

## UPDATE FORM

## MEMBERSHIP FAQ'S

**See America Board:** The members of the board oversee all activities of the See America Foundation and are responsible for the strategy (financial) results. A new chairman, treasure and individual board members can be appointed every 4 years. Currently the board consists of 6 members, each of them active in the following industries; Touroperator, Destination PR & marketing, Car Rental and Hotel Group.

**Who can be a sponsor/member:** The bylaws of See America state that sponsors/members can be senior management representatives of Airlines, DMIC's, CVB's, Hotel-, Car Rental, Coach-, Railway Companies and major Tourist Attractions. A copy of the bylaws is available to members, on request.

**Fiscal Year:** The Fiscal Year of See America runs from January 1st till December 31st.

**Fee:** The annual membership fee is € 600,- excluding VAT (this is not applicable for US sponsors) This fee includes all See America activities. The payment for this membership should be done by wire transfer only.

**Invoice:** The annual sponsorship/membership fee is invoiced in the first week of the fiscal year. Payment is due 2 weeks after receipt of the invoice. Since See America relies on the fees to finance most of it's activities it is important that all sponsors/members pay their dues as soon as possible.

**Cancellation of sponsorship/membership:** Cancellation of sponsorship/membership is only accepted in writing, at least 3 months prior to the end of the fiscal year See America.

**Bank-account:** ABN AMRO Bank P.O. Box 20, 2100 AA Heemstede, The Netherlands account no. 51.39.08.989 - International Bank Account Number (IBAN): NL63ABNA0513980989, Swift or Bank Identification Code (BIC): ABNANL2A VAT no. NL. 808.42.31.37.B.01 Chamber of Commerce no. 41151274 The Hague

## MISSION STATEMENT

## History

The See America Foundation was established in September 1974 to promote tourism to the United States. In 1990, the organisation expanded with members of the Canadian Travel Industry, resulting a new name: The Visit USA & Canada Foundation. In 1998 the Foundation was endorsed by TIA/USNTO and Canada decided to go it's own way, once more resulting in a new name: The Visit USA Foundation. Later in 2005, after 7 years as the Visit USA Foundation, the name changed once again to the name it currently holds: See America. This Foundation is a non-profit and non-commercial organisation consisting of Dutch and US Travel Industry members. The main objective is to promote tourism from the Netherlands to the U.S. in the widest possible sense.

## Today

The organisation is an independent platform which communicates travel information and know-how to its members, the Dutch travel trade and the consumer with the objective of increase visitor traffic to the United States of America. The Foundation is jointly supported by TIA, the United States Department of Commerce, and the various subscribing members. Most of the Dutch members publish US travel destination packages and sell their products through retailers. Through participation at frequent committee meetings, members have the opportunity to play a role in the activities of the Foundation.

## Our Mission Statement

Now 30 years later, the Foundation is a role model of private sector initiative and is more important than ever for the promotion of the United States as the biggest intercontinental destination for travellers from the Netherlands. With the support of TIA and the Commercial Service, See America fills the information gap and concentrates on education of both the Dutch travel industry and the consumer.

## UPDATE FORM (please fill in current contact information)

Company Name	_____
Contact Person	_____
Job title	_____
Address	_____
State/Province + zipcode	_____
City	_____
Country	_____
Telephone number	_____
E-mail address	_____
Website address	_____
Date and autograph	_____ - _____