



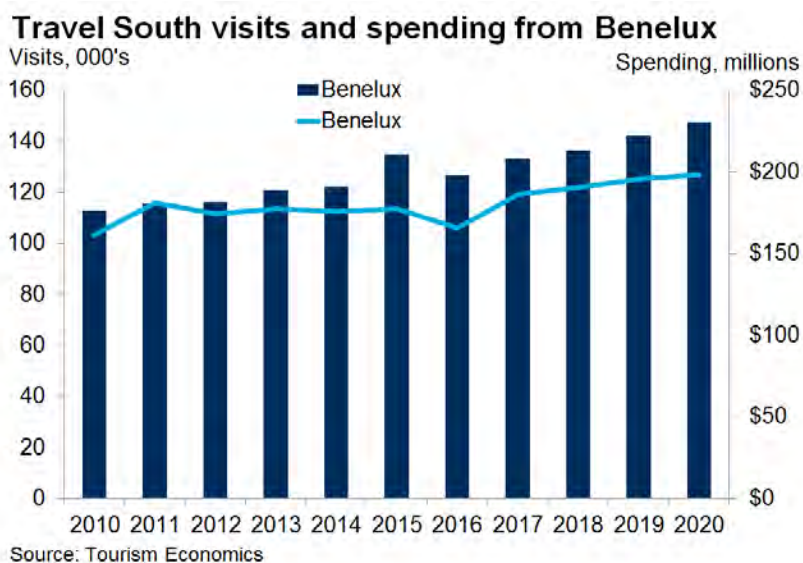
Spotlight on Benelux

Benelux has seen a steady increase of outbound visitation to the U.S. since the Great Recession (see chart). With assistance from Target Travel Marketing (TTM), Travel South is making a concerted push to bring more awareness of the U.S. South to this area of western Europe.

Target Travel Marketing is a full-service destination marketing and public relations company with headquarters in the Netherlands and a subsidiary in Belgium. TTM has



more than 25 years of experience in the Belgian, Dutch and Luxembourg markets.



Some of the initiatives Target Travel Marketing and TS have created to spotlight the South:

- Monthly press releases
- Year-round social media campaigns
- Year-round distribution of TSUSA Inspiration Guides
- Year-round trade workshops
- Year-round tour operator trainings

In addition to International Showcase, TTM takes part in:

- Visit USA The Netherlands
- Vakanteibeurs Trade & Consumer Fair

Interesting Facts:

- Benelux travelers are interested in the American way of life, shopping opportunities, national parks and attractions
- 60% of Belgians book their holiday online (Touring: May 2018)
- The average Belgian stays in the United States for 13 days and spends an average \$2,500 (not including airfare)