

VISIT USA COMMITTEE / FRANCE

The Visit USA Committee/France is a non-profit association dedicated to the promotion of travel and tourism from France to the USA.

What are the advantages of being a Visit USA Committee/France member?

- **Higher visibility on Internet thanks to:**
 - Our website that attracted 1.3 million one-time visitors in 2010. A page is dedicated to each member with a link to their website.
 - Our Facebook account dedicated to the promotion of the US and our members.
 - Our e-learning program dedicated to tourism professionals (more than 900 registered people in 4 months).
- **Higher visibility in the press thanks to:**
 - Press trips organized by the Visit USA in partnership with several members.
 - Bimensual newsletters and special emails sent to over 800 journalists in France.
 - Our press kit in which members are listed.
- **Higher visibility towards tourism professionals thanks to:**
 - Bimensual newsletters sent to 6000 French-speaking travel professionals and 500 English-speaking travel professionals.
 - Workshops organized for travel agents
- **Higher visibility towards the public thanks to:**
 - Our Automatic Phone line (Audiotel)
 - The emails sent to people who want information about the US. The contacts of our members are sent to these persons.
- **Being kept informed thanks to:**
 - The minutes of the monthly meetings of the Board of Directors
 - The bi-annual general assembly meetings. For those who can't attend it, the Minutes of the Meeting are sent to all members.

What is the membership fee to become a member?

From April 1st, 2011 to March 31st, 2012, the membership fee is:

830 euros for companies that are represented **in Europe** / **930 euros** for the **other companies**

A pro rata is possible!

**TO REACH MEDIA, TRAVEL TRADE AND CONSUMERS,
BE PART OF THE SUCCESS STORY
AND JOIN US NOW!**

PROMOTIONAL ACTIONS

1. Website : www.office-tourisme-usa.com

- Our website is a reference in terms of travel from France to the US: **1.3 million one-time visitors in 2010**, it means between 100.000 and 140.000 visitors per month.
- Very complete website: presentation of all the members and destinations, direct hyperlinks to members' own websites, bimensual newsletters and press releases available.
- **NEW:** the column "One Month, One Destination" to promote some cities or parks
- Advertisements possible with special rates for members of the Visit USA Committee/France.

2. Facebook account

- The Visit USA Committee created a Facebook account and page in May 2010.
- Visit USA Committee France account: <http://www.facebook.com/VisitUSACommitteeFrance>
- Visit USA Committee France page: <http://www.facebook.com/pages/Visit-USA-Committee-France/117642901599304?v=wall&ref=ts>

3. E-learning program : www.FormationUSA.com

- Launched in October 2010, our e-learning program is already used by over 1100 tourism professionals. Questions are about entry formalities to the US, transports, accommodation, leisure and destinations.
- 5000 flyers have been printed and distributed to travel agents during fairs, workshops and in travel agencies in Paris, Marseille and La Reunion.
- A second version of the e-learning will be launched in late 2011 in order to emphasize some destinations or members. Several companies and destinations are already registered.

4. Workshops

- In November 2010, an **America's Forum** (one-day workshop) was held in partnership with the Canadian Tourism Commission. More than 130 travel agents and 40 journalists attended the event.
- On February 1st and 3rd, 2011, **2 workshops** were held **in Lyon and Marseille**. The 22 exhibitors met approximately 80 travel agents in Marseille and 120 in Lyon. These events were successful too.
- **NEW :** The next workshops will be held in January/February 2012 in **Toulouse, Nice and Paris**.

5. Fairs

- On May 23, 2011, the Visit USA organized a successful **Get Together cocktail during the Pow Wow** at the Handlery Hotel. Around 90 persons attended the event.
- In September 2010 and in collaboration with the US Embassy (U.S. Pavilion), the Visit USA is going to participate to **IFTM Top Resa**, the main travel trade show in Paris. A cocktail will be organized during this event in partnership with California Tourism.

6. Newsletters / Press

- **A bimonthly newsletter** is sent to over 800 journalists and around 6000 travel professionals. These newsletters are available on our website too. The same newsletter is sent to over 500 travel professionals (UK and US people) in English. Press releases also appear on our website.
- A Visit USA Committee France **press trip** was held in **June 2011 in San Francisco and its surroundings**.
- Two other press trips may be organized in **Washington DC, New England, Chicago and Miami** in the coming months.

7. Travel Planner

- **NEW:** A Visit USA travel Planner has just been created. This brochure will allow us to give information about the USA and our members to tourism professionals, journalists and visitors.

8. Communication

- An **information phone line (audiotel)** allows us to answer the trade, media and the general public.
- Information is given to the public through **emails** too.
- In 2010/2011, VUSA France recyclable bags and bookmarks have been created. They are distributed during fairs and workshops.

9. Social network

- **The Board of Directors** meets once a month to discuss ongoing projects and future developments.
- Members are invited to attend a **General Assembly twice a year** where important decisions are voted upon.
- For each meeting, minutes are sent to all members.
- Members are also invited to the **Get Together Cocktails at Pow Wow and IFTM Top Resa**. These events are opportunities to meet the other members.

104 MEMBERS IN 2011

TOURISM OFFICES

Arizona
Atlantic City (New Jersey)
California
Capital Region USA (Washington DC, Maryland, Virginia)
Colorado
Denver (Colorado)
Flagstaff (Arizona)
Florida Keys & Key West (Florida)
Georgia
Los Angeles (California)
Las Vegas (Nevada)
Lee County – Beaches of Fort Myers & Sanibel (Florida)
Louisiana / New Orleans
Massachusetts
Miami (Florida)
Mississippi
NYC
Oregon
Orlando / Orange County (Florida)
Palm Beach (Florida)
Palm Springs (California)
Pennsylvania / Philadelphia
Rocky Mountain Intl (Chicago, Denver, Saint Paul – Minneapolis – Bloomington, Idaho, Montana, South Dakota, Wyoming)
San Francisco (California)
St Petersburg – Clearwater (Florida)
Tennessee
Texas
Top of New England Region (Maine, New Hampshire, Vermont)
Tucson (Arizona)
Utah

TRANSPORTATION COMPANIES

Air Europa
Air France KLM
Air Tahiti Nui
Alaska Airlines / Horizon Air
Amtrak
Continental Airlines
Corsair
Delta Air Lines
Icelandair
Openskies
Papillon
US Airways
XL Airways

TOUR OPERATORS

Amplitudes
Aventura
Back Roads
Compagnie des Etats-Unis
Comptoir des Etats-Unis
Directours
Euram
Jet Tours
Jetset Voyages
La Case Départ
Le Cercle des Vacances
La Maison des Etats-Unis
La Route des Voyages
Nouvelles Frontières

Planet Véo
TrekAmerica
Vacances Transat
Vacances Fabuleuses (members of Kuoni)
Visiteurs
Voyageurs du Monde

ACCOMMODATION

Best Western Global Marketing Group
Caesar's Entertainment
Colby International
Fairmont Hotels & Resorts
Handlery Hotels
Hilton Hotels & Resorts
Hostelbookers.com
Hyatt Hotels & Resorts
InterContinental Hotels Group
Kimpton Hotels & Restaurants
Marriott Hotels International

CAR RENTALS

Alamo Rent A Car
Auto Escape
Avis
Cruise America/Cruise Canada
El Monte RV

LANGUAGE COURSES

Action Séjours
ECI
EDI Etudes et Découvertes Internationales
EF Education
ESL
Horizons du Monde
ISPA
Kaplan / Aspect
SILC
STS

ENTERTAINMENT

Antelope Canyon Tours Inc.
CityPass
Premium Outlets
Universal Parks & Resorts

RECEPTIVE

CaliFun LLC
Get Americas
Go West Tours
Great American Tours
Harlem Spirituals
Revamerica Tours
Travalco USA Inc

FAIRS

Reed Expositions France

INSURANCE COMPANIES

AVA
Mondassur

MICE

Mice Finder

REGISTRATION TO BECOME A MEMBER OF THE VISIT USA COMMITTEE FRANCE
APRIL 2011 / MARCH 2012 (a pro-rata basis is possible)

Organization name: _____
Contact: _____
Position: _____
Address: _____
Country: _____
Phone: _____ Fax: _____
E-Mail: _____ Website: _____
Date: _____ Signature: _____

My organization falls into the category mentioned below:

- | | |
|--|--|
| <input type="checkbox"/> Destination | <input type="checkbox"/> Receptive agency |
| <input type="checkbox"/> Transportation Company | <input type="checkbox"/> Leisure / Excursions |
| <input type="checkbox"/> Accommodation | <input type="checkbox"/> Language Courses |
| <input type="checkbox"/> Tour Operator | <input type="checkbox"/> Other |

PAYMENT INFORMATION & INSTRUCTIONS

The annual membership fees are:

- **830 euros** for companies that are represented **in Europe**
- **930 euros** for the **other companies**

A payment on a pro-rata basis is possible.

To become a member of the Visit USA Committee France, you just have to complete this page and send it back to the Promotion Manager of the Visit USA. Once we will have received it, we will ask you to send us the information you would like to publish on our website (descriptive of the company, contacts for Internet and logo). In return, we will send you an invoice.

VISIT USA COMMITTEE - FRANCE
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