

CAPITAL REGION USA INTERNATIONAL MARKETING OPPORTUNITIES

WHAT IS CRUSA?

Capital Region USA is the official regional destination marketing organization promoting Washington, DC, Virginia and Maryland internationally, in partnership with Destination DC, the Virginia Tourism Corporation, the Maryland Office of Tourism Development and the Metropolitan Washington Airports Authority.

THE GOAL: Generate more overseas visitors to the Capital Region and increase time and money spent in the region by those international visitors.

Put your business in the international spotlight by participating in Capital Region USA's integrated marketing program. Our integrated program makes it easy to leverage CRUSA's \$2 million international marketing budget, bringing more overseas visitors to your business. Full-year exposure starts at just **\$3,150**.

Overseas visitors stay longer and spend more money than domestic visitors. In 2017, more than 2.59 million overseas visitors came to the Capital Region. These visitors stayed an average of 9.6 nights and spent \$5.4 billion on hotels, meals, shopping and attractions throughout DC, MD and VA.

Now is your chance to tap into this valuable market!

CRUSA'S INTEGRATED PROGRAM INCLUDES:

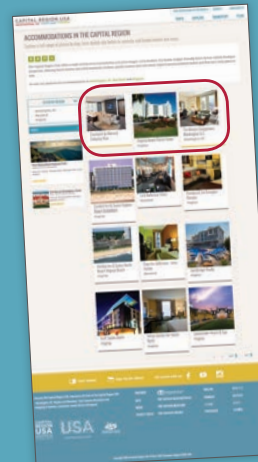
VISITORS GUIDE & E-BOOKS



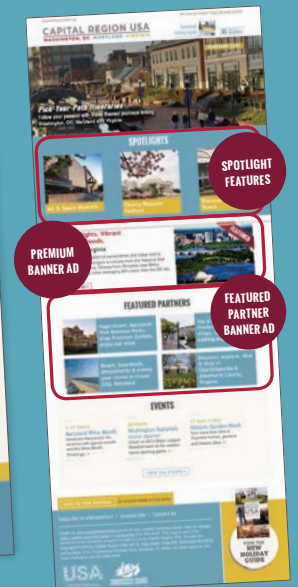
WEBSITE CAPITALREGIONUSA.ORG



FEATURED DEALS



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