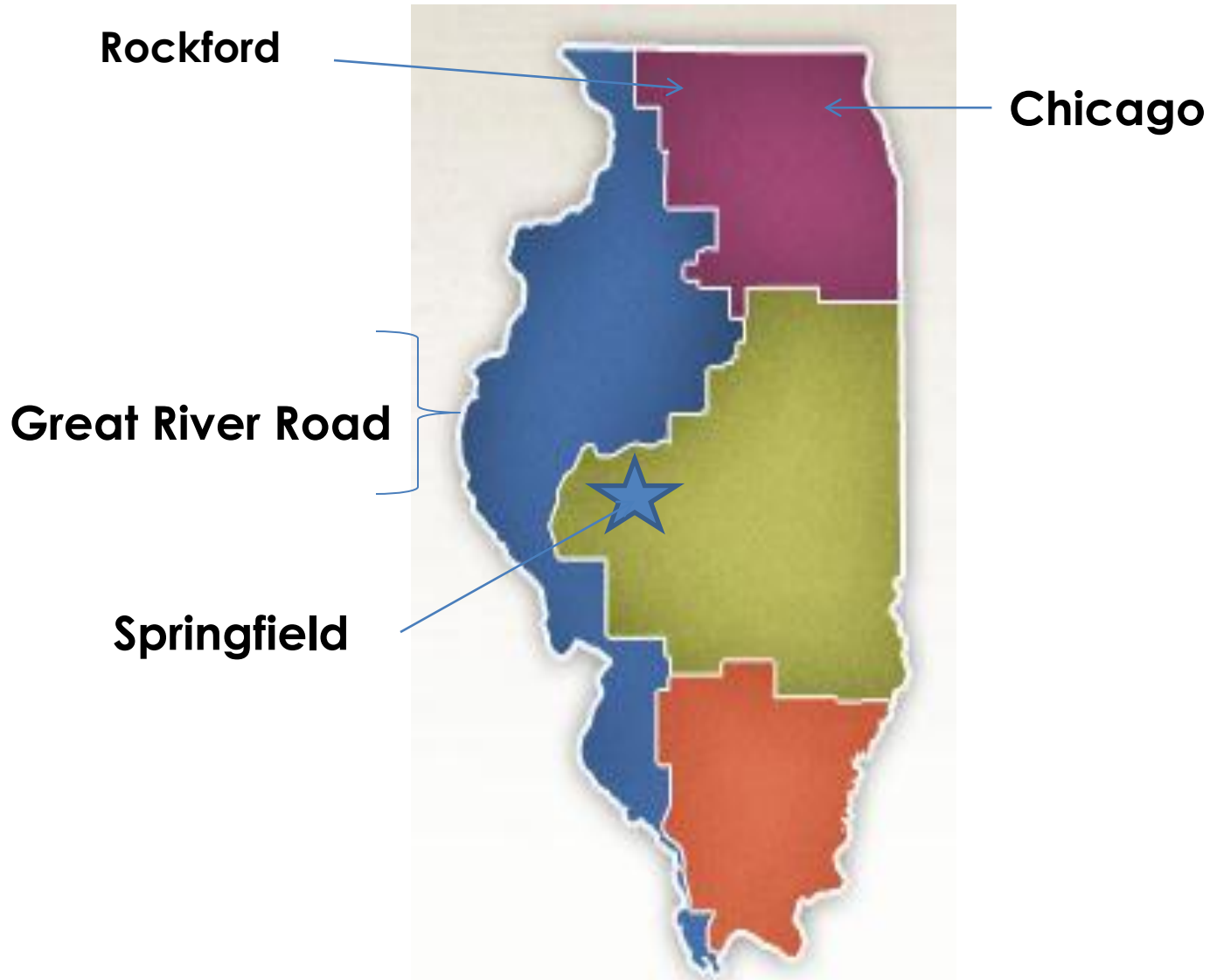


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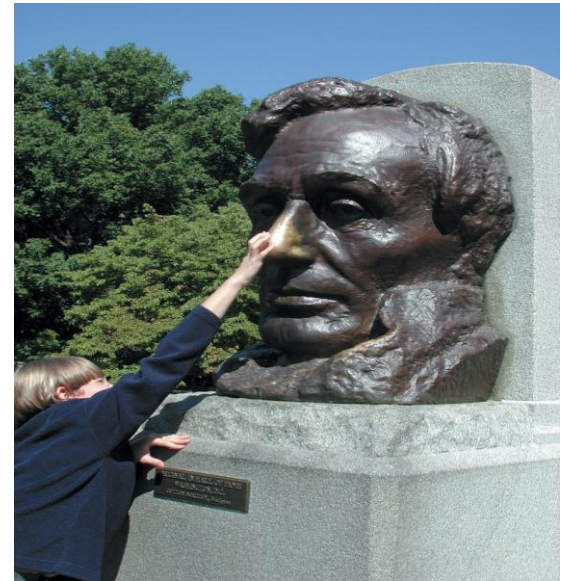


**Marketing Smaller Destinations
Internationally
Gail Orr – GO Global, LLC**

Illinois



Springfield



Lincoln



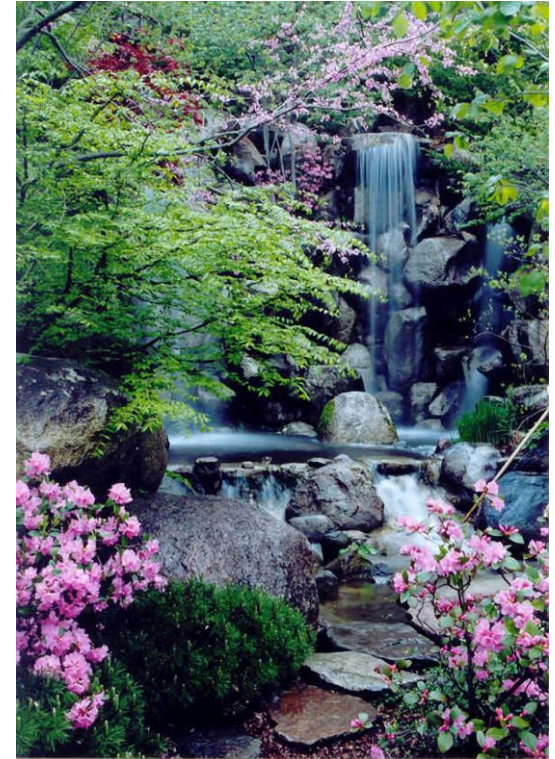
Route 66



Route 66 Festival



Rockford



Great River Road



Regional Partnership

GREAT LAKES USA



Tour Operator Partnering



WIN!
an amazing holiday to the Great Lakes
worth £2000

extra competition



- Seven days of fine courtesy of Prima
- Two nights at Cliffbreakers Riverside Resort, Rockford, Illinois.
 - Two nights at Aloft Hotel, Minneapolis, Minnesota.
 - One night at the DoubleTree by Hilton, Bloomington, Minnesota.
 - Two nights at Chicago's Essex Inn.
 - Entry to Midway Village Museum, and Anderson Japanese Gardens, Rockford.
 - Entry to John Hancock Observatory, and The Field Museum, Chicago.
 - Tickets to see The Blue Man Group in Chicago.



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LOOK WHAT I WON!

Paula and James Birch, winners of our July 2011 competition, wrote in to thank us:

'We've just returned from our holiday to Sharm el Sheikh. What an amazing experience! The Savoy hotel was stunning and we felt very spoilt. James even learnt to scuba dive while we were there. We'll never forget it. Thanks Prima!'



READER OFFER Bon Voyage is offering a seven-night fly-drive holiday to Rockford and the Great Lakes region, including flights departing London Heathrow, Manchester or Glasgow to Chicago, car hire and superior hotels throughout. Prices start at £995 per person, subject to availability. Call 0800 316 0194 to book, or for information (not booking) on Rockford or Great Lakes USA, email info@cellet.co.uk, or visit www.greatlakesusa.co.uk

www.allaboutyou.com/prima 151

A group of six people are posing in a vineyard. A yellow convertible truck is parked on a dirt path. A woman in a red shirt with 'Billabong' written on it is standing in the foreground, pointing towards the vineyard. The background shows rows of grapevines and rolling hills under a blue sky with clouds.

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International Perspectives - CRUSA
Daniela Bergamini - Brazil

What is the Destination's Responsibility

- Official language: Portuguese
- Capital: Brasilia
- Currency: Real
- President: Dilma Rousseff
- Vice-president: Michel Temer
- Main markets (in population and GDP - gross domestic product - per capita):

São Paulo
Rio de Janeiro
Rio Grande do Sul
Minas Gerais
Paraná
Bahia
Amazonas
Pernambuco



Brazil – Facts and Figures

- **Sixth largest economy in the world**
- **Brazil has the world's 5th largest population, with 197 million people**
- **Brazil's C class has grown more than 50% over the past ten years**
- **Brazilians spent US\$21.2 billions abroad in 2011**
- **Brazilian economy is stable and has a solid financial system**

Source: Panrotas

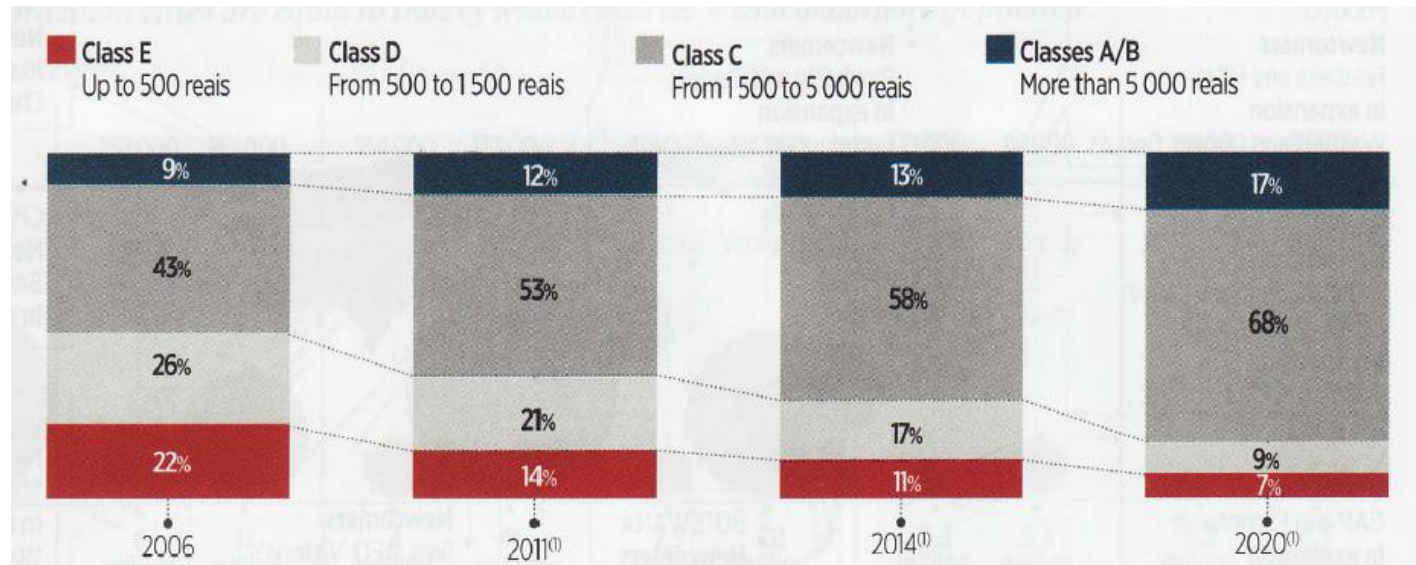
Welcome C Class

The C class keeps growing in Brazil – a country with less disparity

In 2006, 43% of families were part of the C class (new middle-class)

In 2011, 53% of the population

That means good news for travel products and destination!



Brazilians in the United States

- What Brazilians like or do most when visiting USA?
- Dining in Restaurants
- Shopping
- Theme Parks
- Visit Historical Places
- Sightseeing in Cities
- Art Gallery / Museum
- Concert / Play / Musical
- Cultural Sites
- Visit Small Towns
- Visit National Parks

Niches to be better explored

- **Luxury trips**
- **Wine-related routes**
- **Incentive**
- **English courses**
- **Sports**
- **Musical and Concerts**

Brazil's Power As A Market

- In 2012, 1.8 million Brazilians visited the U.S.
- On average, Brazilians traveling to the U.S. spent upwards of \$5,500 per visit in 2011, nearly twice as much as a visitor from the United Kingdom or France.



Excellent News Coming Soon

Visa Waiver Program (VWP) working group with Brazil by U.S. Department of Homeland Security Secretary.



CRUSA In Brazil

Creative Sales Mission Concepts



Press Event – Lincoln Movie



CRUSA In Brazil

Coop Actions

Designer Tours
alguns segundos atrás

Uma viagem inesquecível para Washington DC. O roteiro WASHINGTON CULTURAL & COMPRAS - 07 dias/ 04 noites realiza tours tanto pelos museus e monumentos históricos como para os principais points de lojas americanas, grifes internacionais e alta costura. www.designertours.com.br

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CHANEL

Entrada (121) - cr... Designer Tours - G... Capital Region US... 2013 - PUBLICIDA... Caixa de Entrada... PT



CAPITAL REGION (USA) - JEFFERSON MEMORIAL AND CHERRY BLOSSOMS

PROMOÇÃO FORMA DE PAGAMENTO: 30% ENTRADA + 6X SEM JUROS
Somente até 28 de fevereiro, aproveite o dólar baixo, consulte desconto à vista.

WASHINGTON DC & NEW YORK VIP
11 dias/ 8 noites
Saídas até 26/06/13
A partir de US\$ 5.402 | R\$ 11.182
ou Entrada R\$ 3.355 + 6X R\$ 1.305
*Consulte outros roteiros para Capital Region - USA

BANFF & LAKE LOUISE
7 dias/ 4 noites
Calgary - Banff - Lake Louise
Saídas até 17/06/13
A partir de US\$ 3.458 | R\$ 7.158
ou Entrada R\$ 2.147 + 6X R\$ 835

CALIFORNIA DREAM
8 dias/ 5 noites
San Francisco - Monterey - Carmel
Santa Maria - Los Angeles
Saídas até 10/07/13
A partir de US\$ 2.415 | R\$ 4.999
ou Entrada R\$ 1.500 + 6X R\$ 583

COSTA LESTE FLY & DRIVE
10 dias/ 7 noites
Toronto - Niagara Falls - Ottawa
Quebec City - Montreal - Kingston
Saídas a partir de 1/05 à 17/06/13
A partir de US\$ 2.763 | R\$ 5.719
ou Entrada R\$ 1.716 + 6X R\$ 667

ESSENCIA DO OESTE AMERICANO
10 dias/ 7 noites
Las Vegas - Fresno - Yosemite - San Francisco
Monterey - Carmel - Santa Maria - Los Angeles
Saídas até 14/07/13
A partir de US\$ 2.999 | R\$ 6.208
ou Entrada R\$ 1.862 + 6X R\$ 724

COSTA OESTE SKI
10 dias/ 7 noites
Vancouver e Whistler
Saídas até 31/03/13
A partir de US\$ 2.889 | R\$ 5.980
ou Entrada R\$ 1.794 + 6X R\$ 698



Todos os preços por pessoa em apto duplo + aéreo.

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International Perspectives - CRUSA
Olivier Barthez - France

French Market Profile

- France's population as of January 1st, 2013: 62 million
- **1.5 million French tourists** visited the U.S in 2012
- U.S: #1 long-haul destination for the French
- Europe's 3rd largest market for the U.S, right behind Germany

- **Main purpose of trip:**
 - ✓ Leisure/Recreation/Holidays: 47%
 - ✓ Visit friends & relative: 23%
 - ✓ Business/Professional: 23%
 - ✓ Convention/Conference: 5%

- **77% of French visitors stay in hotels/motels**

- **French visitors to Capital Region USA (2011 figures)**
 - ✓ 101,000 visitors (6th largest international market)
 - ✓ Average **length of stay: 12.2 days** (UK: 8.5 – Germany: 6.8)
 - ✓ **Direct spending** per stay/person: **\$854** (UK: \$765 – Germany: \$462)

Travel Trends from France

- French travelers to CRUSA are **individuals – fly & drives**
- **Most popular** travel season is **July & August** – mostly **family market**
- Travelers want **authenticity**, they are are curious about local habits and want to experience them: **farmers markets, visit small towns, buy locally made products, wine tasting**, etc.
- Their **interest is global**: historical places, visit museums, outdoor recreation (hiking, biking, kayaking, etc.)
- French travelers tend to **combine various accommodation styles** during their stay: small boutique hotels, Inns, B&Bs with chain hotels and larger resorts
- The French go to restaurants twice a day! They spend a **significant amount of time at restaurants** and look for **local cuisine**

How To Position DC's Wine Country

Questions: Where should we position DC's Wine Country within a 2-week CRUSA itinerary & what are the selling points?

- Proximity of Dulles International Airport & car rental center
- Wide range of hotel accommodation, restaurants and attractions
- Better hotel rates than in downtown DC
- Great shopping opportunities: Leesburg Premium Outlets, etc. to spend the last dollars

Conclusion: Visit Loudoun is a perfect choice to end a fly-drive itinerary before flying back home!



**QUESTION
and
ANSWERS**