

Membership File
2022



VISIT USA COMMITTEE

FRANCE





15 REASONS TO JOIN US

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THE VISIT USA COMMITTEE FRANCE IN A FEW WORDS

- The US office of tourism (official name: Visit USA Committee France) is a **non-profit association** created in 1996 and based in Paris.
- The association is dedicated **to the promotion of travel and tourism to the USA.**
- It is managed by a board of directors **consisting of 8 people** elected by the association members for a duration of 2 years (the last election took place in September 2020), and a salaried Director.
- The organization is **directed by the elected President** (Geoffrey Duval - 3rd term) **accompanied by a salaried Director** (Delphine Aubert - since 2010), whose mission is to coordinate and optimize all promotional activities.
- Membership to the association is **open to all professional organizations in the public and private sectors** implicated in the promotion and development of tourism towards the USA.





OUR MEMBERS

TOURISM OFFICES

Arizona, California, Capital Region USA (Washington DC, Maryland, Virginia), Colorado, Flagstaff, Florida Keys & Key West, Lafayette, Lake Tahoe, Los Angeles, Maine, Mammoth Mountains, Miami, Minneapolis, Minnesota, Mississippi, New Hampshire, NYC, Oregon, Palm Springs, Philadelphia, Sacramento, San Francisco, Santa Monica, Seattle, Scottsdale, The Great American West (Idaho, Montana, North Dakota, South Dakota, Wyoming), Texas, Travel South USA (Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia and West Virginia), Utah, West Hollywood, Wine Water & Wonders of New York State.

AIRLINE COMPANIES

Aer Lingus, Air Tahiti Nui, American Airlines, Delta Air Lines, French bee, Icelandair, WestJet.

CAR / CAMPING-CAR RENTALS

BSP Auto, Camperdays, Carigami, Flexible Autos, Sixt SAS.

TOUR OPERATORS

Amerigo, Amplitudes, Back Roads, Cercle des Voyages, Club Med, Comptoir des Etats-Unis, Directours, Euram, Evaneos, Jetset Voyages, Kuoni / Vacances Fabuleuses La Case Départ, Maison des Etats-Unis, Marco Vasco, Naar, Salaun Holidays, Sports US Travels, Tourcom, TUI France, Visiteurs, Vivatours.

ACCOMMODATIONS

Handlery Hotels, Loews Hotels.

LANGUAGE STUDY VACATIONS

BEC Séjours Linguistiques, EF Education First, ESL, Horizons du Monde, Vivalangues, WEP.

ENTERTAINMENT / LEISURE

Antelope Canyon Tours, C New York, Empire State Building, Grand Canyon Group, Mall of America, SeaWorld Parks & Entertainment, Universal Parks & Resorts, Voyage en français.

RECEPTIVE AGENCIES / CONCIERGE SERVICE

America Voyages, Bonjour USA - Blue Time, Cali'Fun, New World Travel, On'Spot, USA Production.

MICE

Mice Finder

CRUISE LINES

MSC Croisières, Norwegian Cruise Line, Un Océan de Croisières.

TRAVEL INSURANCE COMPANIES

Ava Assurances, EuropUSA.

GUIDEBOOKS / ROADBOOKS

Fantrippers, Littlebig Road, Michelin Editions.

OTHER SERVICES

Comptoir Change Opéra.

KEY FIGURES



Number of French visitors to the USA

- **1,844,000 visitors in 2019** (+4.3%)
- **288,000 visitors in 2020** (-86.8%)
- **222.000 visitors in 2021** (-25.5%)
Borders were closed from March 2020 to Nov. 2021
- **113.000 visitors in Jan.-Feb. 2022**
10,000 visitors for the same period last year
- **377 weekly direct flights** (in 2019)
- **8 airline companies** offer direct flights.



Ranking

France was the 2nd European country and the 8th worldwide in terms of number of visitors to the US in 2019 before the pandemic.



3 Main Positions

Before COVID-19, the French market was in full expansion accompanied by the efficient actions of the Visit USA Committee France defined in **3 main positions**:

- 1. BtoC**
- 2. BtoB**
- 3. Representation activities and press relations**





BtoC ACTIVITIES: THE WEBSITE

A brand-new website was launched in February 2020, in order to become a real efficient interface between the USA and potential visitors.

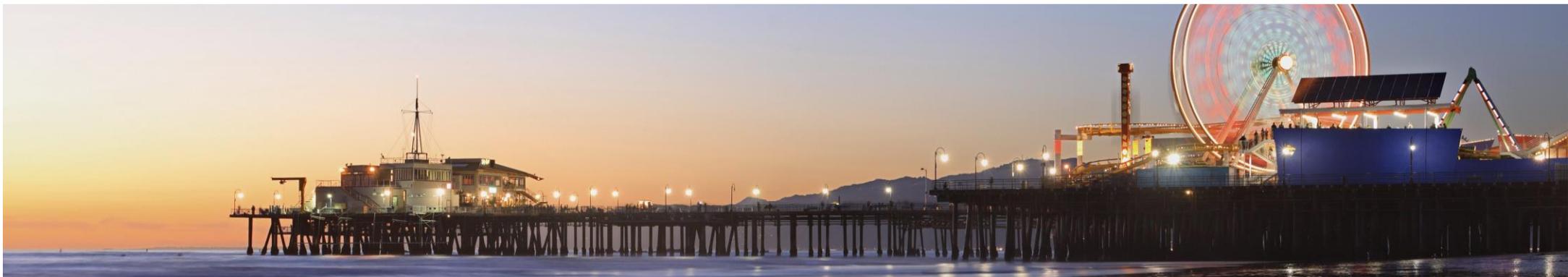
The new version offers:

- **A high quality and professional website**, designed for all kinds of formats: computers, tablets, smartphones
- **Many relevant information** for internauts about all States, including entry formalities, but also featuring interviews, themed articles, contests, a space dedicated for the press...
- Many **high-quality visuals**
- **A dedicated page for each member**
- **Daily updates** according to the news.

The most visited pages are those of the most touristic States, places highlighted on the homepage, but also those of our partners as well as events and contests.

www.office-tourisme-usa.com

With an average of 1.5 million unique visitors per year coming from many French speaking countries, the Visit USA Committee France website has become a highly regarded tool by potential travelers, but also for those in love with the USA.





BtoC ACTIVITIES: SOCIAL MEDIA

Being aware of the importance of social media in today's global communication, the Visit USA Committee France has intensified its presence on these media thanks to a well thought out and adapted publication schedule.



Facebook



41,700 followers
+6% in 2021
Coverage 2021:
2.7 million people



Instagram



16,000 followers
+6.6% in 2021
Coverage 2021:
139,000 people



LinkedIn



2,600 subscribers
+23% in 2021
63,000 views

The Visit USA Committee France increases tremendously its visibility each year and has an actual impact on social media today.





BtoC ACTIVITIES: NEWSLETTERS

Since the beginning of the 2000's, the Visit USA Committee France sends regular newsletters to all players of the travel industry to promote the USA. Special themed newsletters are also sent to consumers since 2015.

Ever since the first newsletters, the Visit USA Committee France has created an extensive, qualified database of contacts with:

- **40,000 contacts** of general public
- **8,200 professionals** of French tourism
- **1,500 journalists** and French media
- **800 English speaking tourism professionals**

Thanks to this database, the subject of every newsletter is adapted to each specific target market segment but also to the latest news.

In 2021:



485,000 emails sent
via our CRM



15.2 %
average opening rate



5.8 %
average return rate





BtoC ACTIVITIES: EVENTS

Throughout the year, the Visit USA Committee France organizes or is partner to events which promote the destination USA.

In 2017, 2018 and 2019: **Treasure Hunt in the streets of Paris** (3 editions)

In 2019, 900,000 people reached by the communication

3,200 participants / 45 volunteers / 12 partners

3 trips for 2 people to the USA + around 50 other prizes to win

In 2020 and 2021, the Visit USA:

- was partner to the American Film Festival in Deauville (**Festival du Cinéma Américain de Deauville**) / 2nd and 3rd year of partnership / Organization of a contest / 19,000 participants on average
- was partner for the release of the **movie RESPECT, Aretha Franklin's biopic**, in partnership with UGC and Universal. Contest with 8000 participants.
- Organized **7 contests on its website**: 53,000 total participants

In 2020 and 2021, the Visit USA:

- organized a contest for **Valentine's Day** in partnership with French bee.
- was partner to the **Crazy America weeks** organized by **Picard Surgelés** / Contest on Instagram with a food trip to win with Delta Air Lines and Voyage en Français / Over 15,000 participants
- New contests soon.

Through these events and contests, the Visit USA France, in addition to promoting the destination, develops its visibility through the credibility of its actions and continuously enhances its database. Additional traffic is also generated on its website.

USA VisitTheUSA.fr

OFFICE DU TOURISME USA

3ÈME ÉDITION

CHASSE AU TRÉSOR

PARTEZ SUR LES TRACES DU CINÉMA AMÉRICAIN A PARIS

CLIQUEZ ICI POUR VOUS INSCRIRE

RENDEZ-VOUS AU HD DINER

2 RUE DU ROULE, 75001 PARIS
DÉPART DES JOUEURS ENTRE 11H ET 15H

À GAGNER : 1 voyage pour 2 personnes sur la côte Est des USA avec le tour opérateur Visiteurs. 1 voyage en Floride pour 2 personnes avec Air France. Visit Orlando et l'hôtel Biltmore Miami Coral Gables. 1 voyage pour 2 personnes à Seattle offert par Delta Air Lines et Visit Seattle, places pour la comédie musicale Ghost à Mogador Paris (avec champagne), diners-spectacles pour le Wild West Show à Disney Village Paris, diners au Planet Hollywood à Disney Village Paris, places de cinéma au Gaumont Pathé Disney Village Paris, guides de voyages Michelin et Fantrippers, cartes routières Michelin, etc.

DIMANCHE 13 OCTOBRE 2019



BtoB ACTIVITIES: E-LEARNING



In addition to its BtoC activities, the Visit USA France works with all actors of the tourism industry to incite them to send the general public to the United States.

In 2010, the Visit USA Committee France created an online training program for French travel agencies.

Objectives: Educate and highlight the entire American territory as well as the USA specialist partners to travel industry professionals.

Participants who validate the different tests are rewarded with a diploma and the agency appears on our site in the section "expert agencies" (in addition to a multitude of prizes to win).

In March 2022, the version 8 was launched, this platform was improved and more adapted to the needs of professionals. Figures on January 1st, 2022 only for the version 7:



450 registered
on the platform.



130 certified experts
for version 7.

Each year, the Visit USA Committee France allows more and more tourism professionals to favor departures towards the USA thanks to the development of their knowledge of the country.



BtoB ACTIVITIES: WORKSHOPS

Initiated in 2003, the workshops / training seminars are events dedicated to professionals of the tourism industry. These trainings take place in a speed dating format, followed by a cocktail and a presentation of prizes (trips and various gifts to win).

3 or 4 cities per year: Paris + 2/3 regional cities (alternating: Lyon, Lille, Bordeaux, Nice, Toulouse, Marseille, Strasbourg). In November & December 2022: Paris, Toulouse, Strasbourg.

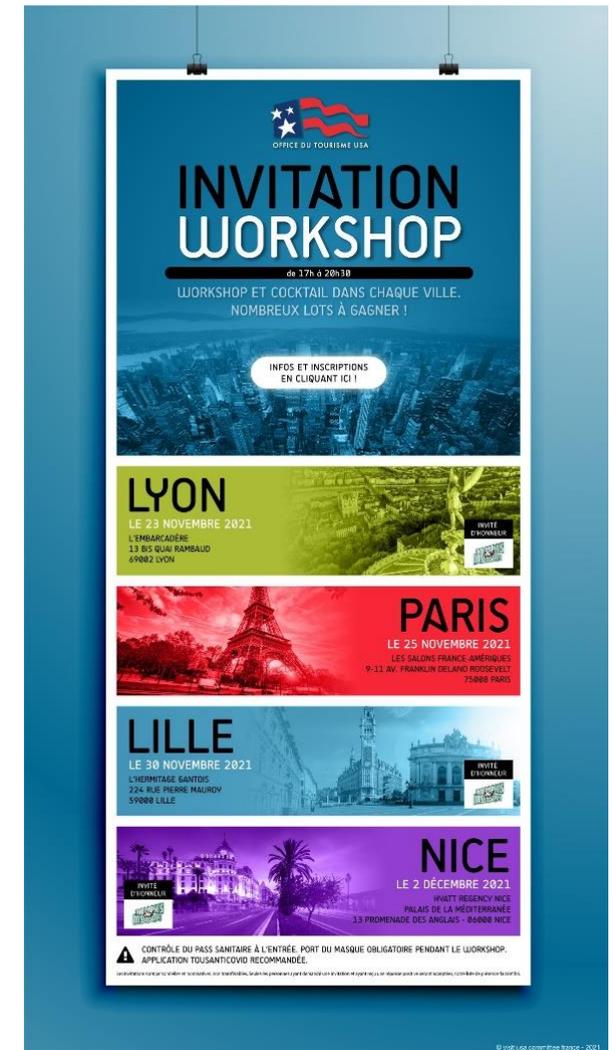
In attendance: Travel agencies, tour operators, actors in the tourism industry and journalists.

A dedicated microsite highlights exhibitors and partners for each event.

Workshops allow:

- **Exhibitors** to develop their notoriety, present their destination, their products and what is new
- **Visitors** to increase their knowledge about the destination USA and its partners
- **All** to meet, strengthen relationships, discuss, and conceive new actions together

300 professionals were trained in 2021 thanks to these fun and sociable events.





BtoB ACTIVITIES: TRAINING DAYS

Started in 2014, the « Training days » are full days of training dedicated to travel agents and tour operators. Each day has a specific theme about a geographic zone of the USA.

- **2019:** Northwest of the USA
- **2020:** The South of the USA - Theme: Mardi Gras
- **2022:** California (April 12) and The West of the USA (April 19)

Objective: train professionals who wish to specialize in a given area in the best possible way for one day.

Speakers: Local tourism offices of the chosen geographic zone, airlines and other members according to the chosen theme (insurance companies, theme parks, guidebooks).

2 flight tickets are offered by an airline company (random draw) and/or gifts for all participants offered by the Visit USA France and its partners (luggage, gift bags, guidebooks).

On average, 80 professionals participate to each year's Training Day and become specialists of a specific geographic zone.





BtoB ACTIVITIES: PROFESSIONAL EVENTS



Lunch with the sales representatives

- Event created in 2015
- Up to 3 cities per year (Paris, Lyon, Bordeaux in 2019)
- Participants: Sales representatives of tour operators, airline companies, and receptive agencies.

Objectives: Spend a convivial moment with sales representatives to talk about the destination USA in a more relaxed setting, and to answer the concerns and questions these salespeople have.



Events in Travel Agencies

- Presence of the Visit USA France or sending of materials for client events or training nights in travel agencies.
- Oral presentation and/or presence at a table.

Objectives: Distribute our official travel brochure containing all the contact details of our members, and to guide professionals and consumers to our members.

Thanks to these additional events, the Visit USA Committee France is expanding its presence throughout the entire French territory in order to increase its notoriety among professionals.





REPRESENTATION ACTIVITIES: PROFESSIONAL TRADE SHOWS



Each year, the Visit USA Committee France participates in major events intended for trade professionals to highlight traveling to the USA.



International Pow Wow (IPW)

The largest professional trade show for the United States in the world

Location: USA - Orlando in 2022 / San Antonio in 2023

Exhibitors: Local tourism offices and US specialist suppliers

Visitors: 6,000 participants from 70 different countries. French delegation between 50 and 60 people.

Our missions:

- Maintain relationships with our members
- Create new contacts/exchanges
- Training on destinations and new products
- Organize a convivial cocktail with all our partners (150-170 people each year)



IFTM Top Resa Paris

The largest French trade show for professionals of the tourism industry in France

Location: Paris - Porte de Versailles

Exhibitors: Suppliers of the global travel industry

Visitors: French travel professionals and journalists

Our missions:

- Hold a stand in the American Pavilion and meet with trade professionals
- Highlight the entire US territory
- Organization of a cocktail with all our partners (200 people)

The participation of the Visit USA Committee France in professional trade shows is a must for US tourism.



REPRESENTATION ACTIVITIES: CONSUMER TOURISM SHOWS

Consumer tourism shows allow great visibility among the general public, which is our mission's final target, but also direct interaction with all major actors of the tourism industry.

2020

Participation in 4 consumer tourism shows: Albi, Lille, Brignoles and Lyon.

Over 70,000 reached people

2021

Participation in 1 consumer tourism show: Colmar.

Over 13,000 reached people

2022

Participation in 3 consumer tourism show: Lille, Lyon, Paris. Other ones to come.

Objectives:

- Organize, implement, and federate the American pavilion
- Manage relations with the media and exhibitors
- Organize contests to highlight the destination
- Put in place or offer corporate tools (signage, posters, bags, goodies....)
- Distribute the official US travel guide created in 2011 (56 pages, updated each year)

The Visit USA France is central to these shows because it creates a natural bond between professionals of the industry and potential travelers.





REASONS TO BE ASSOCIATED WITH US

Being member of the Visit USA is:

- **Becoming associate** of a dynamic organization always in full swing
- **Having visibility on numerous events** with dedicated adapted communication tools
- **Being associated** with a « postcard » image of the USA
- **Benefiting from a network** of kind and targeted members and partners
- **Having the possibility to build together** a long-term « win-win » partnership

All alone we go faster, together we go further!





THEY TRUST US



JOIN US



Credibility

- A very well-known non-profit organization in the tourism industry.
- A constant contact with the US Embassy for the past 27 years.
- 120 members in 2022, including some since the association's creation.



Visibility

- Numerous BtoB and BtoC activities throughout France.
- An important network in and out of the tourism industry.



Efficiency

- Board members available and ready to listen.
- Possibility to reach the target market chosen by the partner, thanks to our numerous tools.





OFFERS TO BECOME MEMBER

Boarding Pass

€950

- 1 dedicated page on our website (1 logo + mention of subsidiary brand names in the text)
- 1 interview on our website
- 2 posts on our social media (Facebook / Instagram combo)
- Up to 5 articles in our BtoB newsletters + insert in the dedicated Press space on our website
- Reference in our official travel brochure to the USA
- Reference in the members listing
- Reception of the members listing and all minutes of board meetings
- Invitation to our events and cocktails (General Assembly, shows like IPW, IFTM Top Resa, etc.)
- Possibility to send content for our website (reserved to destinations and leisure partners)
- Possibility to participate in our events (preferential prices)

Business Class

€1,500

Boarding Pass Base

+

- 1 additional interview on our website
- 2 additional posts on our social media (Facebook / Instagram combo)
- 1 additional article in our BtoB newsletters + Insert in the dedicated Press space on our website
- Grant of 200€ per Tour Operator member (based in France) for IPW show participants OR per receptive agency member (based in the US) for IFTM Top Resa show participants on the American Pavilion
- Square publicity banner on our website - Duration: 1 month - Placement: Choice of State (according to availability)

Additional activities are possible (prices on request). Visibility for one calendar year (1st January - 31st of December). Possible prorata rates for all subscriptions during the year.



OFFERS TO BECOME MEMBER

First Class

€2,200

Boarding Pass Base



- 2 additional interviews on our website
- 4 additional posts on our social media (Facebook / Instagram combo)
- 3 additional articles in our BtoB newsletters + Insert in the dedicated Press space on our website
- Grant of 200€ per member company (based in France) for IPW show participants OR per member company (based in the US, UK or Germany) for IFTM Top Resa show participants on the American Pavilion
- Square publicity banner on our website - Duration: 2 months - Placement: Choice of State (according to availability)
- Additional publicity banner on our website - Duration: 2 months - Placement: Homepage or all Formalities/Practical Infos pages according to availability, or top rotating banner.

Additional activities are possible (prices on request). Visibility for one calendar year (1st January - 31st of December). Possible prorata rates for all subscriptions during the year.





CONTACTS

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