

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 by becoming a member of U.S. Travel.

U.S. Travel has created more value for our members through improving core programs, such as International Pow Wow, ESTO, the National Councils, and our leading market-based research.

The access you will gain to know-how and exclusive information provided at our events is well worth the cost of becoming a member. And the access to leading research and information on the latest travel trends is a benefit you won't find anywhere else.

An added benefit of your membership will be the support you provide to our efforts to gain a bigger voice in Washington on behalf of the travel community. We are confident we can continue the success we've enjoyed the past few years in being "at the table" when issues critical to our industry are being considered, but it can only happen with the support of those like you.

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 as an Affiliate or Regular Member 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. 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, Regular Members 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.

INTRODUCTORY LIMITED MEMBER BENEFITS (TWO YEAR MAXIMUM TERM)

\$195/YEAR

Note: Introductory Limited Members do not receive access to the member-only area of the website (except Executive Summaries) and are not eligible for member discounts on events and publications (except ESTO during second year of membership).

ADVOCATE - U.S. Travel is working every day in Washington, DC to protect your interests in the U.S. travel industry. Receive information about the pressing issues and legislation that are affecting the travel community. Linking in will give you the tools to reach out to your federal legislators and media to ensure your voice is heard.

INFORM - keeping you informed of industry and U.S. Travel news through our website, toolkits, and our weekly newsletter, U.S. Travel NewsBrief.

CONNECT - Elect to sign up to be a part of the TravelNewsLink network and receive media queries. If a member of the DMO community, attend the Educational Seminar for Tourism Organizations (ESTO) at the member rate only during the second year of your Introductory Limited Membership, and you will also have access to U.S. Travel's NCDO Connect, an easy-to-use communication tool where Destinations Council members can pose questions and quickly receive answers and feedback from their peers in the destination marketing community.

RESEARCH - receive a print copy of the biennial Travel & Tourism Works for America publication (must be member during year of release) and online access to the executive summary of U.S. Travel publications.

PROMOTE - use of the U.S. Travel logo.

AFFILIATE MEMBER BENEFITS

\$495/YEAR (PLUS \$100 INITIATION FEE)

Note: Affiliate members do not receive access to the member-only research area of the website (except Executive Summaries) and are not eligible for member discounts on events and publications.

All benefits provided to Introductory Limited Members plus:

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

INFORM - receive our monthly newsletter, U.S. Travel Outlook, which examines research trends and forecasts related to the travel industry. It features the U.S. Travel Dashboard, a barometer of travel indicators and sectors in the United States.

REGULAR MEMBER BENEFITS (SEE PAGES 8-9 FOR REGULAR MEMBERSHIP INVESTMENT BREAKDOWN) \$420 TO \$17,250/YEAR

All benefits provided to Affiliate Members plus:

PROMOTE - 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.

CONNECT - U.S. Travel Regular members receive 30 percent discounts on registration fees to targeted educational opportunities and events, including International Pow Wow, the premier travel industry's international trade show.

RESEARCH - U.S. Travel Regular members receive 40 percent discounts on all research Subscription packages and individual publications, along with leading edge research through access to travel forecasts, the Travel Price Index and the Travel Sentiment Index.

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. Exclusive access given to DMO members to a community forum (NCDO Connect) and state tourism office members have access to a list serve.

- **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.

**MEMBER
GUARANTEED
SATISFACTION**

When you join U.S. Travel at the Regular Member Level, your membership is 100% guaranteed. That's how serious we are about ensuring that your membership meets and even exceeds your expectations. If after meeting the criteria for the Membership Guarantee Program, you feel that your investment was undervalued, we will refund your membership dues.

To learn more about the Membership Guarantee please visit <http://www.ustravel.org/member-services/guarantee>

REGULAR MEMBERSHIP INVESTMENT LEVELS

If you are interested in joining U.S. Travel at the Regular Membership Level, please consult the investment schedules below to determine the correct dues for your organization.

Corporations

ACCOMMODATIONS & FOOD SERVICE – Individual restaurants, hotels, motels, resorts, campgrounds, B&Bs, hotel or restaurant chains/ brands, management companies, marketing groups, ownership groups, and hotel rep firms.

ATTRACTIONS - Amusement, attraction association, attraction services, aquariums/zoos/wildlife parks, casinos (casino resorts, non-hotel casinos, tribal), cultural & entertainment, historic, museums, natural/scenic, retail, sightseeing

TRANSPORTATION COMPANIES – Airlines, auto/RV rentals, bus, cruise line, railway, and shipping.

TRAVEL PACKAGERS & DISTRIBUTION NETWORKS – Travel agencies, tour operators, receptive operators, and online companies.

ALLIED ORGANIZATIONS – Travel-related goods/services, publications, broadcast media, advertising, public relations, consulting, research firms, financial institutions, services support groups, manufacturers, distributors, and wholesalers.

YOUR GROSS SALES	MEMBERSHIP INVESTMENT	YOUR GROSS SALES	MEMBERSHIP INVESTMENT
Less Than \$5 Million	\$865	\$250 Million - \$499,999,999	\$6,900
\$5 Million - \$9,999,999	\$1,440	\$500 Million - \$999,999,999	\$8,625
\$10 Million - \$49,999,999	\$2,300	\$1 Billion - \$9,999,999,999	\$11,500
\$50 Million - \$99,999,999	\$2,875	\$10 Billion - \$19,999,999,999	\$14,375
\$100 Million - \$249,999,999	\$4,025	More Than \$20 Billion	\$17,250

* U.S. Travel membership investment amounts are per year. In addition, new members are required to pay a \$350 initiation fee, along with organizations that allow membership to lapse.

CVB's/DMO's, Associations & Government Agencies

YOUR TOTAL BUDGET	MEMBERSHIP INVESTMENT	YOUR TOTAL BUDGET	MEMBERSHIP INVESTMENT
Less Than \$500,000	\$865	\$10 Million - \$14,999,999	\$6,900
\$500,000 - \$999,999	\$1,440	\$15 Million - \$19,999,999	\$8,625
\$1 Million - \$2,499,999	\$2,300	\$20 Million - \$34,999,999	\$11,500
\$2.5 Million - \$4,999,999	\$2,875	\$35 Million - \$49,999,999	\$14,375
\$5 Million - \$9,999,999	\$4,025	More Than \$50 Million	\$17,250

* U.S. Travel membership investment amounts are per year. In addition, new members are required to pay a \$350 initiation fee, along with organizations that allow membership to lapse.

For more information, contact U.S. Travel's Membership Department at (202) 408-8422 or visit www.ustravel.org.

REGULAR MEMBERSHIP INVESTMENT LEVELS (CONTINUED)

State Tourism Offices

YOUR ANNUAL BUDGET	U. S. TRAVEL ASSOCIATION MEMBERSHIP INVESTMENT*
Less Than \$5 Million	\$5,000
\$5 Million - \$14,999,999	\$10,000
More Than \$15 Million	\$15,000

Colleges, Universities & Libraries

U.S. Travel offers reduced rate memberships for Travel Industry Members working in Colleges, Universities or Libraries.

U.S. TRAVEL ASSOCIATION MEMBERSHIP INVESTMENT	INITIATION FEE FOR NEW MEMBERS
\$420/per year	\$25

For more information, contact U.S. Travel's Membership Department at (202) 408-8422 or visit www.ustravel.org

2012-2013 Signature Events Calendar

EVENT	DATE	LOCATION	DESCRIPTION	TARGET AUDIENCE	PROJECTED ATTENDANCE
	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
	July 25-29, 2012	San Diego, CA	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
	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
	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
	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
INTERNATIONAL POW WOW 2013	June 8-12, 2013	Las Vegas, Nevada	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

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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			
<ul style="list-style-type: none"> Mark the box next to the membership level that you have selected. 			
Check Membership Level: <input type="checkbox"/> Introductory Limited (\$195) <input type="checkbox"/> Affiliate (\$495) <input type="checkbox"/> Regular (consult investment schedule on pages 8-9)			
New Member Initiation Fee: \$100 (Affiliate), \$350 (Regular) (paid in addition to the dues as established within our member categories)			
Membership Investment Amount = \$		If Attraction/Allied Organization, List Type	
ASSOCIATE MEMBERSHIP			
<p>As a benefit, U.S. Travel Association Organization Regular Members may designate office colleagues working at the same address to join as Associate Members.</p> <ul style="list-style-type: none"> Associate Membership Fee: \$320 (paid in addition to the dues as established within our member categories) plus a \$25 administration fee to enroll each colleague. Associate Members, with the exception of voting, receive the same services and benefits, including a listing in the Membership Directory. 			
Name of Colleague		Title	
Phone		Email	
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 2012 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