

Premier Membership

RESOURCE GUIDE



U.S. TRAVEL
ASSOCIATION



Dear Travel Colleague:

Inside this Resource Guide you will find the myriad ways the U.S. Travel Association (U.S. Travel) can benefit you and your organization as we do our best to increase travel to and within the United States. I encourage you in the strongest possible way to consider joining your colleagues and fellow industry leaders at one of U.S. Travel's premier membership levels.

The access afforded through this level of involvement to colleagues across all industry segments and thought-leaders on the host of matters facing the travel community will be invaluable in helping you do your job better. You will enjoy the personal and professional benefits by being "at the table" as part of this dynamic and engaged leadership group.

In addition, U.S. Travel has created more value for our members through core programs, such as International Pow Wow, ESTO, Marketing Outlook Forum, TravelCom, International Market Development, the National Councils, and our leading market-based research.

U.S. Travel's efforts on behalf of the industry will be even more critical during the coming year. Gary Oster, U.S. Travel's Senior Vice President for Business Development, would be happy to answer any questions you may have about the other benefits enjoyed by members of the Association's board.

We look forward to working with you and your organization.

Sincerely,

Roger Dow
President and CEO

VISION STATEMENT

To be the leading force that grows and sustains travel and ensures the freedom to travel. Through our efforts, travel is understood as essential to the economy, security, image and well being of the U.S. and travelers.

MISSION

The mission of the Association is to increase travel to and within the United States.

Advocacy: Promoting You to the World

U.S. Travel strives to be an advocate for all of our member groups by providing the latest information and resources that help you build your business. From segmented research studies to hot topic alerts to the latest in government affairs, we aim to keep you well abreast of the latest information and happenings in our industry. We provide venues for discussion and an open ear to your issues and needs. On a daily basis, we dedicate ourselves to the cause of building tourism within and to the U.S. and work diligently with different branches of our government to promote that cause.

Research: Explore a Wealth of Knowledge

U.S. Travel is the leader in domestic and international travel research and publications. This means our statistical data, published articles and economic impact studies can help you make or influence important travel industry policies, strategically plan your marketing, spend your marketing funds more cost efficiently and make more educated decisions.

Marketing: Broaden Your Horizons

Our marketing efforts strive to further educate you and promote your organization through a series of national and international programs including National Travel and Tourism Week and International Pow Wow. These and other U.S. Travel events provide you with important networking opportunities, international exposure and educational seminars.

MAKING THE U.S. TRAVEL ASSOCIATION CONNECTION

Your U.S. Travel membership is about much more than reduced registration fees for educational programs or discounted access to the latest travel research. Your U.S. Travel membership is about making important connections that can help your business and strengthen our entire industry.

Once you join U.S. Travel, your website will be linked to U.S. Travel's website, www.ustravel.org and your organization will be listed in our membership directory—an online membership resource that's a “Who's Who” of the U.S. travel and tourism industry.

At the local level, it can be hard to find peers from your industry segment who aren't direct competitors, and who are willing to share their winning sales strategies. At U.S. Travel you'll find a wealth of peer resources across the country that are eager to share their success stories.

Since 1941, the U.S. Travel Member logo has represented excellence, service, and reliability. U.S. Travel has the resources and the reputation to make our brands work for you.

TAKE ADVANTAGE OF U.S. TRAVEL ASSOCIATION'S TARGETED MARKETING OPPORTUNITIES

International Pow Wow® There are trade shows, and then there's “Pow Wow.” If your company has been eyeing the international market, and is looking for an affordable alternative to overseas travel, then International Pow Wow is for you. During three days of pre-scheduled business appointments, U.S. travel suppliers from across the country meet with more than 1,500 international buyers representing more than 70 countries. Attending International Pow Wow is a critical first step to tapping into the more than \$3.5 billion of Visit USA travel generated during this annual show.

PowWowOnline.com A virtual business-to-business marketplace designed for U.S. travel suppliers and destinations, Pow Wow Online® helps you promote your travel product 365 days a year to travel buyers around the globe. Pow Wow Online is a free service for current registered participants in U.S. Travel's International Pow Wow.

TRAVEL RESEARCH & INFORMATION

Your U.S. Travel Membership gives you privileged access to the leading-edge travel research. U.S. Travel's Research staff produces accurate, meaningful data that define the economic, social, and environmental significance of travel and tourism. Premier members are granted password-protected access to the components of the Premier Research Subscription package. Visit www.ustravel.org/research/publications for a current list of publications.

UNITE AS ONE INDUSTRY, ONE VOICE

U.S. Travel is working every day in Washington, DC to protect the interests of the U.S. travel industry. U.S. Travel represents all our members through a coordinated, cohesive strategy to communicate our industry's concerns and priorities to federal elected and appointed officials.

With U.S. Travel's strong commitment to public affairs, our members will enjoy greater involvement in domestic issues and benefit from our efforts on policy and research, strategic communications and grassroots support. This enhanced capability will enable U.S. Travel to go on the offense to make improvements to the travel process ... not sit back as obstacles to travel continue to mount.

But, the most critical resource that will elevate this industry in Washington and give us greater clout with lawmakers is YOU! Travel Industry Leaders are our greatest asset and our greatest advocates. You can deal with Senators and Representatives from a position of real strength since you are speaking to them as business leaders and constituents. We urge you to get involved and become an advocate for the travel industry! Become part of a collective, unified and more powerful voice for the travel and tourism industry.

Power of Travel Coalition A project of U.S. Travel, the Power of Travel Coalition is the grassroots army defending and strengthening the American travel community. The Coalition seeks to amplify the voices of millions of travel employees with a vested interest in combating future assaults, rewarding leaders who champion our industry, and advocating for policies that promote travel to and within the U.S. Sign up at www.travelcoalition.org.

Tourism Awareness Our Tourism Awareness program provides you with the marketing materials, research, and promotional items to celebrate tourism's significance in your community all year long, culminating in National Travel and Tourism Week each May.

U.S. TRAVEL KEEPS YOU INFORMED

UStavel.org U.S. Travel's website is the U.S. travel industry's constantly evolving Internet resource for travel research, industry news, and updates on U.S. Travel's legislative and marketing efforts on your behalf. Our online Industry Events Calendar is a comprehensive datebook containing information on industry trade shows, governor's conferences, annual conventions, etc.

Travel Industry Update Located in the Research section of ustravel.org, you will receive the latest in travel forecasts, travel indicators and international market analysis.

U.S. Travel Outlook Monthly newsletter from Dr. Suzanne Cook, Senior Advisor for U.S. Travel. It examines current industry trends and forecasts and includes the U.S. Travel Dashboard.

Research Alert The newsletter that features recently released products and promotes other research data available from U.S. Travel.

TravelGreen.org A central repository for the latest environmentally sustaining travel trends. Created with our partners in travel, American Express.

PowerofTravel.org The preeminent website that shows the importance of travel and tourism to the economy via research, grassroots and media resources. This easy to navigate website provides quick access to the benefits of travel from the international level down to individual congressional districts.

U.S. Travel News Brief This weekly newsletter provides the most relevant stories, gathered from sources like The Associated Press, *The New York Times*, *Financial Times* and the leading industry publications. The U.S. Travel News Brief keeps members informed of topics that impact the daily operation of their business.

PRESIDENT'S CIRCLE [ALLIED]

Membership benefits at this level include:

- Attendance at the Summer Board of Director's meeting (non-voting)
- One Complimentary Conference Registration to International Pow Wow and Marketing Outlook Forum for Primary Contact only
- Recognition through a President's Level listing on the U.S. Travel Association website
- Access to Premier Research Subscription Package
- All U.S. Travel Regular Member Benefits (see page 11)

BOARD CIRCLE [ASSOCIATION]

Membership benefits at this level include:

- **Opportunity to appoint one representative to the U.S. Travel Policy Council.** The Council convenes via conference call three times annually and proposes the public policy priorities of the U.S. Travel and the position the U.S. Travel will take on complex issues.
- Annual Legislative Day (Fall)
 - Attended by Association CEO & Chairman
 - Morning meeting with review of Industry Public Affairs Issues
 - Speakers from Congress/Administration (w/photo opportunity)
 - Afternoon Capital Hill visit
- Listing on Travel Association Advocates website (within www.ustravel.org)
- Monthly participation in Washington Representatives meeting
- Opportunity to be recognized in the Association CEO 'spotlight' (one Executive per quarter) section on the U.S. Travel website
- Invited to participate in unique research co-ops that benefit the industry
- Appointment of one representative to the U.S. Travel Board of Directors
- When applicable, able to provide one 'question' annually in U.S. Travel's consumer research
- All U.S. Regular Member Benefits (see page 10)

Customized Travel Association 'Advocacy/Lobbying Packages' also available

BOARD CIRCLE [CORPORATE]

Membership benefits at this level include:

- Appointment of one representative to the U.S. Travel Board of Directors
- Appointment of one active U.S. Travel membership representative and up to ten individuals to receive U.S. Travel mailings
- Opportunity to be invited to participate in U.S. Travel Standing Committees, including, Communications Council and the International Pow Wow Planning Committee
- Appointment of up to two individuals to receive U.S. Travel's Premier Research Subscription Package
- Board of Directors representative will receive a complimentary badge (non-transferable) to International Pow Wow, as does the Chief Executive Officer
- One complimentary booth and three registrations at International Pow Wow (when eligible)
- Opportunity to reserve up to four booths at International Pow Wow (when eligible)
- Organization will receive a complimentary registration to Marketing Outlook Forum
- If Board Circle member (Allied segment) is also an ESTO sponsor, one complimentary ESTO registration is given to the Board representative
- Recognition through a Board Circle listing on the U.S. Travel website
- Special VIP lounge for Board representatives at U.S. Travel events (when applicable)
- VIP on-site check-in at U.S. Travel events (when applicable)
- One complimentary reserved table at each International Pow Wow luncheon
- Preview of attendees list for U.S. Travel events
- Guest office and meeting room availability at U.S. Travel headquarters in Washington, DC
- All U.S. Travel Regular Member Benefits (see page 10)

CHAIRMAN'S CIRCLE [DESTINATIONS]

Membership benefits at this level include:

- **Appointment of one representative to the U.S. Travel Board of Directors**
- **Opportunity to appoint one representative to the U.S. Travel Policy Council.** The Council convenes via conference call three times annually and proposes the public policy priorities of U.S. Travel and the position the U.S. Travel will take on complex issues.
- Appointment of one active U.S. Travel membership representative and up to ten individuals to receive U.S. Travel mailings
- Opportunity to be invited to participate on appropriate U.S. Travel Standing Committees, including: Communications Council, Policy Council, International Pow Wow Planning Committee, Meetings, Incentive and Trade Show (MIT) Council and the Leisure Advisory Council.
- Appointment of up to two individuals to receive U.S. Travel's Premier Research Subscription Package
- Board of Directors representative will receive a complimentary badge (non-transferable) to International Pow Wow, as does the Chief Executive Officer
- One complimentary booth and three registrations at International Pow Wow (when eligible)
- Opportunity to reserve an unlimited number of booths at International Pow Wow (when eligible)
- Organization will receive a complimentary registration to Educational Seminar for Tourism Organizations (ESTO)
- Organization will receive a complimentary registration to Marketing Outlook Forum
- Recognition through a Chairman's Circle listing on the U.S. Travel website
- Special VIP lounge for Board representatives at U.S. Travel events (when applicable)
- VIP on-site check-in at U.S. Travel Events (when applicable)
- Complimentary premier reserved lunch table at International Pow Wow
- Preview of attendees list for U.S. Travel events
- Member logo displayed at U.S. Travel events
- Guest office and meeting room availability at U.S. Travel headquarters in Washington, DC
- All U.S. Travel Regular Member Benefits (see page 10)

CHAIRMAN'S CIRCLE [CORPORATE]

Membership benefits at this level include:

- Appointment of one representative to the U.S. Travel Board of Directors
- Participation in annual CEO Roundtable (\$1 Billion+ Corporations only)
- Appointment of one active U.S. Travel membership representative and up to ten individuals to receive U.S. Travel mailings
- Opportunity to be invited to participate on appropriate U.S. Travel Standing Committees, including: Communications Council, Policy Council, International Pow Wow Planning Committee, Meetings, Incentive and Trade Show (MIT) Council and the Leisure Advisory Council.
- Appointment of up to two individuals to receive U.S. Travel's Premier Research Subscription Package
- Board of Directors representative will receive a complimentary badge (non-transferable) to International Pow Wow, as does the Chief Executive Officer
- One complimentary booth and three registrations at International Pow Wow (when eligible)
- Opportunity to reserve up to four booths at International Pow Wow (when eligible)
- Organization will receive a complimentary registration to Marketing Outlook Forum
- Recognition through a Chairman's Circle listing on the U.S. Travel website
- Special VIP lounge for Board representatives at U.S. Travel events (when applicable)
- VIP on-site check-in at U.S. Travel events (when applicable)
- Complimentary premier reserved lunch table at International Pow Wow
- Preview of attendees list for U.S. Travel association events
- Member logo displayed at U.S. Travel events
- Guest office and meeting room availability at U.S. Travel headquarters in Washington, DC
- All U.S. Travel Regular Member Benefits (see page 10)

REGULAR MEMBER BENEFITS

Membership benefits at this level include:

Developing Connections – a wealth of peer resources across the country as well as inclusion and full access to the U.S. Travel Online Membership Directory

Take Advantage of Targeted Marketing Opportunities – In order to promote U.S. travel, U.S. Travel hosts and participates in domestic and international marketing programs, cross-promotions, and activities in order to: provide organizations of all sizes unique opportunities that leverage your marketing dollars most effectively

Educational Programs & Events – U.S. Travel members receive 30 percent on registration fees to targeted educational opportunities and events, including International Pow Wow, the premier travel industry's international trade show

Access Leading-Edge Travel Research – U.S. Travel members receive 40 percent discounts on all research Subscription packages and individual publications and instant access to all Executive Summaries

Unite As One Industry, One Voice – U.S. Travel is working every day in Washington, DC to protect the interests of the U.S. travel industry

Keeping You Informed of the Most Up-to-Date Travel Industry News – keeping you informed of industry and U.S. Travel news, our website, tool-kits and e-newsletters are designed to provide information targeted to the specific needs of you and your organization

National Councils – If you are an Attraction, Destination Marketing Organization or a State Tourism Office you automatically become a member of one of our National Councils

- **National Councils of Attractions (NCA)** – Unites attraction industry professionals from across the country and from every type of attraction.
- **Destinations Council (DC)** – Unites Destination Marketing Organization professionals from across the country, from every size and type of destination. This council represents over 350 urban, regional and local U.S. Destination Marketing Organizations.
- **National Councils of State Tourism Directors (NCSTD)** – Leverages the collective strength of State Tourism Offices to influence public policy, provides leadership and the forum for information sharing and education on issues impacting tourism.

Travel Association Members only – Invitation to semi-annual Travel Coalition Forum

2012 Signature Events Calendar

EVENT	DATE	LOCATION	DESCRIPTION	TARGET AUDIENCE	PROJECTED ATTENDANCE
 <p>Board of Directors Meeting</p>	March 22-23, 2012	Washington, DC	Where decisions are made that determine the Association's vision and direction and where objectives, strategies, programs and budgets are set and reviewed. Board members engage in discussions and take action that impacts the entire industry.	Closed Meetings Exclusive to U.S. Travel Association Board of Directors	100
 <p>CEO Roundtable</p>	March 27-28, 2012	Washington, DC	Discussion of C-level priorities and critical issues effecting the travel industry.	Closed Meeting exclusive to CEO's of Chairman Circle companies with revenues in excess of \$1B	25
 <p>los angeles INTERNATIONAL powwow April 21-25, 2012</p>	April 21-25, 2012	Los Angeles, CA	In just three days of intensive pre-scheduled, computer-generated business appointments, more than 1,000 U. S. travel organizations and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of more than \$4 billion in future Visit USA travel. In addition, unique news coverage of destinations and products is generated.	U.S. travel organizations from every region of the USA representing all industry category components, International and Domestic Buyers and media from the travel industry	5500
 <p>Board of Directors Meeting</p>	July 25-29, 2012	TBD	Where decisions are made that determine the Association's vision and direction and where objectives, strategies, programs and budgets are set and reviewed. Board members engage in discussions and take action that impacts the entire industry.	Closed Meetings Exclusive to U.S. Travel Association Board of Directors	100
 <p>U.S. TRAVEL ASSOCIATION'S ESTO WHERE DESTINATIONS GROW BOSTON</p>	August 26-28, 2012	Boston, MA	The premier annual learning and knowledge-sharing forum for destination marketing professionals. ESTO is the only national event that brings together destination marketing professionals from all levels—state, region and urban—from across the U.S. in a dynamic three-day event to learn, share and debate pressing issues affecting destination marketing.	Destination professionals from over 150 State and Territory Tourism Offices and Destination Marketing Organizations across the nation	400
 <p>CEO Roundtable</p>	November 1-2, 2012	New York, NY	Discussion of C-level priorities and critical issues effecting the travel industry.	Closed Meeting exclusive to CEO's of Chairman Circle companies with revenues in excess of \$1B	25
 <p>Board of Directors Meeting</p>	November 29-30, 2012	Dallas, TX	Where decisions are made that determine the Association's vision and direction and where objectives, strategies, programs and budgets are set and reviewed. Board members engage in discussions and take action that impacts the entire industry	Closed Meetings Exclusive to U.S. Travel Association Board of Directors	100

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PRIMARY REASON FOR JOINING U. S. TRAVEL ASSOCIATION			
ORGANIZATION INFORMATION			
Organization			
Address			
City	State	Zip	Country
Phone	Fax		
Web Address			
ORGANIZATION REPRESENTATIVE INFORMATION			
Name		Title	
Representative's Email			
Name & Title of Organization's CEO (if different than representative listed above)			
Name of Company Paying U.S. Travel Association investment (if different than organization listed above)			
MEMBERSHIP INVESTMENT			
• Mark the box next to the membership level that you have selected. Reference pages 7-10 of this document for membership investment rates.			
President's Circle <input type="checkbox"/> Board Circle [Association] <input type="checkbox"/> Board Circle [Corporate] <input type="checkbox"/> Chairman's Circle [Destinations] <input type="checkbox"/> Chairman's Circle [Corporate] <input type="checkbox"/>			
Membership Investment Amount = \$		If Attraction/Allied Organization, List Type	
PAYMENT INFORMATION/OPTIONS			
Total Payment Due = \$			
My Check is Enclosed (payable to U.S. Travel Association)		Please Invoice Me	
<input type="radio"/> Bill My Credit Card: <input type="checkbox"/> American Express <input type="checkbox"/> Diners Club <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa			
Name as it Appears on Credit Card			
Credit Card #		Expiration Date	
Security Code (three numbers from back of card)		Authorized Signature	

Since U.S. Travel engages in lobbying efforts on behalf of its members, 81% of your dues investment in 2011 is deductible under federal law as a business expense.

Return completed membership application to:
 U.S. Travel Association ■ 1100 New York Avenue, NW ■ Suite 450 ■ Washington, DC 20005-3934