



# 2019



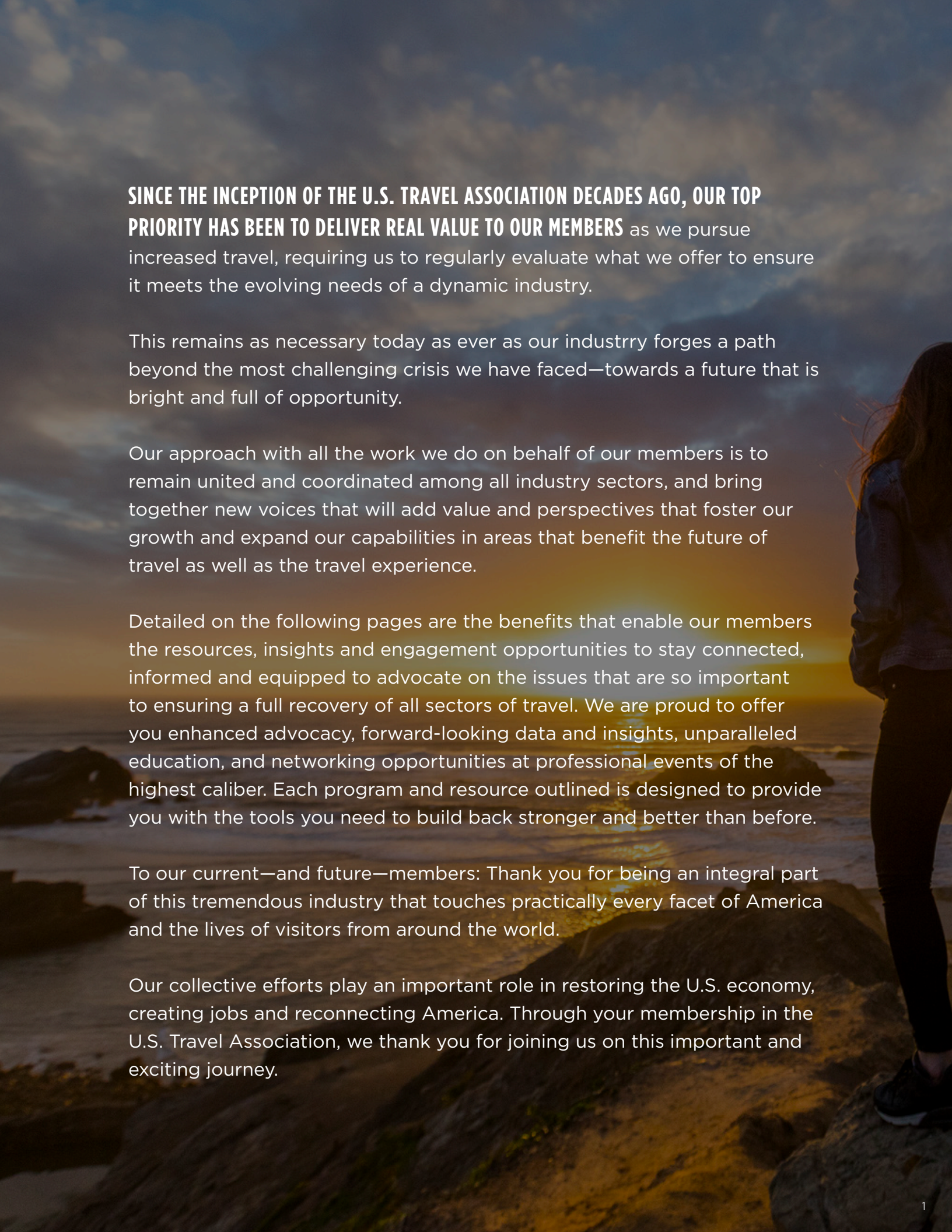
**Power of Travel.  
Power of One.**

JOINING **U.S. TRAVEL ASSOCIATION**

**U.S. TRAVEL**  
ASSOCIATION®





A person with long hair, wearing a dark jacket and pants, stands on a rocky shore, looking out at the ocean. The sun is setting, creating a warm, golden glow over the water and sky. The sky is filled with soft, white clouds. The person's shadow is cast on the rocks in front of them.

**SINCE THE INCEPTION OF THE U.S. TRAVEL ASSOCIATION DECADES AGO, OUR TOP PRIORITY HAS BEEN TO DELIVER REAL VALUE TO OUR MEMBERS** as we pursue increased travel, requiring us to regularly evaluate what we offer to ensure it meets the evolving needs of a dynamic industry.

This remains as necessary today as ever as our industry forges a path beyond the most challenging crisis we have faced—towards a future that is bright and full of opportunity.

Our approach with all the work we do on behalf of our members is to remain united and coordinated among all industry sectors, and bring together new voices that will add value and perspectives that foster our growth and expand our capabilities in areas that benefit the future of travel as well as the travel experience.

Detailed on the following pages are the benefits that enable our members the resources, insights and engagement opportunities to stay connected, informed and equipped to advocate on the issues that are so important to ensuring a full recovery of all sectors of travel. We are proud to offer you enhanced advocacy, forward-looking data and insights, unparalleled education, and networking opportunities at professional events of the highest caliber. Each program and resource outlined is designed to provide you with the tools you need to build back stronger and better than before.

To our current—and future—members: Thank you for being an integral part of this tremendous industry that touches practically every facet of America and the lives of visitors from around the world.

Our collective efforts play an important role in restoring the U.S. economy, creating jobs and reconnecting America. Through your membership in the U.S. Travel Association, we thank you for joining us on this important and exciting journey.



U.S. Travel Association is the leading, national nonprofit association representing travel businesses of all sizes across every sector of the industry and country.

Our members range from small travel operators and local destination marketing organizations to leading travel brands and large corporations, state tourism offices, other industry trade associations and more.

For more than 80 years, we have been the voice for entire travel industry, elevating the interests of our industry to the administration and Congress. As a bipartisan organization, we work closely with both sides of the aisle. We advocate for policies that grow travel to and within the U.S., educate on the outsized impact travel has on our economy and workforce, and ensure travel remains an important part of conversations concerning the most pressing issues of our country.

Though domestic leisure travel has largely rebounded and international borders have reopened, the road to a full recovery remains long as challenges from the pandemic continue to burden the industry. Since the start of the pandemic, the U.S. Travel team has been working side by side with our members, the broader industry and like-minded organizations to provide relief and protection for our businesses and workforce and develop solutions that will help drive our industry's recovery and stimulate safe travel—now and far beyond into the future. In the year ahead, it is critical to rebuild and rebrand the travel workforce, jumpstart business meetings and events and continue to advance for pro-travel policy nationwide.

As we look to build a powerful and resilient future for our industry, U.S. Travel will continue to be the primary force that brings travel leaders from all sectors together to address our shared challenges and collaborate on innovative solutions that will drive our industry forward. Guided by our **Power of Travel. Power of One.** strategic plan, we remain advocacy-centered, focused on rebuilding all aspects of travel—domestic and international inbound leisure, business and meetings—in the coming months and years. We look forward to working with the industry and dedicated partners to continue growing travel as a major U.S. economic driver together, as **ONE.**





# ONE INDUSTRY

Leaders from every sector convene with U.S. Travel to establish shared priorities, gain valuable insights and engage in advocacy initiatives and communications campaigns that shape the future of travel. Travel is stronger when we come together as **One Industry**.



# ONE MESSAGE

A holistic advocacy strategy fuels the recovery of all sectors of the travel economy. U.S. Travel leverages a layered approach to educate and influence policy makers, the media and key decision makers to ensure the understanding and future growth of the industry. Travel is stronger when we rally around **One Message**.



# ONE VOICE

Our message is not effective if it does not reach and shape the opinions and actions of our stakeholders and elected leaders. U.S. Travel brings the industry together and creates the tools and venues to deliver our industry priorities. Travel is stronger when we speak with **One Voice**.





# embership Levels

Joining U.S. Travel Association provides you with access to the most diverse network of travel organizations available, with more than 1,000 members across all segments of the industry, and every U.S. state. Our staff is dedicated to the growth of our industry and the health of our member organizations, led by top policy experts, lobbyists, event planners and communicators.

We equip you with the information you need to stay informed of the policies that impact, influence and grow our industry and stay connected with federal and local leaders and legislators. You receive valuable data, trends and insights to inform travel's growth and recovery, along with access to education, event savings and networking opportunities with industry peers. Above all else, your membership offers you the advantage of belonging to a leading association influencing the interests and growth of the entire U.S. travel industry.

Explore the following membership levels and discover the many advantages of belonging to our influential organization in the pages to follow.

EXPLORE THE FOLLOWING  
MEMBERSHIP LEVELS

## CHAIRMAN'S CIRCLE

U.S. Travel's highest member level affords you a full suite of benefits, including exclusive access and engagement with our country's highest elected leaders, a seat on CEO-level Roundtables (qualifying organizations), all educational opportunities, signature event discounts and premium access to research and insights, including a data concierge-service providing your organization a dedicated touchpoint for all your research-related inquiries.

### BOARD CIRCLE

Benefit eligibility varies, see page 12

### ASSOCIATION BOARD CIRCLE

(Associations Only)

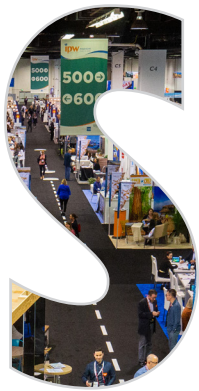
U.S. Travel's leading member levels have access to premium advocacy engagement and all educational opportunities, in addition to a seat on our board of directors, which convenes three times a year to discuss issues most pressing to the association and industry. At this level, you also receive complimentary access or discounts to U.S. Travel's signature events and premium access to research and insights.

## SUSTAINING

At this mid-tier membership level, you receive strategic advocacy engagement, all educational opportunities, discounts to U.S. Travel's signature events and premium access to research and insights.

## PILLAR

The entry level membership provides you with limited advocacy engagement, most educational opportunities, discounts to U.S. Travel's signature events and premium access to research and insights.



# Signature Events



**U.S. Travel's annual address, delivered by U.S. Travel's President and CEO, shares a holistic vision for the industry, reflecting on the challenges and progress of the previous year and outlining the road ahead—the future of travel.** This livestream event, held in Washington, D.C. is an exclusive event attended by U.S. Travel membership, local media and travel and business leaders.

**Livestream | February 2023**



**U.S. Travel's board of directors consists of the Chairman's Circle, Board Circle and Association Board Circle member levels.** Board meetings occur three times a year (spring, summer and fall) to provide updates, seek input, and ensure agreement and support for the direction of the association. These events also afford **superior networking opportunities for board members** across the entire U.S. and all travel segments.

**Various Locations | SUMMER: July 27-31, 2022 | FALL: November 14-15, 2022 | SPRING: April 20-21, 2023**



**U.S. Travel's premier legislative fly-in, bringing together travel leaders from across the country to educate policymakers on the power of travel.** The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. DCH provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers and meet with members of Congress to stress the importance of travel as an economic driver.

**Washington, D.C. | April 19-20, 2023**



**U.S. Travel convenes CEOs from many of the industry's largest and most admired companies to enable productive discussions focused on the key issues that affect our broader travel industry.** CEO Roundtable includes billion-dollar-plus corporations and Destination CEO Roundtable is the counterpart for destination marketing organizations. These **roundtables meet several times a year on central industry-related issues**, the policies that we should prioritize, the headwinds we need to confront, and the opportunities we must leverage to enable a thriving travel economy. Roundtable members also have the opportunity to engage with some of the top leaders within the administration and Congress.

**Various Locations | Spring and Fall**



**U.S. Travel's definitive annual learning and knowledge-sharing forum for destination marketing professionals, features relevant, engaging content in a one-of-a-kind forum tailored to large and small destinations alike.** This multi-day, high-profile conference allows attendees to learn about current trends, hear the latest research, network with peers and discover implications for the future of destination marketing.

**Grand Rapids, MI | August 6-9, 2022**



**U.S. Travel's IPW, the leading international inbound tradeshow, connects U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business—with previous IPWs generating more than \$5.5 billion in future travel—securing America's position as a foremost global travel destination and showcases the best of what the U.S. has to offer.**

**San Antonio | May 20-24, 2023**



The Future of Travel Mobility **gathers global leaders in travel, transportation, and technology**, elected and appointed officials as well as policy influencers and key media to engage on central issues impacting the future of travel mobility and the traveler experience. **Topics include: sustainable travel, seamless and secure travel, and innovative and emerging travel—all strategically aimed at facilitating dialogue that drives meaningful advancement.**

**Washington, D.C. | September 20, 2022**



# enefits Overview

**Advocacy and Public Policy** / Leadership and Education / Research and Insights

## ADVOCACY AND PUBLIC POLICY

As the world continues a path to normal and travel embarks on a robust recovery here in the U.S., the U.S. Travel team ensures the top needs of the industry are prioritized with our federal leaders as we realize our continued growth and recovery. We are not only addressing critical policies and painpoints we face today, but also advancing priorities that strengthen the future of travel tomorrow—especially in key areas such as travel mobility, facility, security, sustainability, and more. We are committed to rallying strong collaboration among industry partners as we seek to accelerate a full travel recovery and lay the foundation for an innovative future.

Our policy priorities include forward-looking advocacy efforts and initiatives that will restore the travel economy and elevate the industry in a meaningful way. Together, the collective travel industry and our elected and appointed officials can work together to safely and completely rebound **all sectors** of travel which will ultimately drive a strong American economic recovery.

The following events and programs support a multi-faceted advocacy strategy to advance our priorities. U.S. Travel members have the opportunity to meet, virtually and in-person, with federal, state and local leaders as well as partake in more intimate conversations with members of Congress.

### ENGAGEMENT WITH ELECTED OFFICIALS

U.S. Travel often connects congressional leadership, key committee members and senior administration officials with U.S. Travel members to engage in private conversations on the most pressing issues our industry is facing and how travel must be considered when developing and implementing policy related to commerce, jobs, trade, facilitation, infrastructure and more. This CEO-level access is incredibly influential in demonstrating our industry's leadership and engagement on key issues that affect travel businesses and the direction of our country.

**Chairman's Circle** / Board Circle and Association Board Circle / Sustaining / Pillar

### CONGRESSIONAL BRIEFING

U.S. Travel holds educational touchpoints with senators and representatives, including an event that connects lawmakers, their staff and respected opinion leaders on Capitol Hill directly with our membership. The program will highlight the impact that the pandemic has had on our businesses and workforce using the most current data and firsthand stories, as well as offer policy recommendations on issues relevant to our industry's recovery.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar

### WASH REPS MEETINGS

Alignment among Washington-based representatives across our industry is key to a coordinated and inclusive public affairs agenda. This group of staff lobbyists and government affairs professionals representing our premier member organizations meet regularly to discuss policy details and engagement strategy that supports our broader policy platform.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar

### LEGISLATIVE SPEAKER SERIES

Understanding balanced perspectives and hearing from diverse voices representing the interests of our country enables a more comprehensive understanding of the legislative environment that impacts our industry. This program will allow for members to hear from leaders in Congress regarding the most important issues and challenges confronting our country and industry. This format will largely be a speaker format with member Q&A as time allows.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / Pillar



## LEGISLATIVE POWER HOURS

Growing and strengthening travel champions within Congress is key to advocating for industry priorities. These in-person, roundtable discussions with lawmakers from across the country are held in local districts across the U.S. They set the stage for members to advocate for the significant role travel plays in communities and the economy—plus, provide a platform to urge lawmakers to craft commonsense, bipartisan solutions to grow travel.

**Chairman's Circle** / **Board Circle** and **Association Board Circle** / **Sustaining** / **Pillar**

## POLICY AND ADVOCACY WEBINARS

A part of U.S. Travel's broader webinar and educational offering, these webinars equip members with a deeper dive into legislation and help to provide understanding and engagement with government on our top travel priorities. Our team of policy experts walk through the current state of key pieces of legislation, provide guidance on how to support our advocacy efforts through activations and break down current policy to help members access and take advantage of relevant legislation.

**Chairman's Circle** / **Board Circle** and **Association Board Circle** / **Sustaining** / **Pillar**

## THE FUTURE OF TRAVEL MOBILITY

The Future of Travel Mobility is an annual conference to gather global leaders in travel, transportation and technology, elected and appointed officials as well as policy influencers to engage on central issues impacting the future of travel mobility and the traveler experience, including: sustainable travel, seamless and secure travel, and innovative and emerging travel. Additionally, a Future of Travel Mobility webinar series, as part of our education offering keeps membership informed of these issues throughout the year.

**Chairman's Circle** / **Board Circle** and **Association Board Circle** / **Sustaining** / **Pillar**

## GRASSROOTS AND GRASSTOPS ENGAGEMENT

Ensuring our messages resonate with policymakers is a critical component of our advocacy efforts and is often best delivered by advocates from the state or district the member represents. This helps elected officials understand how a policy directly affects their district and their constituents. U.S. Travel has established a strong, industrywide grassroots network that activates using our provided resources during strategically timed moments to help us make a loud, coordinated impact across all of Washington and beyond.

**Chairman's Circle** / **Board Circle** and **Association Board Circle** / **Sustaining** / **Pillar**

## POLICY COMMUNICATIONS AND UPDATES

U.S. Travel ensures that our membership remains informed of the latest issues, news and events affecting travel and its recovery through our weekly "Industry Insider" communication and other updates which provide timely, consistent policy updates on the work of the public affairs team here in Washington, the latest messaging guiding our advocacy and essential data to support our policy priorities. "Week in Washington" communication available to all levels with the exception of Pillar members.

**Chairman's Circle** / **Board Circle** and **Association Board Circle** / **Sustaining** / **Pillar**

## TRAVEL WORKS ROADSHOW

The Travel Works Roadshow will be soon be reinstated with stops across the U.S delivering the message of travel's many economic benefits with elected officials, business and community leaders, media and industry stakeholders. We will highlight travel's vast impact on job creation and economic recovery, plus the critical importance of a resurgence of all sectors of the travel economy. The spotlight will be on the significant contributions of not only leisure travel, but also international inbound and business travel, meetings and events to travel businesses and communities all across America. U.S. Travel will determine the stops and work with members in those destinations to plan and coordinate.

**Chairman's Circle** / **Board Circle** and **Association Board Circle** / **Sustaining** / **Pillar**



# Benefits Overview

Advocacy and Public Policy / **Leadership and Education** / Research and Insights

## MEMBER LEADERSHIP AND EDUCATION

A member of U.S. Travel is automatically a part of a vast network of peers across all segments of the industry that fosters a deeper understanding of a diverse set of perspectives. Additionally, we offer opportunities to participate in various councils, committees and coalitions that enable networking, idea sharing and a program of work that advances like-minded interests and objectives.

Members also have access to a wide array of educational content delivered by the brightest thought leaders and experts from all segments of travel, research and business on a variety of topics, including but not limited to the latest data and outlook for travel, the newest trends and technology shaping our future and the issues affecting our industry and beyond.

## PARTICIPATION ON COUNCILS AND COMMITTEES

Various councils, committees and coalitions are made up of diverse businesses and backgrounds providing additional touchpoints and regular updates of industry segment-specific issues in addition to U.S. Travel's regular communications.

### COMMUNICATIONS ADVISORY COMMITTEE

Comprised of nearly 70 senior communications professionals within U.S. Travel's Chairman's Circle, this group meets quarterly (twice virtually, twice live) to discuss travel industry matters, hear from leading journalists, and identify opportunities to support advocacy priorities through multi-channel messaging and media engagement. Associated benefits are also extended, including exclusive access to IPW's press operation and monthly messaging guides.

**Chairman's Circle** / Board Circle and Association Board Circle / Sustaining / Pillar

### RESEARCH ADVISORY COMMITTEE

To continue to promote industry cohesion, the committee provides Chairman's Circle members the opportunity to connect a few times a year to discuss research-related challenges and benefit from sharing ideas, best practices and lessons learned. The committee will also hear from leading research experts and engage in meaningful dialogue with peers across industry sectors. Associated benefits are also extended, including regular updates on U.S. Travel research efforts, input into the research pipeline and access to resources and studies informing the latest trends and insights.

**Chairman's Circle** / Board Circle and Association Board Circle / Sustaining / Pillar

### MEETINGS MEAN BUSINESS COALITION

Newly merged under U.S. Travel, the coalition meets several times a year to discuss priorities that enable the business travel, meetings and events sector to recover and grow and to elevate the importance of this sector to media, elected officials and C-suite executives. The coalition receives updates on U.S. Travel's advocacy work in this area, identifies opportunities for multi-channel messaging, media engagement and thought leadership and more.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar

### GATEWAY AIRPORTS COUNCIL

This group of like-minded CEOs and Administrators from large, U.S. international gateway airports works with U.S. Travel on significant air travel facilitation initiatives. Specific eligibility applies.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar

## DESTINATIONS COUNCIL

Representing more than 400 U.S. Travel Association destination marketing organizations (DMO) and convention and visitors bureau members whose purpose is to enhance the effectiveness of DMO professionals through DMO-specific research initiatives, mentorship and professional development opportunities, and thought leadership. Eligibility limited to local, city and regional DMOs and CVBs only.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## NATIONAL COUNCIL OF ATTRACTIONS AND EXPERIENCES

Composed of theme parks, museums, shopping centers, zoos and aquariums, historical landmarks, national parks, sports venues, theater and entertainment venues, sightseeing tours and more, this council works to enhance the effectiveness of these sectors through relevant research and tools, networking opportunities and thought leadership.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## NATIONAL COUNCIL OF STATE TOURISM DIRECTORS

Representing all 50 states, the five U.S. Territories and the District of Columbia, this council leverages the collective strength of state tourism offices to provide leadership and a forum for information sharing and education on issues impacting tourism at the state level. Eligibility limited to state tourism directors only.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## SUSTAINABLE TRAVEL COALITION

U.S. Travel's Sustainable Travel Coalition focuses on helping members develop strategies and advance policies to enable a more sustainable future. By bringing together a broad coalition of travel, transportation, technology and outside industry partners behind a common agenda, the Coalition will strengthen advocacy and generate meaningful progress on sustainability policy over the next decade.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## DIGITAL EDUCATION

Through our webinar series, members have an opportunity to hear from U.S. Travel leadership, experts in travel and business, government officials, and peers as we continue our growth and recovery and move the travel industry forward. This digital content spans four key tracks: Across the Industry and Latest Trends, Policy and Advocacy, Data and Insights and Assessing Recovery. Content within these tracks will rotate throughout any given month dependent upon relevancy.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

\* Topics will vary, to include marketing and innovation, sustainability, diversity and inclusion, leadership and workforce development, etc.

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR	PUBLIC
TRACKS	Across the Industry*	✓	✓	✓	✓	
	Data & Insights	✓	✓	✓	✓	
	Legislative Speaker Series	✓	✓	✓		
	Assessing Recovery	✓	✓	✓	✓	✓
	Policy & Advocacy	✓	✓	✓		





# Benefits Overview

Advocacy and Public Policy / Leadership and Education / **Research and Insights**

## RESEARCH, DATA INSIGHTS AND ANALYSIS

U.S. Travel continues to be a leading authority in economic analysis for the U.S. travel and tourism industry. We communicate economic impact data that substantiates our broader policy objectives at the federal level, while also providing state and congressional district data that supports member needs locally.

Access to U.S. Travel's data and insights offers an insider's view of the state of the industry while discovering important trends in travel and the overall business landscape. Research findings are communicated in a variety of formats including dashboard, fact sheets, e-newsletters, webinars and interactive tools.

### TOPICAL INSIGHTS

Analysis and insights will be developed to inform membership of the state of various travel segments, recovery progress and an outlook of what can be expected in the coming months. Each report will be enriched with best practices, case studies, examples and recommendations. Additionally, U.S. Travel will continue to offer special reports on topics pertinent to our industry based on current events.

#### BACK TO BUSINESS

Originally released in November 2020, this research is intended to inform the industry of the latest business travel forecast, the significant role, benefits and impact of business travel on the U.S. economy, expectations and the triggers and factors that are likely to influence the sector's recovery. This report will be an annual cornerstone research product we plan to use to educate policy makers, key decision makers and the industry on the importance and value of business travel, meetings and events.

#### QUARTERLY BUSINESS TRAVEL TRACKER

Based on a survey of both executive decision makers and business travelers as well as a new index analyzing broader economic factors, this quarterly release monitors business travel performance and recovery on a quarterly basis.

Developed in collaboration with Tourism Economics, the index will add context in light of current economic conditions, business travel activity and health conditions. The index also includes a forward looking component that provides expectations for the following quarter.

This new monitor obtains viewpoints beyond business travel today, to help understand projections for business travel in the months ahead, budgets and the impact on company and individual's performance. Highlights from the quarterly tracker are used to help inform the industry and drive media on an ongoing basis on the importance and value of business travel to a variety of stakeholders.

#### STATE OF INTERNATIONAL

In addition to understanding the full impact COVID-19 has had on international travel and the U.S. economy, this outlook will highlight the state of international travel, expectations and shifts in international traveler demand, changes in market share and the priorities and characteristics of the international traveler in the years ahead. Regional market profiles will also showcase the importance of specific inbound markets to the U.S. economy, highlight macroeconomic, travel-related trends and key events that impact travel to the U.S.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## WORKFORCE

**State of the American Workforce:** An annual overview will be released this fall to understand how the current workforce has evolved, regional and demographic shifts as well as the needs, values and long-term career goals of the current workforce. Both the recovery of the overall private sector and travel industry workforce will be analyzed. The report will include industry recommendations, examples, actionable solutions and best practices.

**Ongoing Workforce Insights:** A summary analysis of leisure and hospitality employment trends will be released monthly, and key data points included in regular workforce newsletter editions.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## ECONOMIC IMPACT

Through an enhanced partnership with Tourism Economics, U.S. Travel's expanded economic analysis ensures that U.S. Travel's data remains the industry standard for national, state and congressional impacts. These outputs continue to be available through valuable tools and resources including our semi-annual forecast, fact sheets and national, state and congressional district economic impact as well as quarterly updates from Adam Sacks, president of Tourism Economics. U.S. Travel members will receive exclusive access to several reports released throughout the year, including detailed reports for both semi-annual forecasts.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## MONTHLY TRAVEL DATA REPORT

This monthly newsletter features a forward-looking outlook of the travel industry and broader economy, consumer and sentiment data, booking metrics and other timely analysis. This bi-weekly member-only communication provides key highlights from the the Travel Recovery Insights Dashboard as well as the latest data and trends affecting our industry's rebound and unique insights to help travel businesses make informed and timely decisions.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## TRAVEL RECOVERY INSIGHTS DASHBOARD

In collaboration with Tourism Economics, all U.S. Travel members have access to an exclusive Travel Recovery Insights Dashboard, the most comprehensive and centralized source for high-frequency intelligence on the U.S. travel industry. The platform is supported by more than 20 data partners and tracks industry performance, travel demand and predictive indicators on an ongoing basis to provide members with a detailed view of travel sector performance. Look for a refreshed and reorganized recovery and growth dashboard to highlight and breakdown the uneven recovery between travel segments. State level data where be added where possible.

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## NCAE MOBILE DATA INSIGHTS DASHBOARD

The National Council of Attractions and Experiences (NCAE) recently released a new member exclusive dashboard to serve as a leading indicator to help track the recovery of the attractions and experiences segment of the travel industry. The dashboard provides a representative sample of daily mobile device visits at unique points of interest. The data is updated monthly.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## DATA CONCIERGE SERVICE

This one-to-one service enables a direct connection with U.S. Travel's research team. Chairman's Circle members have access to a personal touchpoint on our team who can assist with questions on the data we provide, additional data points needed, analysis or contextual understanding of the data, team and stakeholder briefings, among other offerings. This personalized approach ensures a regular understanding of the latest research and insights available and is effectively communicating the insights most effective in recovery.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**



# Joining the U.S. Travel Association

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U.S. Travel offers a dues model that takes into consideration an organization's annual revenue/budget and industry segment.

## SUSTAINING OR PILLAR MEMBERSHIP

If you are interested in joining at the Pillar or Sustaining member level, please refer to page 15 for your dues schedule.

Contact us if unsure of your classification or segment.

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## PREMIER-LEVEL MEMBERSHIP

To discuss the dues structure at a Premier member level such as Chairman's Circle, Board Circle or Association Board Circle, please contact us.

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We look forward to working together to advance our industry's interests and strengthen our recovery, in the months and years ahead.

## KEY MEMBERSHIP CONTACTS



**NAN MARCHAND BEAUVOIS**

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# Benefits Overview by Membership Level

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR
<b>ADVOCACY AND PUBLIC POLICY</b>					
Premier Engagement with Elected Officials	✓				
Board-Specific Communications	✓	✓	✓		
Congressional Briefing	✓	✓	✓		
Seat on Wash Reps Group (Dependent on Staff-Level Lobbying Role)	✓	✓	✓		
Legislative Power Hours with Members of Congress	✓	✓		✓	
Policy and Advocacy Webinars	✓	✓	✓	✓	
Legislative Speaker Series	✓	✓	✓	✓	
Week in Washington (Weekly Communication)	✓	✓	✓	✓	
Regular Communications (Policy Updates, Research and Other General Communications)	✓	✓	✓	✓	✓
Grassstops/Grassroots Engagement	✓	✓	✓	✓	✓
<b>MEMBER LEADERSHIP AND EDUCATION</b>					
Communications Advisory Committee	✓				
Research Advisory Committee	✓				
Meetings Mean Business Coalition & Sustainable Travel Coalition	✓	✓	✓	Member Rate	Member Rate
Gateway Airports Council <sup>1</sup>	✓ (Airport only)	✓ (Airport only)			
Governing Committees Eligibility	✓ (Includes Executive Committee)	✓	✓		
Board of Directors Seat	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Council Membership (NCSTD, NCAE, Destinations Council)	✓	✓		✓	✓
Emerging Travel Leaders Program	✓				
Digital Education/ Webinars	✓	✓	✓	✓	✓
Listing in Membership Directory	✓ (Includes Logo)	✓	✓	✓	✓
<b>SIGNATURE EVENTS</b>					
CEO and Destination CEO Roundtables (Held 2-3 Times/Year)	✓ (CVB Members and \$1 Billion Plus Organizations)				
Chairman's Circle Honors (CCH)	✓				
ESTO (DMO/State) <sup>2</sup>	✓	✓		Member Rate	Member Rate
IPW <sup>3</sup>	✓	✓	Member Rate	Member Rate	Member Rate
Board of Directors Meetings (Spring, Summer and Fall)	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Destination Capitol Hill (DCH) <sup>4</sup>	✓	✓	✓	Member Rate	Member Rate
State of the Travel Industry (Livestream)	✓	✓	✓	✓	✓
The Future of Travel Mobility <sup>4</sup>	✓	✓	✓	Member Rate	Member Rate
% Discount (Sponsorship)	10%	7.5%			

# Benefits Overview by Membership Level

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR
<b>DATA INSIGHTS AND ANALYSIS</b>					
Data Concierge Service	✓	Member Rate	Member Rate	Member Rate	Member Rate
<b>NEW</b> Quarterly Business Travel Tracker	✓	✓	✓	✓	✓
<b>NEW</b> Workforce Insights (such as Monthly Employment Report)	✓	✓	✓	✓	✓
Monthly Travel Data Report	✓	✓	✓	✓	✓
Travel Recovery Insights Dashboard	✓	✓	✓	✓	✓
Other Topical Dashboards (such as NCAE Dashboard)	✓	✓	✓	✓	✓
State of International	✓	✓	✓	✓	✓
Special Reports (i.e. Back to Buiness, Segment-Specific Reports, Travel Behavior and Demographics, etc.)	✓	✓	✓	✓	✓
Semi-Annual Forecast (Spring and Fall)	✓	✓	✓	✓	✓
National, State and Congressional District Economic Impact Data	✓	✓	✓	✓	✓
Economic Impact Calculator (State)	✓	✓	✓	✓	✓
State Level Economic Impact Tables (Interactive)	✓	✓	✓	✓	✓
Data and Insights Webinar Series	✓	✓	✓	✓	✓
Paid Time Off / Vacation Usage Data (to support National Plan for Vacation Day)	✓	✓	✓	✓	✓
Industry Toolkits (National Travel and Tourism Week, Global Meetings Industry Day, National Plan for Vacation Day)	✓	✓	✓	✓	✓
Economic Impact Client Studies	Member Rate	Member Rate	Member Rate	Member Rate	Member Rate

## MEMBER BENEFIT DETAILS FOR ESTO, IPW, DCH, FOTM AND GATEWAY AIRPORTS COUNCIL (GAC):

<sup>1</sup> **GAC:** FAA size 1-30 only

<sup>2</sup> **ESTO:** Chairman's Circle and Board Circle members eligible for one complimentary registration.

<sup>3</sup> **IPW:** To receive the three complimentary individual registrations, the organization must have a booth at IPW. Otherwise, only one complimentary registration given for the board representative.

<sup>4</sup> **DCH and FOTM:** Chairman's Circle and Board Circle members eligible for one complimentary registration.

## 2022 MEMBERSHIP DUES SCHEDULE

### NAN MARCHAND BEAUVOIS

Senior Vice President, Membership and  
Industry Relations; General Manager, ESTO  
nbeauvois@ustravel.org

### ANGIE BRIGGS

Vice President, Industry Relations  
abriggs@ustravel.org

### JUDITH HARRIS

Vice President, Member Services  
jharris@ustravel.org

CORPORATE MEMBER		
REVENUE	SUSTAINING	PILLAR
less than \$5M	\$1,500	\$1,000
\$5M-\$7M	\$2,500	\$1,500
\$7M-\$10M	\$3,000	\$2,000
\$10M-\$15M	\$4,000	\$2,500
\$15M-\$20M	\$5,000	\$3,000
\$20M-\$30M	\$5,500	\$3,500
\$30M-\$40M	\$6,000	\$4,000
\$40M-\$50M	\$7,000	\$4,500
\$50M-\$100M	\$8,000	\$5,000
\$100M-\$250M	\$9,000	\$6,000
\$250M-\$500M	\$12,000	\$8,000
\$500M-\$1B	\$14,500	\$10,000
\$1B-\$2.5B	\$17,000	\$12,000
\$2.5B-\$5B	\$19,500	\$14,000
\$5B-\$10B	\$21,000	\$15,000
\$10B-\$20B	\$23,000	\$16,500
\$20B-\$50B	\$24,500	\$17,500



## 2022 MEMBERSHIP DUES SCHEDULE

### NAN MARCHAND BEAUVOIS

Senior Vice President, Membership and  
Industry Relations; General Manager, ESTO  
nbeauvois@ustravel.org

### ANGIE BRIGGS

Vice President, Industry Relations  
abriggs@ustravel.org

### JUDITH HARRIS

Vice President, Member Services  
jharris@ustravel.org

DESTINATION AND STATE MEMBERS		
BUDGET	SUSTAINING	PILLAR
less than \$500,000	\$2,000	\$1,000
\$500K-\$1M	\$3,500	\$1,500
\$1M-\$2.5M	\$6,000	\$2,500
\$2.5M-\$5M	\$8,500	\$3,500
\$5M-\$7M	\$12,500	\$5,500
\$7M-\$10M	\$16,500	\$7,500
\$10M-\$15M	\$18,500	\$8,500
\$15M-\$20M	\$21,000	\$9,500
\$20M-\$30M	\$23,000	\$10,500
\$30M-\$40M	\$26,500	\$12,000
\$40M-\$50M	\$28,500	\$13,000
\$50M-\$100M	\$29,500	\$13,500
Over \$100M	\$35,000	\$16,000

## 2022 MEMBERSHIP DUES SCHEDULE

### NAN MARCHAND BEAUVOIS

Senior Vice President, Membership and  
Industry Relations; General Manager, ESTO  
nbeauvois@ustravel.org

### ANGIE BRIGGS

Vice President, Industry Relations  
abriggs@ustravel.org

### JUDITH HARRIS

Vice President, Member Services  
jharris@ustravel.org

ASSOCIATIONS		
BUDGET	SUSTAINING	PILLAR
less than \$500,000	\$2,000	\$1,000
\$500K-\$1M	\$3,500	\$1,500
\$1M-\$2.5M	\$6,000	\$2,500
\$2.5M-\$5M	\$8,500	\$3,500
\$5M-\$7M	\$12,500	\$5,500
\$7M-\$10M	\$16,500	\$7,500
\$10M-\$15M	\$18,500	\$8,500
\$15M-\$20M	\$21,000	\$9,500
\$20M-\$30M	\$23,000	\$10,500
\$30M-\$40M	\$26,500	\$12,000
\$40M-\$50M	\$28,500	\$13,000
\$50M-\$100M	\$29,500	\$13,500
Over \$100M	\$35,000	\$16,000

# Application

Thank you for your interest in applying for U.S. Travel Membership. If you meet the following qualifications, we welcome you to complete the application. All applications for membership are subject to the review and approval of U.S. Travel.

Are you a firm, association, organization, or corporation:

- offering a travel product or a distribution of a travel product to or within the United States of America; or
- providing a service to travel industry companies; or
- operation or servicing an attraction within the United States of America

Do you practice good business ethics and abide by U.S. laws?

Are you willing to promote and support the mission, objectives, and goals of the Association?

If interested in Individual Membership, visit Power of Travel Coalition.

## PRIMARY REASON FOR JOINING U.S. TRAVEL ASSOCIATION

## ORGANIZATION INFORMATION

Organization

Address

City State Zip Country

Phone

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)

## ORGANIZATION REFERENCE INFORMATION

Name Title

Phone Email

## MEMBERSHIP INVESTMENT

New Member Initiation Fee: \$50 (paid in addition to the dues as established within our member categories)

☐ Pillar ☐ Sustaining ☐ Association Board Circle ☐ Board Circle ☐ Chairman's Circle

Membership Investment Amount = \$ If Attraction/Allied Organization, List Type

Per the Board of Directors vote on July 23, 2015, U.S. Travel has the discretion to implement a 2.5% annual dues increase.

## PAYMENT OPTIONS

Total Payment Due = \$

Wire Transfer/ACH: Account Number 2000030662238  
Bank Routing Number: 121000248  
Swift Code: WFBUS6S (International)

Credit Cards accepted: American Express/  
Discover/MasterCard/Visa

☐ My Check is Enclosed ☐ Please Invoice Me

Make check payable to:  
U.S. Travel Association, 1100 New York  
Avenue, NW, Suite 450  
Washington, DC 20005-3934

Billing and Payment questions:  
Email: [finance@ustravel.org](mailto:finance@ustravel.org) or call  
202.408.8422/Accounts Receivable

Since U.S. Travel engages in lobbying efforts on behalf of its members, 64% of your dues investment in 2022 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, D.C. 20005  
[membership@ustravel.org](mailto:membership@ustravel.org)

**ALL APPLICATIONS ARE SUBJECT TO THE  
REVIEW AND APPROVAL OF U.S. TRAVEL.**





