



SWITZERLAND'S
LARGEST

EDUCATIONAL TRADE SHOW
FOR TRAVEL TO THE U.S.



February 5, 2020
Zurich, Switzerland

**BEST
PLATFORM**



Visit
TheUSA
.com

TOP HIGHLIGHTS



- ★ Due to high demand the **number of workshop presentations was increased to 12 (!)**

Tourism Boards and Tour Operators have priority followed by airlines, hotels, car rentals etc.

- ★ **Best price** for workshops: only CHF 1'650

- ★ Optimized program providing **additional time for individual meetings**. No show act.

- ★ **Hosted tables**. Each destination partner is offered to host a table at lunchtime for further discussions about his product and services.

- ★ **Best rates at the location Mövenpick Hotel**

Zurich-Regensdorf: now only **CHF 135** for bookings until 31st October.

YOUR BENEFITS!

The annual Visit USA Seminar is organized in close cooperation with the trade and its requirements. It is the only major promotional and educational trade event in the country for all of the USA. The seminar is particularly important to agencies away from «centers» such as Zurich where individual U.S. state or city CVB's etc. tend to show flag. Limited time allows only few to participate in such events. It explains why the annual seminar attracts a significant number of visitors who travel up to 2 hours one way to get an update and do relevant networking.



Main facts of the VUSA Seminar in a nutshell:

- ★ **350 – 400 attendees** from around the country.
- ★ **Sole update and educational opportunity** for the trade covering the U.S. as a whole. Particularly important for agencies away from major cities. Enjoys high status.
- ★ **Major TO's** use the seminar for their sales staff as a compulsory educational platform and for updates (they receive a certificate after the seminar) – each year different travel agents attend the seminar (rotation).
- ★ **Good mix of attendees** including «mature» visitors as well as younger people at the start of their professional career who are in need of relevant education/training.
- ★ **Interactive program** of a mix of 12 workshop presentations and individual meetings at the marketplace.
- ★ **More time** for individuals talks at the marketplace.
- ★ **Best price** for a standard booth: CHF 2'600, if you are a VUSA Member and register as an Early Bird by July 31st, 2019.
- ★ **U.S. Knowledge test** – an online educational program to establish a working contact with our partners prior to the event and «to break the ice» at the event.
- ★ **Workshop presentations** will be uploaded on www.vusa.ch for later use in clients counselling and for educational purposes.
- ★ **Fondue diner evening** prior to the seminar – a social get together of our partners with tour operators as well as industry VIP's and opinion leaders.

«The annual Visit USA Seminar serves our company as the official training resp. educational event for travel to the U.S. Each of our 104 agencies sends at least one specialist to attend. Important: every year different people are selected to participate to allow as many as possible to improve their USA expertise.»

Daniel Reinhart

VP Sales, Hotelplan Suisse



WHY IS THE SWISS MARKET WORTH YOUR TIME & MONEY?



- ★ **450'000 to over 500'000** Swiss visited the U.S. annually for over one decade.
- ★ **The U.S. is the by far most popular long haul vacation** destination of the Swiss.
- ★ Profitable market! People living in Switzerland enjoy one of the world's **highest per capita incomes**.
- ★ **A strong Swiss Franc** combined with high incomes provide for a high purchasing power.
- ★ **Daily average spending** in the U.S. is approx. USD 400*.
- ★ **Less price sensitive** market. Travellers willing to pay for quality & service.
- ★ **The Swiss source market's production**, not taking into account the purchasing power and just based on the count at immigration, represents nearly one fourth of that of the ten times bigger German market.
- ★ **Historically close bilateral** relations with comparable political systems. The two countries, as a result, are often referred to as the «sister republics».
- ★ According to a representative study (source is Kuoni survey) 46% of the Swiss intend to spend **USD 2'000 – 5'000 per capita** in 2019. 5% even more than USD 10'000 per capita.
- ★ In terms of sales channel, 54% of the people interviewed **book their travels in a travel agency** and only about 41% go through with online bookings.

* overseas transportation not included

«We often are told that too many young people are attending the Visit USA Seminar. We judge this very differently. In particular young people at the sales counter appear to take advantage and the educational results are significant. The Visit USA Seminar clearly is the unrivaled educational platform for travel to the U.S.»

Annette Kreczy

Vice President Retail Sales, DER Touristik Suisse AG



ADDITIONAL VALUE AT NO COST!

The «**FREE**» **U.S. Knowledge Test** provides all destination exhibitors with considerable additional value at no cost. Introduced a few years ago it now is an established training tool preparing visitors for the seminar by promoting networking and the use of exhibitor's websites. Questions to be answered are all provided by the exhibitors. The more interesting the questions, the higher is the value! Participants sign up for the test when they register. The U.S. Knowledge Test needs to be completed at the seminar in personal contact with the exhibitors in order to be eligible for a prize.



The U.S. Knowledge Test aims at:

- ★ Building new working contacts before and during the seminar.
- ★ Promoting the visitation of your website.
- ★ Getting agents used to your website as a tool in clients counselling.
- ★ Selecting the most competent participants for fam trips and similar educational programs.

Please note: The test starts weeks before the seminar. You will be invited to provide your input (questions) in due time in advance.

Our homepage

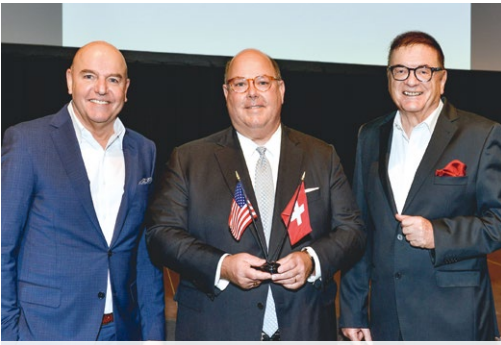


- ★ All details of the seminar
- ★ Your contact details will be listed at the time of the event
- ★ Workshop presentations will be uploaded for free use

Certificate for the travel agents



Each attendee who successfully completed the seminar is provided with a personalized certificate. It is intended to serve as a proof of professionalism, quality and relevant competence.



Mr. Heinz Zimmermann, U.S. Ambassador Mr. Edward McMullen, Mr. Werner E. Wiedmer



VISIT USA COMMITTEE SWITZERLAND



Mr. Heinz Zimmermann



Mr. Reto Schneider



Mr. Kenny Prevost



Mr. Tino Swoboda



Mr. Andreas Heinzer



Mr. Marcel Gehring

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Norwegian Cruise Line

NYC & Company

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RCL Cruise Lines LTD

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Tennessee Tourism

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United

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Visit Denver CVB

Visit Florida

Visit Kansas City

Visit North Carolina

Visit Orlando

Visit Seattle & Washington State

Visit St. Pete/Clearwater

Visit Tampa Bay

FEATURED DESTINATION



BE THE CENTER OF ATTENTION AND
GET SPECIAL EXPOSURE FOR ONE FULL DAY!



BENEFITS

The format of the Featured Destination has been created to offer a given state, region or city the opportunity to get special exposure. Tourism services typical for the U.S. or themes like the National Parks may also be considered as featured highlights. Creative proposals are welcome to get the most out of your presence as Featured Destination (e.g. presentation of typical F&B, cultural contributions, entertainment, decorations, give-aways etc.). The event organizers and the Committee Executive Board are open to discuss your ideas!



Benefits of a Featured Destination

- ★ Largest exhibition booth (approx. 20 sqm/220 sft) in a prime location at the marketplace to accommodate all partners.
- ★ Booth decorations and signage (exhibitors names) are included. Basic decorations (U.S. colors) may be completed with typical decorations as deemed appropriate.
- ★ The wall in the back of the booth is available for graphic designs of your own (size approx. 33x6.5 ft). Print cost are included in the package fee.
- ★ A 30-minutes time slot is available to present your product/destination and partners on stage.
- ★ A technician/operator incl. relevant equipment (mics, beamer etc.) are provided.
- ★ A press/media conference may be organized upon request.



How do you apply?

You may contact us any time to inform us of your interest in being Featured Destination. Expressing your interest is NOT yet a commitment. You will be contacted to discuss the project in order to match your budget, our program and to hopefully meet your expectations. Your firm commitment starts with our confirmation. Again... creativity is everything! Please feel free and let us have your ideas! Applications will be handled on a «first come, first served» basis.



BEST PRICE

Basic Featured Destination
package:

CHF 10'000

MARKETPLACE



THE CENTER PIECE OF THE EVENT
FOR NETWORKING AND INDIVIDUAL MEETINGS!



**BEST
PRICE**
CHF 2'600*

BOOTHS



Concept

The event format provides for a dynamic mix of individual meetings at the marketplace and workshops. The marketplace is an attractive, professionally built exhibit including all partners. Visitors will rotate between workshops in separate rooms and personal meetings at the booths completing their Knowledge Tests, resulting in traffic and good attendance. A raffle with attractive prizes sponsored by the destinations and other partners concludes the program*. The online U.S. Knowledge Test before the seminar has proven to be an effective tool to ready visitors for the event and establish a contact with the exhibitors, resp. their websites.

* (Results achieved at the marketplace are combined with those of the online U.S. Knowledge Test in selecting the winners).

Marketplace

The so-called marketplace is the center piece of the event where the networking and individual meetings take place. It features all partners representing the destination USA, its products and services. Partners are present with individual exhibition booths of different size, depending their requirements (see box). The event concept provides for a high level of circulation with excellent exposure and attendance!

Exhibition booths at the marketplace

Partners, resp. exhibitors may choose among booths of different size, depending their requirements, a standard booth being the smallest (for size and rates see box). All booths are furnished with a table for flyers and brochures, chairs and provided with the exhibitor name and standard decorations. In a nutshell – you get a «ready-to-move-in booth». Experience shows that setting-up time in a standard booth takes about 20 min. average. Each participation agreement as of a standard booth includes F&B for two.



BEST PRICES

Standard booth (5 sqm/55 sft) **CHF 2'600***

Double booth (10 sqm/110 sft) **CHF 4'800***

Quadruple booth (20 sqm/220 sft) **CHF 6'600***

* includes VUSA membership fee and Early Bird discount

+ CHF 200 for Non VUSA (DACH) Members

+ CHF 200 for registration after Early Bird date July 31st, 2019.

Sub-exhibitor **CHF 1'000**

(sharing with another partner but no individual back wall)

Becoming a VUSA Member

The German, Austrian and Swiss Visit USA Committees offer a common DACH membership for your convenience and to save cost. For information and membership please contact: Cristian Meuter at cristian@vusa.travel

WORKSHOPS



THE NUMBER OF WORKSHOPS
WAS INCREASED TO 12 INSTEAD OF 6.



**BEST
PRICE**
CHF 1'650



GUIDELINES

Please note that workshops are in demand and their number is limited. Workshops are presentations in small groups in separate rooms. Tourism Boards and Tour Operators have priority followed by airlines, hotels, car rentals etc.



The duration per workshop is 15 minutes and each workshop is given six times*. Technical equipment such as beamer, laptop and screens are provided. Decorations (roll ups etc.) are possible. Workshops are not a «hard-sell» opportunity. Themes have to match the overall goals and themes of the seminar – the promotion of the destination USA. «Selling» is done by the quality and substance of the presentations.

Workshops are subject to approval by the Committee based upon the following criteria:

- ★ CVB's and other relevant agencies are given priority as well as tour operators**
- ★ Theme, content and «substance»
- ★ Workshops must be combined with participation in the exhibit
- ★ The Committee Executive Board reserves the right to preview the presentations and suggest adjustments as deemed appropriate

Please note

It is standard procedure to preview all workshops the day before the seminar per se. The rehearsal will take place on Tuesday, February 4, 2020.

* may be subject to change

** TOs are committed to focus on their destination know-how



BEST PRICE

Workshop presentation:

CHF 1'650

ADDED VALUE

Workshops presentations will be uploaded on www.vusa.ch for later use.



Visit
TheUSA
.com

Visit USA Switzerland

Förrlibuckstrasse 110
8005 Zurich
Switzerland

Phone +41 (0)44 749 25 25
E-mail visitusa@topline.ch
www.vusa.ch



REGISTRATION VISIT USA SEMINAR 2020

We herewith register for the Visit USA Seminar on February 5, 2020
at the Mövenpick Hotel Zurich-Regensdorf, Switzerland:

Please indicate:

- VUSA Member (DACH)
- Early Bird for registrations by 31st July 2019

BEST PRICES*

Standard booth **CHF 2'600**
(5 sqm / 55 sft)

Double booth **CHF 4'800**
(10 sqm / 110 sft)

Quadruple booth **CHF 6'600**
(20 sqm / 220 sft)

+ CHF 200 for Non VUSA (DACH) Members
+ CHF 200 for registration after Early Bird date July 31st, 2019

*includes VUSA membership fee and Early Bird discount

Sub-exhibitor **CHF 1'000**
sharing with another partner
but without individual back wall

One sub-exhibitor free of charge at double booth /
two sub-exhibitors free of charge at quadruple booth.

Please indicate name of main exhibitor:

Workshop presentation 15 minutes **CHF 1'650**
Included: technical equipment (laptop, beamer and screen)

Name to be displayed at booth:

Company:

Street/No.:

City/ZIP:

Country:

Person in charge:

Phone:

E-mail:

Date/Signature:

Participation / Payment conditions:

Invoice to be paid within 30 days after invoice date. Full payment is required until January 6, 2020 in order to have a guaranteed exhibition booth and other services ordered.

Terms of cancellation:

- ★ up to October 31, 2019: **no charge**
- ★ as of November 1, 2019: **50% charge**
- ★ as of December 1, 2019: **full charge**

We recommend that you secure your booth by submitting your registration no later than September 30, 2019: online on www.vusa.ch or by e-mail.

**LIMITED
EXHIBITION
SPACE!**

Visit USA Seminar

Förrlibuckstrasse 110, 8005 Zurich, Switzerland
Phone: +41 (0)44 749 25 25, E-Mail: visitusa@topline.ch