



BELGIUM AT A GLANCE

Population: 11.83 million
Visitors to the U.S. (2025):
260.680 (-8,19% vs. 2024)



Belgian tourists are high-value
European travelers and significant
economic contributors to host communities.
Average of 4 to 5 weeks of paid vacation a year.
Belgian visitors to the U.S. are independent and adventurous.
They equally enjoy the Americana classics and under-the-radar destinations.

Brussels Airport provides several nonstop flights to the U.S.

New York City (EWR/JFK)
United Airlines → Newark International Airport
Brussels Airlines / Delta Air Lines → New York JFK

Washington, D.C (IAD)
United Airlines / Brussels Airlines

Chicago (ORD) Atlanta (ATL)
United Airlines Delta Air Lines

WHY JOIN?

For over 30 years, the Visit USA Belgium has actively promoted travel from Belgium to the United States.

We are a non-profit organisation and our members include tour operators, local U.S. tourism offices, airlines, attractions, hotel chains, and more. The association is a key source of information for the travel trade and media seeking insights on travel to the U.S.

Throughout the year, we execute a diverse range of promotional activities:

1 B2B

• American Workshop

Members can effectively showcase their products to travel agents through targeted networking. The event concludes with a dinner.
WHEN? October 2026

• Webinars

Members can host one webinar per year, free of charge.
Invites, RSVP's and meetings are handled by Visit USA Secretary.
WHEN? Every month, except July & August

• Newsletters

Members can share their latest news. Distributed to 4.000 subscribers.
WHEN? Last week of every month

2 B2C

• Social Media

Various sponsored posts,
aimed at 3.500 aspiring travelers.
WHEN? Throughout the year

3 MEDIA

• Press releases and events

Aimed at +100 press contacts
& influencers in Belgium.
WHEN? Throughout the year

MEMBERSHIP TIERS

1 Standard Member

- Contact information, logo and description on Visit USA Belgium website
- Access to trade and consumer shows with Visit USA Belgium (BTExpo, TravDay, etc.) at reduced rates
- Invitation to IPW get-together
- Monthly Newsletter insertions
- (Boosted) Social media posts
- Webinar presentation
- Market intelligence reports

€650

2 Silver Member

- All of the above
- + Access to the October 2026 Visit USA Workshop

€1.250

Additional activities are possible (rates on request).

The Visit USA Belgium membership runs from January 1st through December 31st. Should you decide to join the association during the calendar year, we will pro-rate the membership fee for that same year.

Your membership will be automatically renewed each year and invoiced in January unless you decide to cancel your membership for the following year by informing our Treasurer or Secretary in writing before October 1st.



BECOME OUR NEWEST MEMBER



Ready to shape the future of US travel with us?
Simply scan the QR code to submit your application today.

We are looking forward to having you on board!



Board '25-'27 — from left to right: Alexander Vanryckeghem, Sarah Vandermaesen, Olivier Vandenbroucke, Rianne van der Linden, Sebastiaan Klijnen, Ludwig Verbruggen, Davy Van Acker, Charlotte Tenot (President), Olivier Dewit (Vice President — Wallonia), Yolande Aelvoet (Honorary Secretary), Pieter Demuyne (Vice President — Flanders), Geert Raes (Treasurer). Not in the picture: Leentje De Leeuw

The entire team at Visit USA Belgium is looking forward to welcoming you to the association and to promote the United States
— together —
as the best travel destination for Belgian travelers!

CONTACT US

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MEMBERSHIP FOLDER



WWW.VISITUSA.ORG

VISIT USA BELGIUM
BRIDGING TRAVEL BETWEEN THE USA AND BELGIUM