

**Membership File**  
2024

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# VISIT USA COMMITTEE

# FRANCE





# 15 REASONS TO JOIN US

## Visit USA Committee France

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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 on April 25, 2024), and a salaried Director.
- The organization is **directed by the elected President** (Rémi Vénitien - TUI France) **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 IN 2024

## TOURISM OFFICES

Alaska, Arizona, Bloomington, Boston, California, Capital Region USA (Washington DC, Maryland, Virginia), Chicago, Cincy Region, Colorado, Dallas, Denver, Detroit, Discover New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont), Flagstaff, Florida Keys & Key West, High Sierra County, Kansas City, Kentucky, Kissimmee, Lafayette, Lake Tahoe, Los Angeles, Louisiana, Louisville, Maine, Mammoth Lakes, Massachusetts, Memphis, Miami, Minneapolis, Minnesota, Mississippi, Naples - Marco Island - Everglades, Nashville, New Hampshire, NYC, Oregon, Palm Springs, Philadelphia, Phoenix, Sacramento, Salt Lake City, San Francisco, Santa Monica, Scottsdale, Seattle, Sonoma County, Texas, The Great American West (Idaho, Montana, North Dakota, South Dakota, Wyoming), Travel South USA (Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee and West Virginia), Tucson, Utah, Virginia Beach, Washington State & Port of Seattle, Wine Water & Wonders of New York State.

## AIRLINE COMPANIES

Aer Lingus, Air Canada, Air Europa, Air France, Air Tahiti Nui, Delta Air Lines, French bee, Icelandair, Jetblue, La Compagnie, Play, United, Westjet.

## CAR RENTALS

BSP Auto, Flexible Autos, Sixt SAS.

## TOUR OPERATORS

Altiplano Voyage, Amerigo, Amplitudes, Back Roads, Cercle des Voyages, Club Med, Comptoir des Etats-Unis, Directours, Evaneos, Evasion USA, Jetset Voyages, Kuoni / Vacances Fabuleuses, La Case Départ, Les Maisons du Voyage, Marco Vasco, Naar, Oovatu, Parcours USA, Salaun Holidays, Tourcom, TUI France / Nouvelles Frontières, Vivatours, Voyageurs du Monde, Worldia.

## ACCOMMODATIONS

Best Western Hotel Group, Handlery Hotels, Walt Disney World Swan and Dolphin Resort.

## LANGUAGE STUDY VACATIONS

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

## ENTERTAINMENT / LEISURE

Antelope Canyon Tours, C New York, Ceetiz, Citadel Outlets - Los Angeles, Destinations Off Road, Empire State Building, Mall of America, NASA Kennedy Space Center, Rockefeller Center, SeaWorld Parks & Entertainment, SUMMIT One Vanderbilt, Universal Parks & Resorts, Voyage en français, Washington en français.

## RECEPTIVE AGENCIES / CONCIERGE SERVICE

America Voyages, Bonjour USA - Blue Time, Cali'Fun, Elite American Voyages, Go West Tours, Love2Travel USA, Mad Tours and Events, New World Travel, On'Spot, Overseas Network, Ratehawk, Scenic Roads, Tundra Voyages, USA Production.

## MICE

Mice Finder.

## CRUISE LINES

MSC Croisières, Norwegian Cruise Line.

## TRAVEL INSURANCE COMPANIES

Ava Assurances, EuropUSA.

## GUIDEBOOKS / ROADBOOKS

Michelin Editions.

## OTHER SERVICES

ChangeGroup, Comptoir Change Opéra.

# KEY FIGURES



## Number of French visitors to the USA

- **1,844,000 visitors in 2019** (+4.3% vs 2018)
- **1,317,882 visitors in 2022** (+493.6% vs 2021)
- **1,592,934 visitors in 2023** (+20.9% vs 2022)
- **369 weekly direct flights**
- **10 airline companies** offer direct flights.



## Ranking

In 2023, France was the 3<sup>rd</sup> European country and the 6<sup>th</sup> worldwide in terms of number of visitors to the US.



## 3 Main Positions

The French market is in full expansion again, 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.**

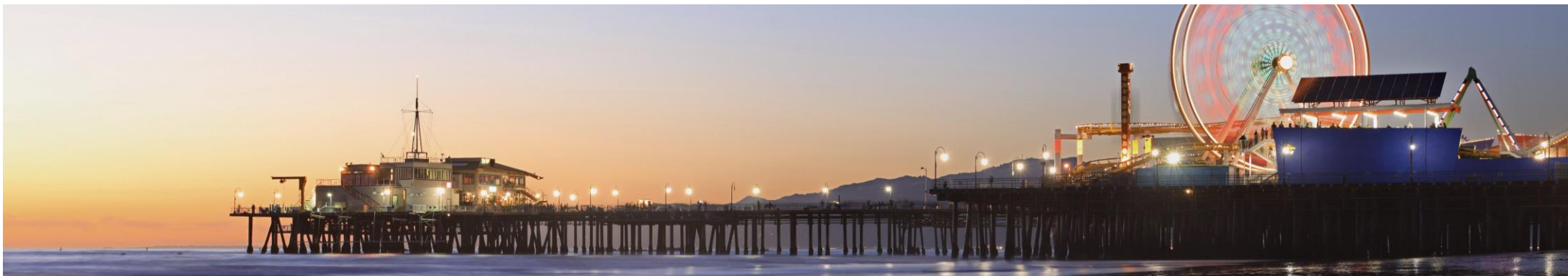
This version offers:

- **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](http://www.office-tourisme-usa.com)**

**With visitors 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**



**53,500 followers**  
+18.2% in 2023  
Coverage 2023:  
**8.1 million people**



**Instagram**



**21,300 followers**  
+80.5% in 2023  
Coverage 2023:  
**70.800 people**



**LinkedIn**



**3,850 subscribers**  
+20.9% in 2023  
Coverage 2023:  
**116,000 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:

- **43,000 contacts** of general public
- **8,800 professionals** of French tourism
- **1,200 journalists** and French media
- **900 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 2023:



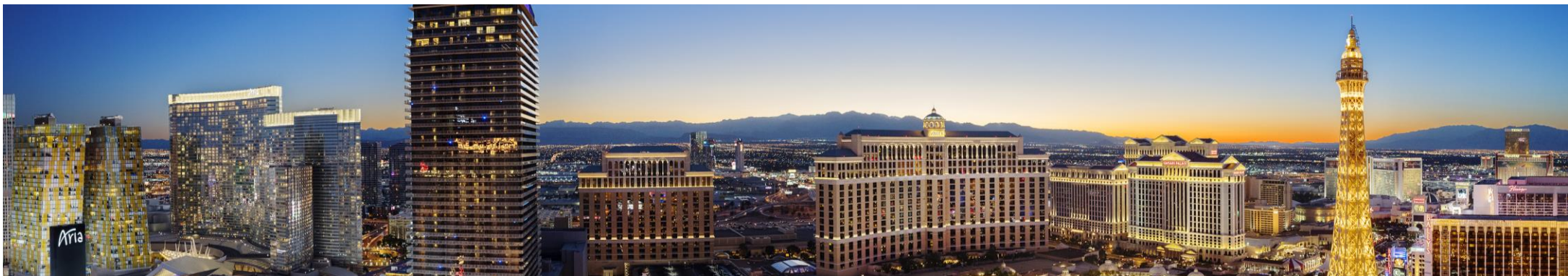
**743,000 emails sent**  
via our CRM



**18.5 %**  
average opening rate



**4.9 %**  
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 2023, the Visit USA:

- was partner to the **America in OV weeks** organized by **Picard Surgelés**  
Contest on Instagram with a food trip to win with Delta Air Lines, Voyage en Français, Empire State Building & Summit One Vanderbilt  
18,000 participants / 730,000 people reached
- organized 3 contests on its website  
**Independence Day** with JetBlue, EF Education and Flagstaff - 6,500 participants  
**Halloween** with Play Airlines, CNewYork and Philadelphia - 12,000 participants  
**Christmas** with Icelandair, Visit Detroit and Stage Entertainment - 7,000 participants

The following activities are planned for 2024:

- Renewal of the partnership with **Picard Surgelés**.  
5.5 million impressions  
32,000 participants
- 3 contests on the website:  
**Independence Day** with Air Tahiti Nui & Parcours USA  
**Halloween** with Icelandair & Ceetiz  
**Christmas** with Frenchbee, CNewYork & Rockefeller Center

**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.**



**Jeu concours**

Du 13 au 26 mars

Tentez de remporter un voyage pour 2 personnes à New-York

Participez !

picard DELTA THE EMPIRE STATE BUILDING VOYAGE EN FRANÇAIS SUMMIT



**CONCOURS DE NOEL**

JUSQU'AU 25 DECEMBRE

A GAGNER :

UN VOYAGE A DETROIT ICELANDAIR visitdetroit

ET DES PLACES DE SPECTACLE

LI RSI LIEN

CLIQUEZ ICI POUR PARTICIPER



# 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 June 2023, the version 9 was launched, this platform was improved and more adapted to the needs of professionals.

Figures on May 1<sup>st</sup>, 2024 only for the version 9:



**730 registered**  
on the platform.

*(over 5600 since its creation in 2010)*



**180 certified experts**  
for version 9 (in progress).

**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:

In 2022: Paris, Toulouse, Strasbourg.

In 2023 : Paris, Lyon, Marseille and Bordeaux.

In 2024: Paris, Lille, Strasbourg, Toulouse.

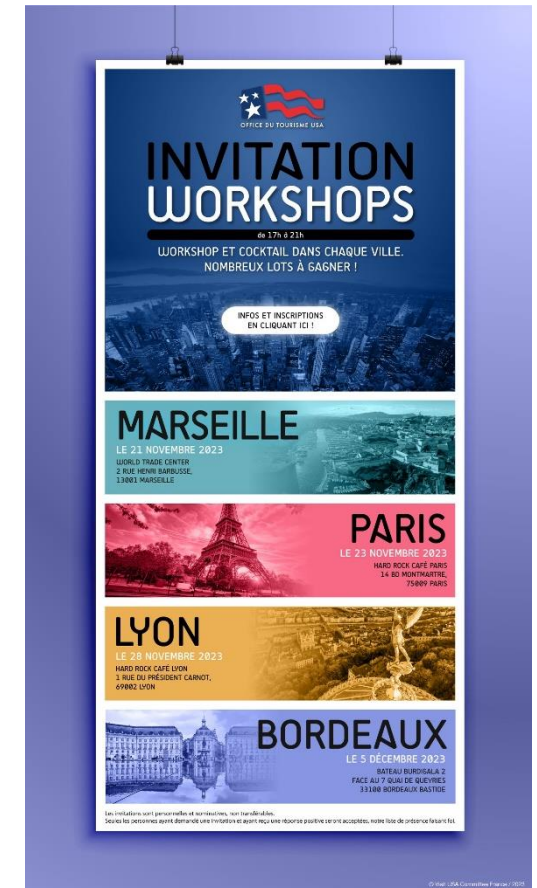
**In attendance:** Travel agencies, tour operators, actors in the tourism industry and journalists.

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

**400 professionals were trained in 2023 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.**

- **2023:** The South (January) and the East (April)
- **2024:** The West of the USA (Jan. 9) and California (Jan. 30)
- **2025:** Eastern and Great Lakes cities (Jan. 30) and The South of the USA (March 4 - Mardi Gras)

**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, 50 to 90 professionals participate to each Training Day and become specialists of a specific geographic zone.**





# BtoB ACTIVITIES: PROFESSIONAL EVENTS



## Lunch with the sales representatives

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- Event created in 2015
- Up to 3 cities per year
- 2023: Paris and Bordeaux
- 2024: Lille and Strasbourg
- 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

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- 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)

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

**Location:** San Antonio in 2023 / Los Angeles in 2024

**Exhibitors:** Local tourism offices and US specialist suppliers

**Visitors:** 6,000 participants from 70 different countries. French delegation: 70 people in 2024.

**Our missions:**

- Maintain relationships with our members
- Create new contacts/exchanges
- Training on destinations and new products
- Create a micro-website of the French delegation
- Organize a convivial cocktail with all our partners (180 people) - *Sponsored by LA Tourism in 2024.*



## IFTM Top Resa Paris

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**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 (150 people) - *Sponsored by Travel South USA in 2024.*

**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.**

**2022**

Participation in 4 consumer tourism shows: Lille, Lyon, Paris, Colmar.  
*Louisiana was the destination of honor in Colmar.*

**Over 122,000 reached people**

**2023**

Potential participation in 4 consumer tourism shows: Mulhouse, Lyon, Paris and Colmar.

**Over 111,000 reached people**

**2024**

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

**Over 63,000 reached people**

## **Objectives:**

- Organize, implement, and federate the American pavilion
- Manage relations with the media and exhibitors
- Organize contests to highlight the destination et get opt-ins for our database
- Put in place or offer corporate tools (signage, posters, bags, goodies....)
- Distribute the official US travel guide created in 2011 (64 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

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- A very well-known non-profit organization in the tourism industry.
- A constant contact with the US Embassy for the past 28 years.
- 156 members in 2024, including some since the association's creation.



## Visibility

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



## Efficiency

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- 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

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€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

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€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 (1<sup>st</sup> January - 31<sup>st</sup> of December). Possible prorata rates for all subscriptions during the year.*







# CONTACTS

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