

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 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. The Association also provides outstanding targeted marketing opportunities through our DiscoverAmerica.com website, the official travel and tourism website of the United States, and other events aimed at attracting international travelers to the United States.

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

U.S. TRAVEL ASSOCIATION 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.

U.S. TRAVEL ASSOCIATION'S 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. We can answer virtually any travel related research question you might have, whether it be economic, marketing or international based, and give you the research to support it.

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 Tourism Week and International Pow Wow. These and other U.S. Travel events provide you with important networking opportunities, international exposure and educational seminars. In addition, U.S. Travel Marketing serves as your liaison to travel marketing opportunities around the world.

MAKING THE U.S. TRAVEL ASSOCIATION CONNECTION

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

Once you join the U.S. Travel Association, your website will be linked to the U.S. Travel Association's website, www.ustravel.org and your organization will be listed in a 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 the U.S. Travel Association, and 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 Association Member logo has represented excellence, service, and reliability. The U.S. Travel Association 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. Because U.S. Travel Association Members are given right-of-first-refusal for booth space at International Pow Wow, joining U.S. Travel Association 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 US 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 registered participants in U.S. Travel Association's International Pow Wow.

DiscoverAmerica.com U.S. Travel Association has built the first official U.S. Travel and Tourism website in multiple languages to promote the U.S. as a premier destination to international inbound leisure travelers. Your U.S. Travel Association membership gives you access to the Discover America brand, which automatically commends you as a top supplier of USA travel.

Discover America International Programs Travel and tourism is one of America's most successful industries, generating a trade surplus that helps offset the nation's trade deficit. **The U.S. Travel Association has expanded our efforts in the international arena with our Discover America International Programs.** We have developed a number of trade and consumer opportunities to suit all budgets and interests.

DISCOVER AMERICA - USA TRAVEL GUIDE

The 1,250,000-issue Discover America - USA Travel Guide reaches prospective international travelers in 21 countries. Striking photos and crisp copy are used to entice visitors to choose the USA as their holiday destination. The Guide is published by Bellevue, Washington-based Small World Publications and is available in English, French, German, Italian, Japanese and Spanish.



2010 Educational Programs and Signature Events Calendar

EVENT	DATE	LOCATION	DESCRIPTION	TARGET AUDIENCE	PROJECTED ATTENDANCE
 <p>U.S. TRAVEL ASSOCIATION'S TRAVELCOM DALLAS</p>	March 9-11, 2010	Dallas, TX	A two-day conference and tradeshow hosting keynote presentations and panels on the latest happening in travel distribution and e-commerce arena.	Travel technologists, e-commerce executives and distribution executives, buyers and sellers of travel products, travel technology companies, e-marketing service providers	1,000
 <p>CEO Roundtable</p>	March, 2010	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.	45
 <p>Board of Directors Meeting</p>	April 8-9, 2010	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>POLICY COUNCIL MEETINGS 2010</p>	Spring, 2010	Washington, DC	Proposes the public policy priorities of the Association and the position U.S. Travel will take on complex issues.	Closed Meetings Exclusive to Chairman Circle Representatives	80
 <p>ORLANDO INTERNATIONAL POWWOW MAY 15-19, 2010 U.S. TRAVEL ASSOCIATION</p>	May 15-19, 2010	Orlando, FL	In just three days of intensive pre-scheduled, computer-generated business appointments, more than 1,000 U. S. travel organizations from every region of the USA, and representing all industry category components, and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$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	5,500
 <p>Board of Directors Meeting</p>	July 28-August 1, 2010	Boston, MA	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 SAVANNAH</p>	August 7-10, 2010	Savannah, GA	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

For more information on U.S. Travel events and Member/Non-Member fees please visit www.ustravel.org



2010 Educational Programs and Signature Events Calendar

Event	Date	Location	Description	Target Audience	Projected Attendance
<p>U.S. TRAVEL ASSOCIATION'S</p> <p>TRAVEL LEADERSHIP SUMMIT</p> <p>WASHINGTON, DC</p>	September 2010	Washington, DC	This event provides an opportunity for top industry leaders to communicate directly with federal policy-makers about the key issues impacting travel and tourism. Includes separate state-led dinners and receptions with Congressional delegations, individual meetings on Capitol Hill, and special guest speakers.	State Tourism Directors, suppliers and distributors	500
<p>Discover America International Programs</p> <p>JATA</p> <p>India Trade Mission</p> <p>CITM (China)</p>	Throughout the year	Multiple countries	U.S. Travel is involved in a series of Discover America International Programs to promote travel to the U.S. with the aim of increasing U.S. market share of the global travel market. These Programs include: Discover America events in the UK, Brazil, & Japan; Discover America Pavilions at the world's leading travel and tourism events; and exploratory trade missions to emerging markets such as Russia and India. Go to www.ustravel/international/international_calendar.html for information on Discover America International Programs Events dates and locations.	U.S. Travel Providers, overseers, travel agents, tour operators and media	150-250
<p>4th China-U.S. State Tourism Directors Summit</p> <p>U.S. TRAVEL ASSOCIATION'S</p> <p>CHINA-U.S. TOURISM SUMMIT</p>	October 2010	TBD	Attended by representatives of the National Tourism Administration of the People's Republic of China, provincial tourism directors and U.S. state tourism directors, this event seeks to foster and build strong relationships between the countries' tourism leaders, to encourage an open exchange of ideas and to promote tourism between the two countries.	Tourism representatives from China, U.S. state tourism directors and U.S. government officials	100
Board of Directors Meeting	December 2-3, 2010	Atlanta, GA	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

TRAVEL RESEARCH & INFORMATION

Your U.S. Travel Association Membership gives you privileged access to the leading-edge travel research. U.S. Travel Association's Research staff produces accurate, meaningful data that define the economic, social, and environmental significance of travel and tourism at the national, state, and local levels. Premier members are granted password-protected access to the components of the Premier Research Subscription package.

UNITE AS ONE INDUSTRY, ONE VOICE

U.S. Travel Association is working every day in Washington, DC to protect the interests of the U.S. travel industry. The U.S. Travel Association 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 Association'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 the U.S. Travel Association to go on the offense to make improvements to the travel process ... not sit back in defense 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.

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 Tourism Week each May.

U.S. TRAVEL ASSOCIATION KEEPS YOU INFORMED

USTRavel.org U.S. Travel Association's website is the U.S. travel industry's constantly evolving Internet resource for travel research, industry news, and updates on U.S. Travel Association'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 and Publications section of ustravel.org, provides you with industry overviews for various sectors including the hotel and air travel, and also gives you access to results of recent industry surveys. This information plus the latest on tour operators, highway travel, restaurants, destinations and other segments of the industry are refreshed periodically. As a member you will also be able to click on the Archives button to search archived materials by month, industry sector or topic.

U.S. Travel Insights The monthly newsletter that brings you the latest industry news and research.

U.S. Travel Outlook Monthly newsletter from Dr. Suzanne Cook, U.S. Travel's Senior Vice President of Research. 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 the U.S. Travel Association.

TravelGreen.org U.S. Travel has launched a website, www.travelgreen.org, with American Express, our partners in travel. The purpose of the website is to serve as a centralized repository for the travel industry where users can find the latest information pertaining to environmental sustainability.

PowerofTravel.org An interactive Web site that presents all of the available economic impact data on travel in an easy-to-navigate format that enables the user to see 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.

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

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 TravelCom, 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 electronic version of Premier Research Subscription Package
- All U.S. Travel Association Regular Member Benefits (see page 12)

BOARD CIRCLE [ASSOCIATION]

Membership benefits at this level include:

- 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 U.S. Travel Association website in Association CEO 'spotlight' (one Executive per quarter)
- Invited to participate in unique research co-ops that benefit the industry
- Appointment of one representative to the U.S. Travel Association Board of Directors
- When applicable, able to provide one 'question' annually in U.S. Travel Association consumer research
- All U.S. Travel Association Regular Member Benefits (see page 12)

Customized Travel Association 'Advocacy/Lobbying Packages' also available

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

BOARD CIRCLE [CORPORATE]

Membership benefits at this level include:

- Appointment of one representative to the U.S. Travel Association Board of Directors
- Appointment of one active U.S. Travel Association membership representative and up to ten individuals to receive U.S. Travel Association mailings
- Opportunity for membership on appropriate U.S. Travel Association Standing Committees, including, Communications Council, Members Connect Committee, DiscoverAmerica.com Advisory Council, and the International Pow Wow Planning Committee.
- Appointment of up to two individuals to receive U.S. Travel Association's Premier Research Subscription Package
- Board of Directors representative will receive a complimentary name badge to International Pow Wow, as does the Chief Executive Officer
- One complimentary booth and three registrations at International Pow Wow (when applicable)
- Up to three booths will be automatically reserved for use at International Pow Wow (when applicable)
- Board of Directors representative will receive a complimentary registration to Marketing Outlook Forum
- Board of Directors representative will receive a complimentary registration to TravelCom
- Recognition through a Board Circle listing on the U.S. Travel Association website
- Special VIP lounge for Board representatives at U.S. Travel Association events
- VIP on-site check-in at U.S. Travel Association events
- VIP hotel check-in
- One complimentary reserved table at each International Pow Wow luncheon
- Advanced appointment schedule for International Pow Wow
- Provide members a preview list of attendees to U.S. Travel Association events
- Guest office and meeting room availability at U.S. Travel Association headquarters in Washington, DC
- All U.S. Travel Association Regular Member Benefits (see page 12)

CHAIRMAN'S CIRCLE [DESTINATIONS]

Membership benefits at this level include:

- **Appointment of one representative to the U.S. Travel Association Board of Directors**
- **Opportunity to appoint one representative to the U.S. Travel Association Policy Council.** The Council meets twice annually and proposes the public policy priorities of the U.S. Travel Association and the position the U.S. Travel Association will take on complex issues.
- Appointment of one active U.S. Travel Association membership representative and up to ten individuals to receive U.S. Travel Association mailings
- Opportunity for membership on appropriate U.S. Travel Association Standing Committees, including: Communications Council, Members Connect Committee, Policy Council, DiscoverAmerica.com Advisory Council, and the International Pow Wow Planning Committee
- Appointment of up to two individuals to receive U.S. Travel Association's Premier Research Subscription Package
- Board of Directors representative will receive a complimentary name badge to International Pow Wow, as does the Chief Executive Officer
- One complimentary booth and three registrations at International Pow Wow (when applicable)
- Up to three booths will be automatically reserved for use at International Pow Wow (when applicable)
- Board of Directors representative will receive a complimentary registration to Educational Seminar for Tourism Organizations (ESTO)
- Board of Directors representative will receive a complimentary registration to Marketing Outlook Forum
- Board of Directors representative will receive a complimentary registration to TravelCom
- Recognition through a Chairman's Circle listing on the U.S. Travel Association website
- Special VIP lounge for Board representatives at U.S. Travel Association events
- VIP on-site check-in at U.S. Travel Association Events
- VIP hotel check-in
- Complimentary premier reserved lunch table at International Pow Wow
- Advanced appointment schedule for International Pow Wow
- Provide members a preview list of attendees to U.S. Travel Association events
- Member logo's displayed at U.S. Travel Association events
- Guest office and meeting room availability at U.S. Travel Association headquarters in Washington, DC
- All U.S. Travel Association Regular Member Benefits (see page 12)

CHAIRMAN'S CIRCLE [CORPORATE]

Membership benefits at this level include:

- **Appointment of one representative to the U.S. Travel Association Board of Directors**
- **Opportunity to appoint one representative to the U.S. Travel Association Policy Council.** The Council meets twice annually and proposes the public policy priorities of the U.S. Travel Association and the position the U.S. Travel Association will take on complex issues.
- Participation in annual **CEO Roundtable** (\$1 Billion+ Corporations only)
- Appointment of one active U.S. Travel Association membership representative and up to ten individuals to receive U.S. Travel Association mailings
- Opportunity for membership on appropriate U.S. Travel Association Standing Committees, including: Communications Council, Members Connect Committee, Policy Council, DiscoverAmerica.com Advisory Council, and the International Pow Wow Planning Committee
- Appointment of up to two individuals to receive U.S. Travel Association's Premier Research Subscription Package
- Board of Directors representative will receive a complimentary name badge to International Pow Wow, as does the Chief Executive Officer
- One complimentary booth and three registrations at International Pow Wow (when applicable)
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- All U.S. Travel Association Regular Member Benefits (see page 12)

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 Association Online Membership Directory

Take Advantage of Targeted Marketing Opportunities – In order to promote US travel, the U.S. Travel Association 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 Association members receive 30% discounts 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 Association members receive 40% 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 Association 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 Association news, our website 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

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

Please print or type clearly

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. • New Member Initiation Fee: \$350 (paid in addition to the dues as established within our member categories) 			
<input type="checkbox"/> 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]			
Membership Investment Amount = \$		If Attraction/Allied Organization, List Type	
PAYMENT INFORMATION / OPTIONS			
Total Payment Due = \$			
<input type="checkbox"/> My Check is Enclosed (payable to U.S. Travel Association)		<input type="checkbox"/> Please Invoice Me	
<input type="checkbox"/> Bill My Credit Card: <input type="radio"/> American Express <input type="radio"/> Diners Club <input type="radio"/> Discover <input type="radio"/> MasterCard <input type="radio"/> Visa			
Name As It Appears on Credit Card			
Credit Card #		Exp. Date	
Security Code (three numbers from back of card)		Authorized Signature	

Since U.S. Travel Association engages in lobbying efforts on behalf of its members, 79% of your dues investment in 2010 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 • Phone: (202) 408-8422 • Fax: (202) 408-1255