



## What is CRUSA?



**CRUSA is a 501 c (3) regional  
destination marketing organization  
with one simple goal:**

**More overseas visitors staying  
longer & spending more money**





## Funding Partners

- Destination DC
- Virginia Tourism Corporation
- Maryland Office of Tourism
- Metropolitan Washington  
Airports Authority

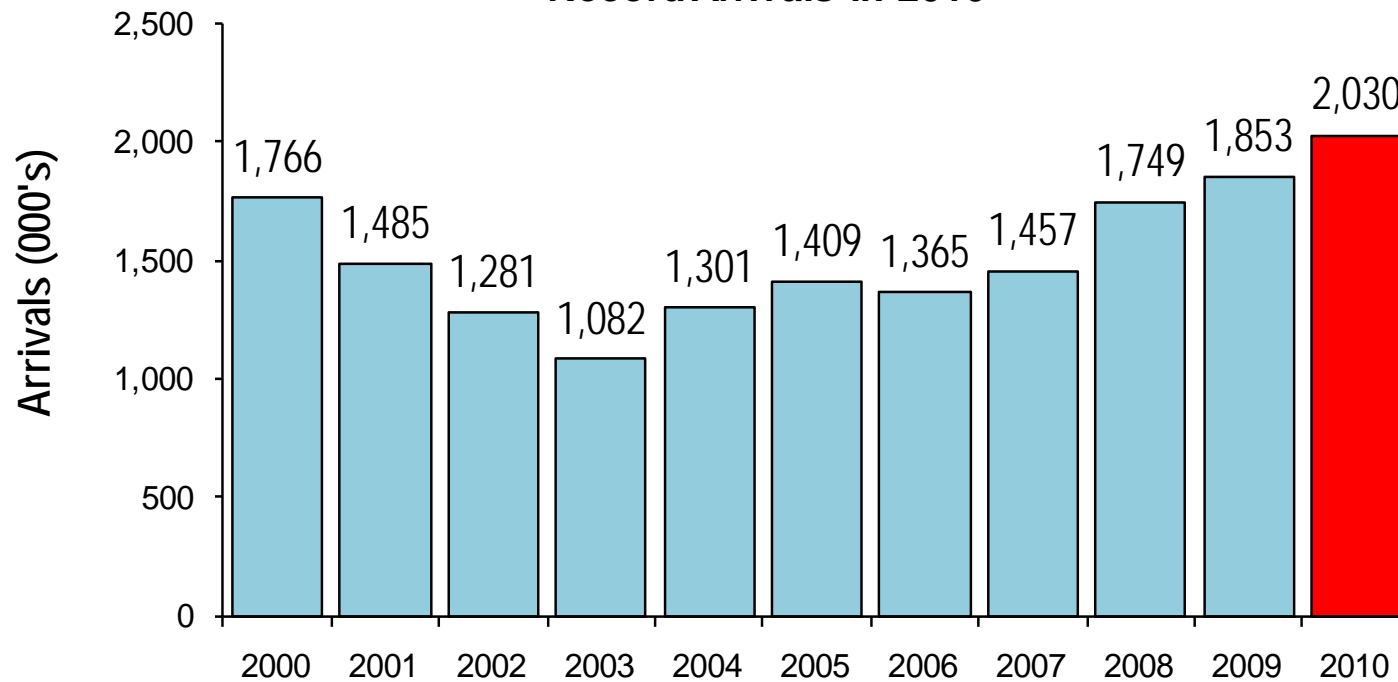


## **FY 12 Investment**

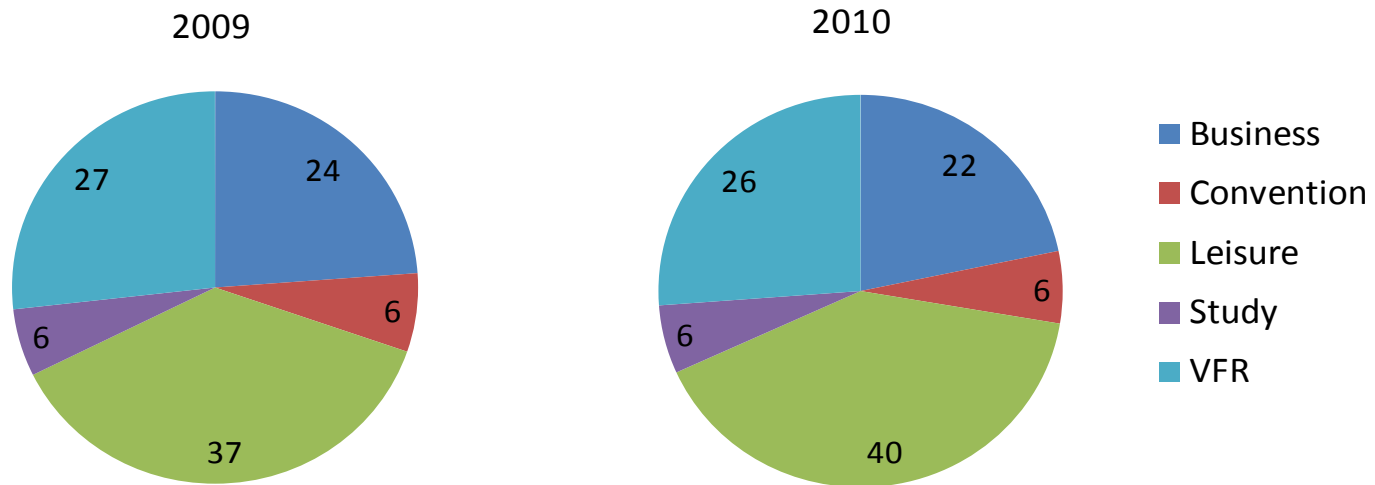
<b>Funding Partners:</b>	<b>\$1,400,000</b>
<b>Cash &amp; In-kind:</b>	<b>\$1,300,000 (est)</b>
<b>Total:</b>	<b>\$2,700,000</b>

**CRUSA leverages each funding partner's investment by 7:1+**

## CRUSA Overseas Visitor Arrivals Record Arrivals in 2010



## Main Purpose of Trip



Nearly 1.3 million overseas travelers visited CRUSA for leisure purposes in 2010, a 15% increase.

## Overseas Total Direct Spending

	2009	2010	Percent Change
Ave. Nights in CRUSA	7.7	8.3	8%
Ave. Spending Per Night	\$93	\$91	-2%
Arrivals	1,853,000	2,030,000	10%
Spending Per Stay	\$716	\$755	5%
<b>Total Direct Spending</b>	<b>\$1,326,933,000</b>	<b>\$1,533,259,000</b>	<b>16%</b>

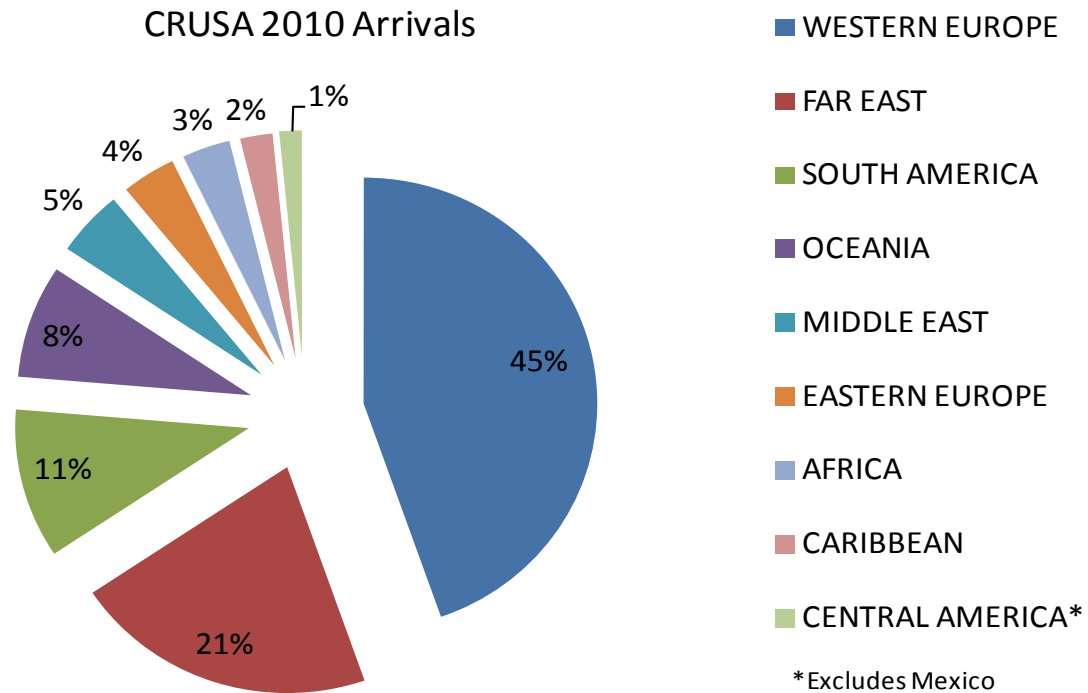
Note: All spending estimates are an average of direct spending only.

Overseas spending reached an all time high in 2010, creating an estimated 9,019 jobs. Length of stay grew 8%

## 2010 Top Visitor Markets to Capital Region USA

	CRUSA Arrivals*					U.S. Arrivals		
	2009 in (000)	2010 in (000)	Percent Change	09 Market Share	10 Market Share	2009 in (000)	2010 in (000)	Percent Change
Total Overseas	1,853	2,030	10%	7.8%	7.7%	23,756	26,363	11%
Rank in 2010								
1 United Kingdom	234	246	5%	6.0%	6.4%	3,899	3,851	-1%
2 Germany	172	162	-6%	10.2%	9.4%	1,687	1,726	2%
3 *Australia	99	142	43%	13.7%	15.7%	724	904	25%
4 *China	98	123	26%	18.7%	15.4%	525	802	53%
5 *France	92	119	29%	7.6%	8.9%	1,204	1,342	11%
6 *India	73	113	55%	13.3%	17.4%	549	651	19%
7 Japan	64	81	27%	2.2%	2.4%	2,918	3,386	16%
8 *Benelux	87	79	-9%	10.7%	9.4%	812	843	4%
9 *Brazil	54	79	46%	6.0%	6.6%	893	1,198	34%
10 *Italy	52	79	52%	6.9%	9.4%	753	838	11%

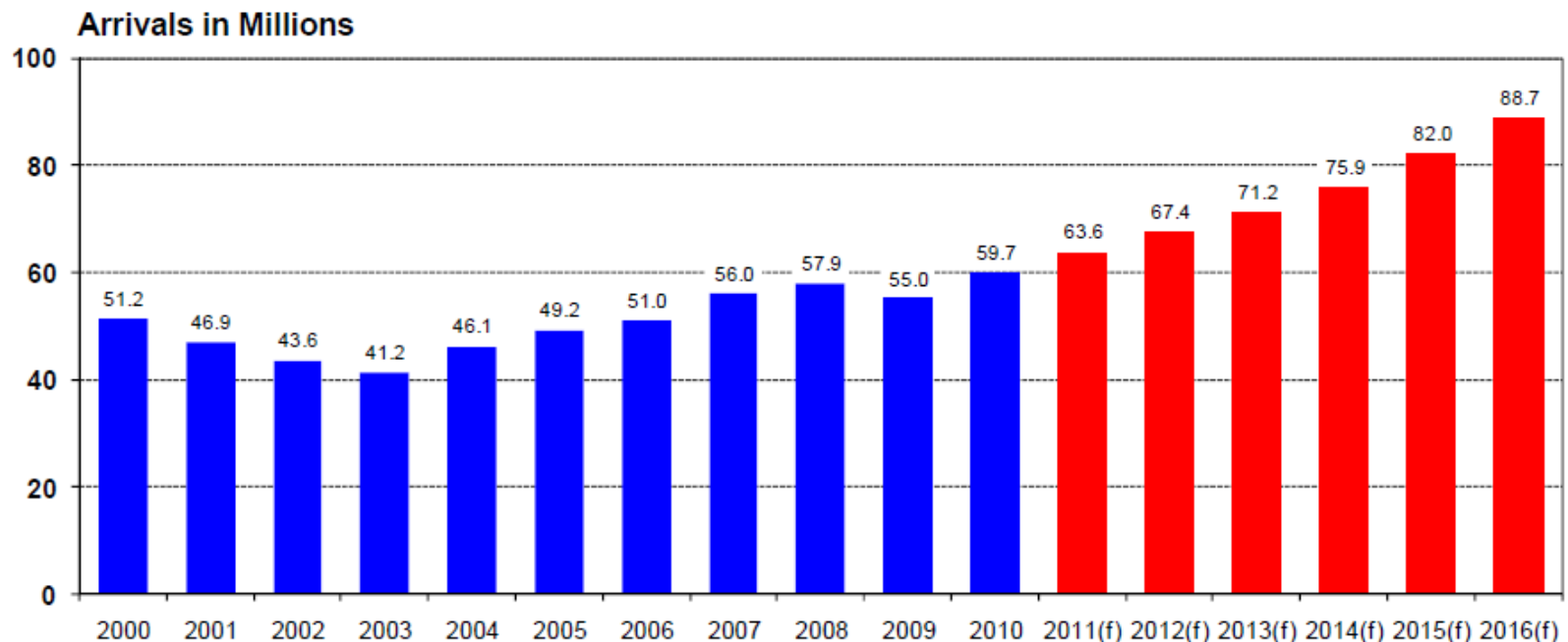
## Overseas Arrivals by World Region





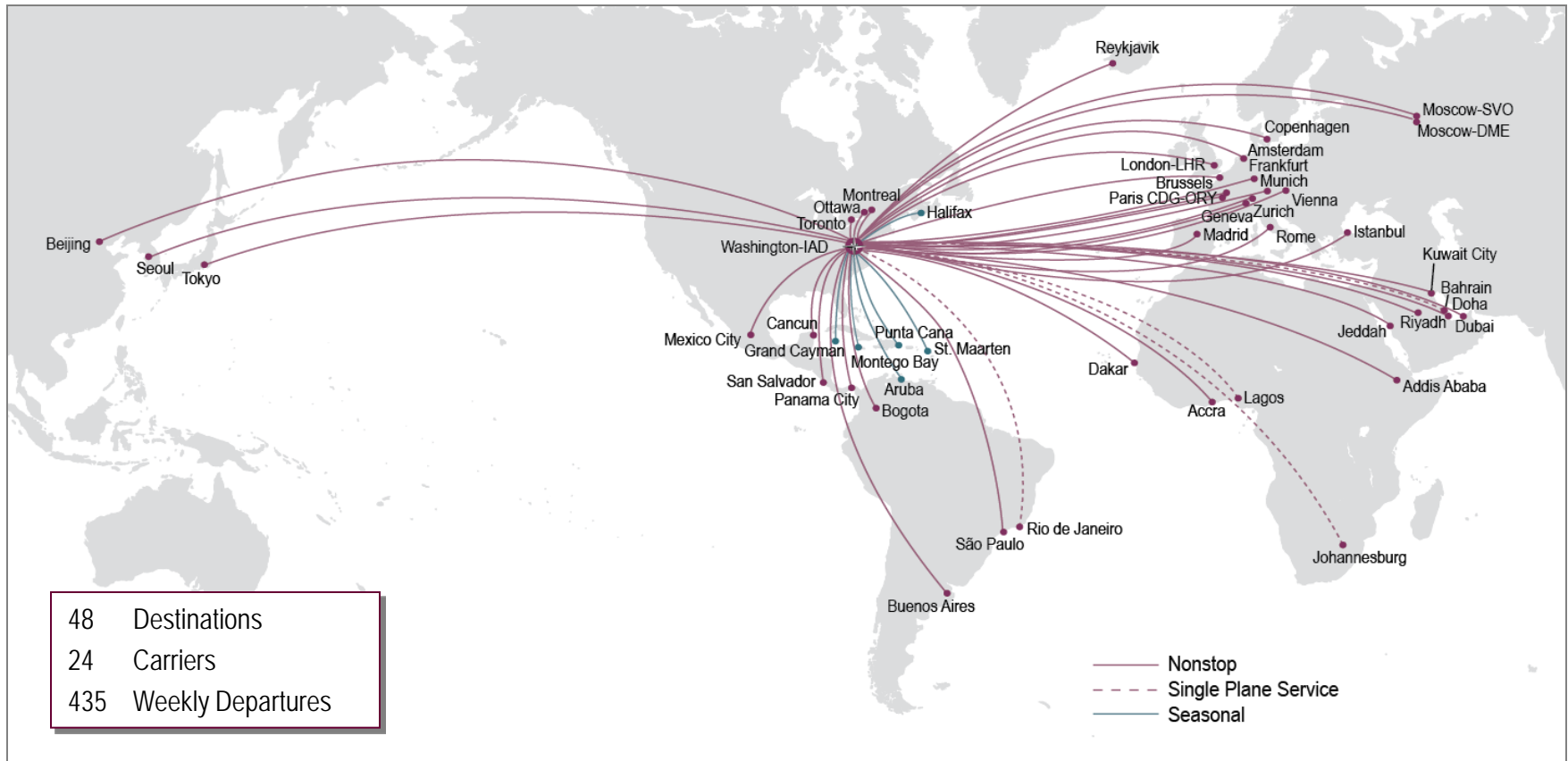
INTERNATIONAL  
**TRADE**  
ADMINISTRATION

## International Visitors to the U.S. and Projections (2000-2016)



Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Secretaria de Turismo (Mexico); Statistics Canada. -- May 2011 forecast

# International Air Service at Washington Dulles



## International Air Service at Baltimore/Washington



As of July 2011

# Target Markets

## Primary

- United Kingdom
- Germany

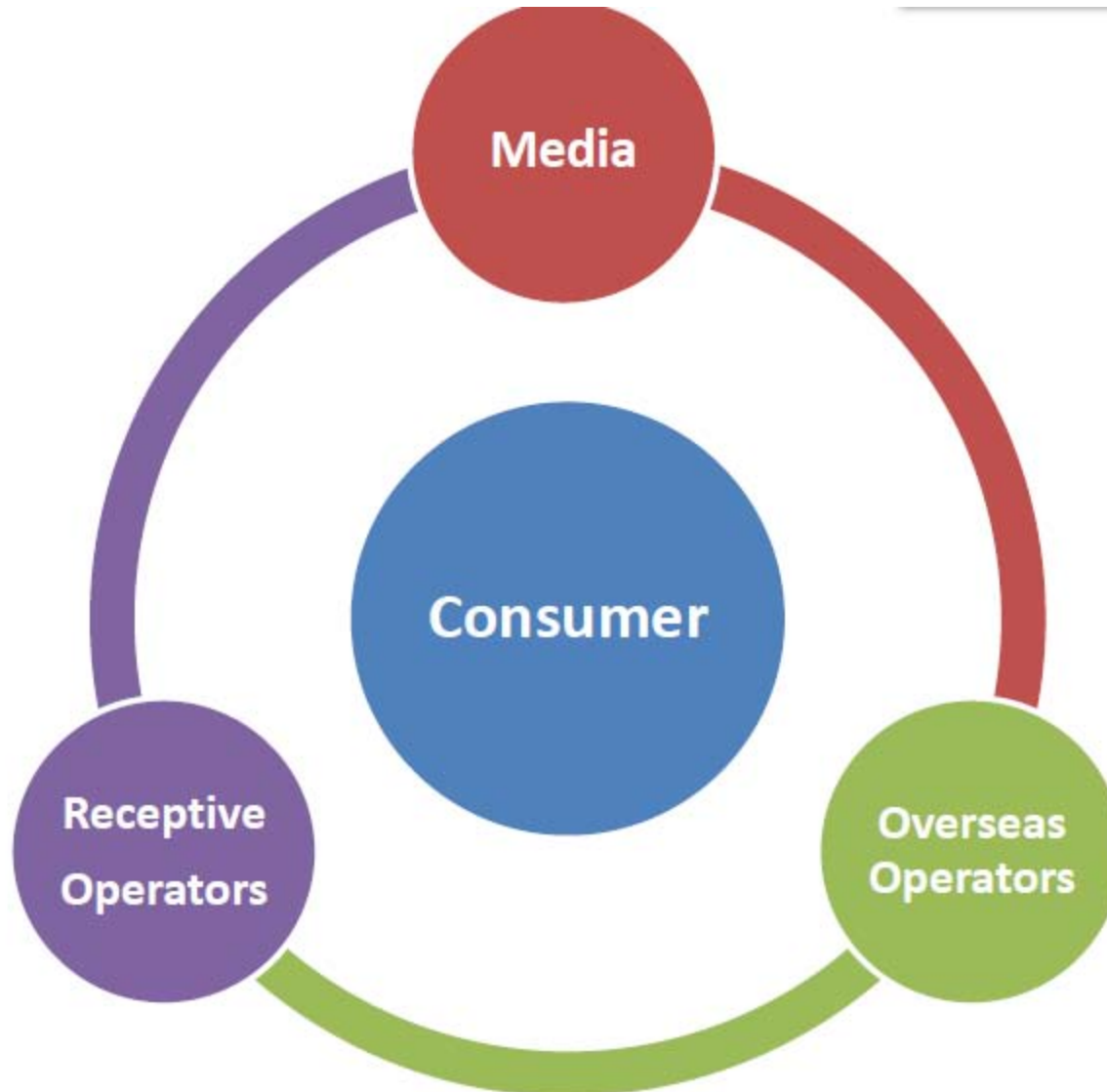
## Secondary

- France
- Brazil
- Belgium & The Netherlands
- Mexico

## Emerging

- China
- South Korea

# Target Audiences





## Join Us!

See the current schedule of  
CRUSA's cooperative  
marketing opportunities in the  
Partners section of our  
website at  
[capitalregionusa.org](http://capitalregionusa.org)