



# SHAPING THE FUTURE OF TRAVEL

JOINING **U.S. TRAVEL ASSOCIATION**

**U.S. TRAVEL**  
ASSOCIATION®

# SHAPING THE FUTURE OF TRAVEL

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**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 the 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.

As we build a powerful and resilient future, U.S. Travel will stay focused on addressing shared challenges across the industry and creating innovative solutions that will drive our industry forward. Guided by a vision framework and strategic priorities that focus our efforts and resources, we will pursue an agenda that supports our mission to grow travel to and within the United States—across all sectors of the travel economy.

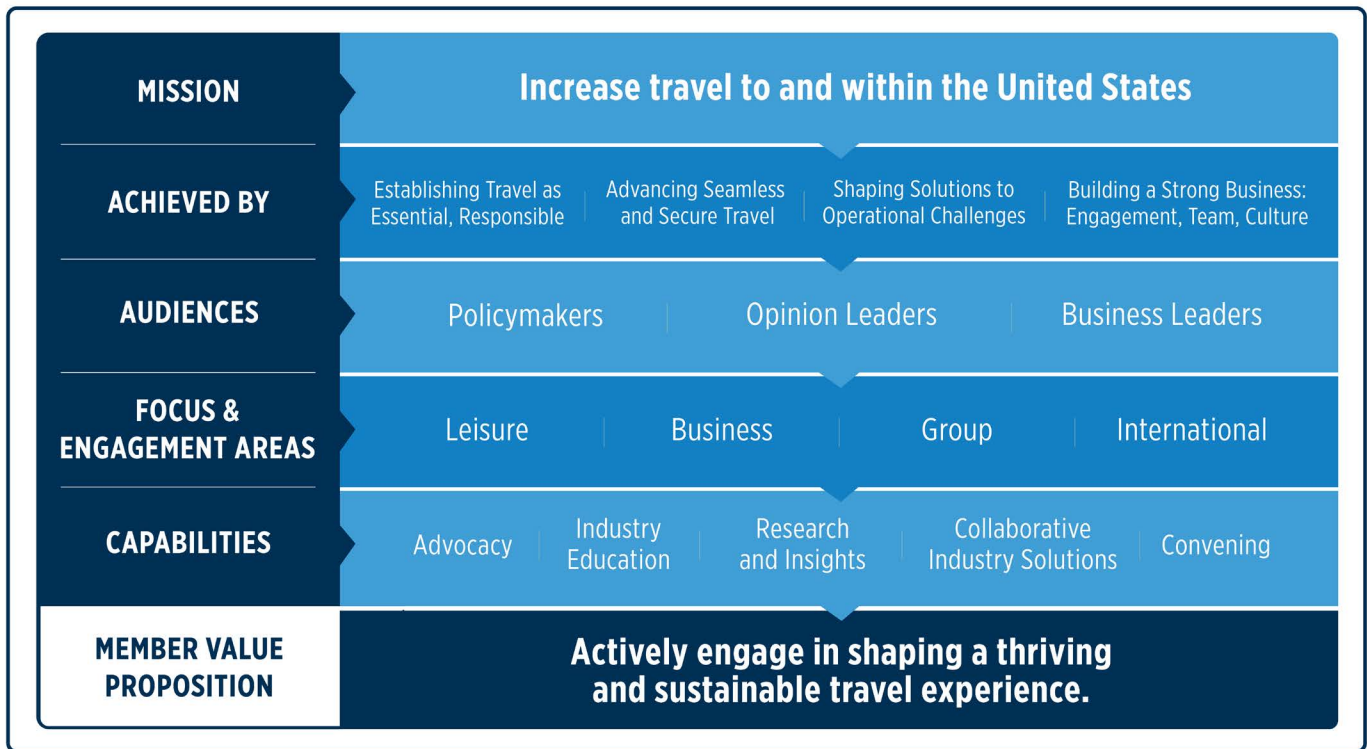
We look forward to working with our members to advance our work and grow travel, together.

**OUR MISSION:**  
INCREASE TRAVEL  
TO AND WITHIN  
THE UNITED STATES



# VISION FRAMEWORK

The framework below ensures U.S. Travel focuses our resources where the greatest impacts can be made for the industry. By executing against this framework, we can shaping a thriving and sustainable travel experience for consumers, that ultimately benefit the totality of the industry.



# STRATEGIC PRIORITIES

With the framework as our guide, a summary of our priorities is below. The full document can be found [here](#).

## ESTABLISH TRAVEL AS ESSENTIAL AND RESPONSIBLE

The travel industry is an economic powerhouse that unites people, benefits society and is paramount to the United States' global competitiveness. We must elevate the perceived value of the industry among policymakers, opinion leaders and business leaders.

## IMPROVE THE TRAVEL EXPERIENCE FROM POINT A TO POINT B

U.S. Travel is uniquely positioned to bring the entirety of the travel industry together to improve the traveler's experience and enable future growth. This portion of our agenda should address both immediate challenges and pave the way for game-changing opportunities.

## PROVIDE MEMBERS WITH TANGIBLE, MEANINGFUL OPPORTUNITIES TO LEARN, CONNECT AND SHAPE BUSINESS

U.S. Travel seeks to create a value proposition that is diversified both in terms of our capabilities and the people within member organizations to whom we provide benefit. A thoughtful and intentional focus on our value proposition is fundamental to our future growth.

## BUILD A BEST-IN-CLASS TRADE ASSOCIATION WITH AN EYE TOWARDS THE FUTURE

U.S. Travel seeks to operate as a business: making difficult decisions, wisely utilizing members' time and resources and investing in areas of opportunity.





# Membership 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

### 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

### ASSOCIATION BOARD CIRCLE (Associations Only)

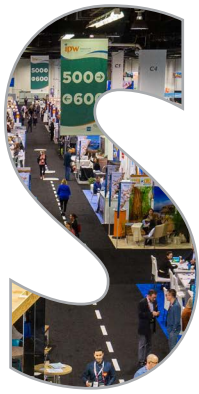
U.S. Travel's leading member levels have access to premium advocacy engagement and all educational opportunities, in addition to a seat on our board, which convenes three times a year to discuss issues most pressing to the association and industry. At this level, you also receive complimentary access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

**U.S. Travel's board consists of the Chairman's Circle, Board Circle and Association Board Circle member levels.** Board briefings (Spring and Fall) and the Summer Summit provide updates, seek input and elevate engagement across membership organizations. These events also afford **superior networking opportunities for board delegates** across the entire U.S. and all travel segments.

**Various Locations | March 19, 2024 | July 21-23, 2024 | November 21, 2024**

## DESTINATION CAPITOL HILL

**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. | March 19-20, 2024**

## U.S. Travel Association's CEO ROUNDTABLE

**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 engage with some of the top leaders within the administration and Congress.

**Various Locations | Spring and Fall**

## U.S. Travel's esto

**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 conference allows attendees to learn about current trends, hear the latest research, network with peers and discover implications for the future of destination marketing.

**Columbus, OH | August 11-13, 2024**

## U.S. TRAVEL'S ipw

**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.

**Los Angeles, CA | May 3-7, 2024**

## U.S. Travel's Future of Travel Mobility

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 of key issues impacting the future of travel in America.

**Washington, D.C. | November 20, 2024**



# enefits Overview

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

## ADVOCACY AND PUBLIC POLICY

U.S. Travel's advocacy agenda addresses critical policies and painpoints that will strengthen the future of travel and the travel experience. We are committed to fostering strong collaboration among members as we seek to grow travel across all segments: domestic leisure, business transient, group and international inbound and lay the foundation for an innovative future.

### 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 LOBBY GROUP 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

### 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 biweekly “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.

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

## TRAVEL WORKS ROADSHOW

The Travel Works Roadshow will 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

Members of U.S. Travel are a part of a network of peers across all segments of the industry that fosters a deeper understanding from a diverse set of perspectives. Members have 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.

## 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 over 90 senior communications professionals within U.S. Travel’s Chairman’s Circle, this group meets quarterly (twice virtually, twice in person) 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

Comprised of nearly 75 senior research professionals across industry verticals within the U.S. Travel's Chairman's Circle, this group meets three times annually (twice virtually, once in person) to share and discuss research related challenges, issues, best practices and lessons learned. The committee will discuss and develop potential solutions to critical industry issues and topics as well as have the opportunity to discover new resources, tools and technologies and hear presentations and solutions from experts on various topics.

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

## MEETINGS MEAN BUSINESS COALITION

This coalition meets several times a year to support business travel, meetings and events growth and elevate the importance of this sector to elected officials and business leaders. The coalition receives updates on U.S. Travel's advocacy work, identifies opportunities for messaging, media engagement, thought leadership and more.

**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

## NATIONAL COUNCIL OF STATE TOURISM DIRECTORS

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**

## DIGITAL EDUCATION: THE INTERSECTION

Our digital education series, The Intersection, provides members with valuable access to insights from U.S. Travel leadership and various other experts in travel, business and policy. This live and on-demand digital content leans heavily into themes driving the travel industry forward. Topics covered include the latest industry trends, developments in policy and advocacy, evolving data and research and thought leadership fueling conversations around key matters. Content and cadence may vary based on relevancy.

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





# Benefits Overview

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

## RESEARCH, DATA INSIGHTS AND ANALYSIS

U.S. Travel continues to be the authoritative leader in travel research providing unique, insightful, forward-looking analysis and insights to position the industry as essential to economies, communities, individuals and the nation to inform the industry, policy makers and the media. 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.

U.S. Travel's data and insights provides policy implications, economic and consumer trends and insights to inform the industry on what is occurring at a macroeconomic level and what it means for travel, helping organizations strategically plan for what's ahead. Research findings are communicated in a variety of formats including 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, travel industry performance and the relevant economic, consumer and global factors impacting the industry. Additionally, U.S. Travel will continue to provide timely relevant research to inform members on challenges and opportunities facing the industry such as sustainability, workforce, bleisure, diversity and inclusion, etc.

#### BUSINESS TRAVEL TRACKER

U.S. Travel's Business Travel Tracker is a quarterly survey of both business travelers and corporate executives to monitor business travel activity, expectations and economic factors. This survey is developed in collaboration with Tourism Economics and JD Power.

The tracker includes three components.

1. Survey of business travelers based on a mobile survey in key airports
2. Survey of corporate executive decision makers
3. Quarterly Business Travel Index (BTI), developed by Tourism Economics

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.

#### U.S. COMPETITIVENESS

Global competition analysis in partnership with Euromonitor—work that will be focused on uncovering our top competitors' efforts to out-compete the U.S., looking at four areas:

1. Product
2. National Leadership
3. Security and Facilitation
4. Infrastructure and Connectivity

To assess the many factors impacting U.S. global attractiveness, we've also initiated new analysis will evaluate how the U.S. compares to top competitors and the economic cost of government inaction or underinvestment.

Various factors impacting U.S. global competitiveness will be analyzed including national leadership, brand and product, identity security and facilitation and travel and connectivity.

Global and regional market profiles 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.

#### QUARTERLY CONSUMER INSIGHTS

A new quarterly survey with Ipsos will help understand near term travel outlook, as well as identify barriers and points of friction that keep travelers at home, traveling less frequently or contribute to negative travel experiences. The survey data, when combined with economic conditions will help the industry anticipate and identify consumer opportunities and risks and ultimately shape how we can advance seamless and secure travel.

Results of the survey will be used to elevate the importance of our industry and highlight travel as essential to drive media headlines, stay top of mind for business leaders and identify pain points that policy actions may help alleviate.

## ECONOMIC IMPACT

Through an enhanced partnership with Tourism Economics, 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 semi-annual 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**

## THE LATEST TRAVEL DATA

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 member-only communication provides key highlights from the U.S. Travel Insights Dashboard as well as the latest data, trends and unique insights to help travel businesses make informed and timely decisions.

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

## U.S. TRAVEL INSIGHTS DASHBOARD

In collaboration with Tourism Economics, all U.S. Travel members have access to the most comprehensive and centralized source for high-frequency intelligence on the U.S. travel industry. Supported by more than 20 partners, U.S. Travel members have exclusive access to economic and travel indicators highlighting trends and performance of all travel segments—leisure, business and international.

This highly valuable resource is evaluated annually and refreshed with the most current indicators, sources of data and trends to stay relevant and evolve to continue to inform the industry.

**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

Our dues structure is attached for Sustaining and Pillar membership. Complete the application included or fill it out [online](#).

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



### ANGIE BRIGGS

Vice President, Destination Engagement

[abriggs@ustravel.org](mailto:abriggs@ustravel.org)



### JUDITH HARRIS

Vice President, Member Services

[jharris@ustravel.org](mailto:jharris@ustravel.org)

# 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 Lobby Group (Dependent on Staff-Level Lobbying Role)             | ✓   | ✓            | ✓                        |             |             |
| Regular Communications (Policy Updates, Research and Other General Communications) | ✓   | ✓            | ✓                        | ✓           | ✓           |
| Grassroots/Grasstops Engagement  | ✓   | ✓            | ✓                        | ✓           | ✓           |
| <b>MEMBER LEADERSHIP AND EDUCATION</b>   |   |              |                          |             |             |
| Communications Advisory Committee  | ✓   |              |                          |             |             |
| Research Advisory Committee  | ✓   |              |                          |             |             |
| Meetings Mean Business Coalition   | ✓   | ✓            | ✓                        |             |             |
| Sustainable Travel Coalition   | ✓   | ✓            | ✓                        |             |             |
| Governing Committees Eligibility   | ✓<br>(Includes Executive Board)                       | ✓            |                          |             |             |
| Board of Delegates Seat  | ✓   | ✓            | ✓                        |             |             |
| Council Membership (NCSTD)   | ✓   | ✓            |                          | ✓           | ✓           |
| The Intersection: Digital Education/Webinars                                       | ✓   | ✓            | ✓                        | ✓           | ✓           |
| Listing in Membership Directory  | ✓<br>(Includes Logo)                                  | ✓            | ✓                        | ✓           | ✓           |
| <b>SIGNATURE EVENTS</b>  |   |              |                          |             |             |
| Corporate CEO and Destination CEO Roundtables (Held 2-3 Times/Year)                | ✓<br>(CVB Members and \$1 Billion Plus Organizations) |              |                          |             |             |
| ESTO (DMO/State) <sup>1</sup>  | ✓   | ✓            |                          | Member Rate | Member Rate |
| IPW <sup>2</sup>   | ✓   | ✓            | Member Rate              | Member Rate | Member Rate |
| Board Meetings (Spring, Summer and Fall)   | ✓   | ✓            | ✓                        |             |             |
| Destination Capitol Hill (DCH) <sup>3</sup>  | ✓   | ✓            | ✓                        | Member Rate | Member Rate |
| The Future of Travel Mobility <sup>3</sup>   | ✓   | ✓            | ✓                        | Member Rate | Member Rate |

## MEMBER BENEFIT DETAILS FOR ESTO, IPW, DCH, & FOTM:

<sup>1</sup> **ESTO:** Chairman's Circle and Board Circle board delegate is eligible for one complimentary registration (non-transferrable). ESTO Sponsorship required for Allied Members (vendors) to utilize the complimentary registration. ESTO is open to destination and state organizations, unless attending as a sponsor.

<sup>2</sup> **IPW:** In addition to the complimentary key contact, Chairman's Circle and Board Circle members receive three complimentary registrations. An additional registration is available to the board delegate (non-transferrable). The organization must have a booth to utilize any of the complimentary registrations.

<sup>3</sup> **Destination Capitol Hill and Future of Travel Mobility:** Chairman's Circle, Board Circle, and Association Board Circle board delegate is eligible for one complimentary registration (non-transferrable).

# Benefits Overview by Membership Level

|  | CHAIRMAN'S CIRCLE | BOARD CIRCLE | ASSOCIATION BOARD CIRCLE | SUSTAINING | PILLAR |
|--|-------------------|--------------|--------------------------|------------|--------|
| <b>RESEARCH, DATA INSIGHTS AND ANALYSIS</b>  |                   |              |                          |            |        |
| Quarterly Consumer Insights  | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| Quarterly Business Travel Tracker  | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| Workforce Insights   | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| The Latest Travel Data Newsletter  | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| U.S. Travel Insights Dashboard   | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| State of International   | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| Business Travel Outlook  | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| Semi-Annual Forecast (Spring and Fall)   | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| National, State and Congressional District Economic Impact Data                    | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| Economic Impact Calculator (State)   | ✓                 | ✓            | ✓                        | ✓          | ✓      |
| Industry Toolkits (National Travel and Tourism Week, Global Meetings Industry Day) | ✓                 | ✓            | ✓                        | ✓          | ✓      |



# 2024 MEMBERSHIP DUES SCHEDULE

## ANGIE BRIGGS

Vice President, Destination Engagement  
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## JUDITH HARRIS

Vice President, Member Services  
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## 2024 MEMBERSHIP DUES SCHEDULE

| ASSOCIATION MEMBERS |                          |            |          |
|---------------------|--------------------------|------------|----------|
| BUDGET              | ASSOCIATION BOARD CIRCLE | SUSTAINING | PILLAR   |
| less than \$500,000 | \$21,025                 | \$2,100    | \$1,050  |
| \$500K-\$1M         | \$21,025                 | \$3,700    | \$1,600  |
| \$1M-\$2.5M         | \$21,025                 | \$6,300    | \$2,650  |
| \$2.5M-\$5M         | \$25,750                 | \$8,950    | \$3,700  |
| \$5M-\$7M           | \$29,425                 | \$13,150   | \$5,800  |
| \$7M-\$10M          | \$31,000                 | \$17,350   | \$7,900  |
| \$10M-\$15M         | \$33,100                 | \$19,450   | \$8,950  |
| \$15M-\$20M         | \$35,200                 | \$22,075   | \$10,000 |
| \$20M-\$30M         | \$35,200                 | \$24,175   | \$11,050 |
| \$30M-\$40M         | \$35,200                 | \$27,850   | \$12,600 |
| \$40M-\$50M         | \$35,200                 | \$29,950   | \$13,650 |
| \$50M-\$100M        | \$35,200                 | \$31,000   | \$14,200 |
| Over \$100M         | \$35,200                 | \$36,775   | \$16,800 |

# 2024 MEMBERSHIP DUES SCHEDULE

## ANGIE BRIGGS

Vice President, Destination Engagement  
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## JUDITH HARRIS

Vice President, Member Services  
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## 2024 MEMBERSHIP DUES SCHEDULE

| CORPORATE MEMBERS |                   |              |            |          |
|-------------------|-------------------|--------------|------------|----------|
| REVENUE           | CHAIRMAN'S CIRCLE | BOARD CIRCLE | SUSTAINING | PILLAR   |
| less than \$5M    | \$36,250          | \$27,750     | \$1,590    | \$1,050  |
| \$5M-\$7M         | \$36,250          | \$27,750     | \$2,650    | \$1,600  |
| \$7M-\$10M        | \$36,250          | \$27,750     | \$3,150    | \$2,100  |
| \$10M-\$15M       | \$40,975          | \$31,000     | \$4,200    | \$2,650  |
| \$15M-\$20M       | \$45,725          | \$34,675     | \$5,250    | \$3,150  |
| \$20M-\$30M       | \$49,375          | \$37,300     | \$5,800    | \$3,700  |
| \$30M-\$40M       | \$54,650          | \$40,975     | \$6,300    | \$4,200  |
| \$40M-\$50M       | \$58,325          | \$43,625     | \$7,350    | \$4,750  |
| \$50M-\$100M      | \$60,950          | \$46,225     | \$8,400    | \$5,250  |
| \$100M-\$250M     | \$69,875          | \$52,550     | \$9,450    | \$6,300  |
| \$250M-\$500M     | \$78,300          | \$60,950     | \$12,600   | \$8,400  |
| \$500M-\$1B       | \$86,150          | \$67,775     | \$15,250   | \$10,500 |
| \$1B-\$2.5B       | \$94,550          | \$74,100     | \$17,875   | \$12,600 |
| \$2.5B-\$5B       | \$110,325         | \$82,500     | \$20,500   | \$14,700 |
| \$5B-\$10B        | \$119,250         | \$88,800     | \$22,075   | \$15,750 |
| \$10B-\$20B       | \$127,675         | \$95,600     | \$24,175   | \$17,350 |
| \$20B-\$50B       | \$136,600         | \$101,925    | \$25,750   | \$18,400 |
| Over \$50B        | \$148,150         | \$110,850    | \$28,900   | \$20,500 |

# 2024 MEMBERSHIP DUES SCHEDULE

## ANGIE BRIGGS

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## JUDITH HARRIS

Vice President, Member Services  
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## 2024 MEMBERSHIP DUES SCHEDULE

| DESTINATION & STATE MEMBERS |                   |              |            |          |
|-----------------------------|-------------------|--------------|------------|----------|
| BUDGET                      | CHARIMAN'S CIRCLE | BOARD CIRCLE | SUSTAINING | PILLAR   |
| less than \$500,000         | \$36,775          | \$24,175     | \$2,100    | \$1,050  |
| \$500K-\$1M                 | \$36,775          | \$24,175     | \$3,700    | \$1,600  |
| \$1M-\$2.5M                 | \$36,775          | \$24,175     | \$6,300    | \$2,650  |
| \$2.5M-\$5M                 | \$36,775          | \$24,175     | \$8,950    | \$3,700  |
| \$5M-\$7M                   | \$45,180          | \$34,150     | \$13,150   | \$5,800  |
| \$7M-\$10M                  | \$53,580          | \$39,425     | \$17,350   | \$7,900  |
| \$10M-\$15M                 | \$62,000          | \$44,675     | \$19,450   | \$8,950  |
| \$15M-\$20M                 | \$70,400          | \$50,975     | \$22,075   | \$10,000 |
| \$20M-\$30M                 | \$78,800          | \$55,175     | \$24,175   | \$11,050 |
| \$30M-\$40M                 | \$87,200          | \$60,950     | \$27,850   | \$12,600 |
| \$40M-\$50M                 | \$95,600          | \$65,675     | \$29,950   | \$13,650 |
| \$50M-\$100M                | \$104,025         | \$68,825     | \$31,000   | \$14,200 |
| Over \$100M                 | \$113,475         | \$79,350     | \$36,775   | \$16,800 |

# 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?

Interested in becoming a travel advocate? Visit Travel Action Network.

## 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

☐ 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 = \$

### Preferred Payment Method

Wire Transfer/ACH:

Account Number 2000030662238

Bank Routing Number: 121000248

Swift Code: WFBUIUS6S (International)

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

☐ My Check is Enclosed

☐ Please Invoice Me

Membership begins upon receipt of payment

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, 67% of your dues investment in 2024 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.**