



U.S. Travel Association

## Destinations Council

# Emerging Leaders Mentorship Program

### OBJECTIVE

The goal of the Emerging Leaders Mentorship Program is to develop an environment for destination marketing professionals on the rise to network, engage with peers within the travel industry, and provide opportunities to learn more about how U.S. Travel Association can serve them in the growth of their careers.

### PROGRAM OVERVIEW

**The Emerging Leaders Mentorship Program provides blossoming destination marketing professionals with unique opportunities to hone leadership skills and advance their careers in the travel industry.**

### TIME COMMITMENT

Every two years, the Destinations Council's Board of Advisors will select members of the Emerging Leaders Mentorship Program in advance of ESTO, an annual conference where destination marketers come to learn and network with industry peers.

Participants of the Emerging Leaders Mentorship Program are given the opportunity to serve a two-year term and participate in:

- Participate in monthly one-on-one calls with Destinations Council board of advisor
- Attend and participate in two Destinations Council Board of Advisors' meetings and events, in conjunction with ESTO and Spring Meetings Week
- Assist with developing and facilitating content for ESTO
- Receive a complimentary registration to Destination Capitol Hill, including a meet-and-greet with key U.S. Travel board members

### WHO SHOULD APPLY

The Emerging Leaders Mentorship Program is designed for next-generation leaders who want to learn and grow within the travel industry. The ideal candidate is an individual who is engaged, involved and ready to make a positive impact both in their career and in the travel industry.

Applicants should be interested in developing their leadership skills and have a minimum of three years of sustained DMO experience. **Applicants may either apply for the program themselves or be nominated by a supervisor or colleague.**

### ANNOUNCEMENT

An official announcement about the new class of Emerging Leaders will be made from the main stage at ESTO in 2023.

### HOW TO APPLY

The online application considers education, career, responses to essay questions, a recommendation from someone within the travel industry and approval from your employer/supervisor.

**The Destinations Council, as part of the U.S. Travel Association,** represents more than 400 destination marketing organization (DMO) and convention and visitor bureau (CVB) members and helps them be more effective by providing research, resources and education in a peer-driven format.