

STATE TOURISM OFFICES

State tourism offices and other destinations that promote travel to and within the U.S. are eligible to join U.S. Travel as a standard member. Other standard members also include lodging, transportation, attractions, entertainment companies and airports.

Standard members may join at one of two levels: **inform** or **engage**. Each level offers a unique suite of benefits, resources and services to provide value to your organization.

INFORM LEVEL BENEFITS

The Inform level offers insights, resources and updates that keep state tourism offices connected to the latest industry trends, research and policy developments. Benefits at this level are organization-wide; each employee receives access to these resources through membership.

Connect With Travel's Most Influential Leaders and Build Your Network

- **National Council of State Tourism Directors:** Eligible executive to join exclusive NCSTD community, including the ability to attend all meetings and virtual conversations, receive one invitation to register for annual Leadership Forum, participate in the state tourism budget survey, be considered for state tourism director of the year, access a listserv with peers, participate in new state directors boot camp and receive regular communications from U.S. Travel.

Access Powerful Analysis and Statistics to Help You Run a Stronger Organization

- Summary of results and individual state results from annual **State Budget Survey**. Information has proven useful in comparing state budgets and defending proposed reductions in state funding.
- **Travel's Economic Impact Study**, an annual report on GDP, employment and tax impact of the industry on the U.S. economy.
- **U.S. Travel's Semi-Annual Forecast** of travel industry spending and volume, with segment details on international inbound, business transient, domestic leisure and group travel.
- NEW** • Summaries of 3-4 relevant and **topical research reports**.
- **Trended industry data** on national and state travel indicators, including:
 - Air travel, including state, national and international visitation.
 - Metrics on domestic leisure, business and group travel.
 - Economic indicators, including leisure and hospitality workforce statistics, consumer spending and the Travel Price Index, which measures the cost of travel away from home in the U.S.
 - Hotel performance metrics and short-term rental indicators.
 - National Park visitation.

Tap into Timely Insights on the Advocacy Landscape, Industry Trends and Travel's Performance

- **Industry Insider**, a bi-weekly members-only newsletter covering U.S. Travel policy and engagement updates.
- NEW** • **U.S. Travel SmartBrief**, a daily resource highlighting top travel news, trends and insights.
- NEW** • **Quarterly insights** that offer an overview of the policy landscape and its impact on the travel industry.
- NEW** • **Monthly messaging guides** with compelling talking points for executives to speak consistently about travel industry performance and priority issues.
- NEW** • Access **U.S. Travel's Policy Center** for key talking points, perspectives and updates on pressing advocacy issues.

Lend Your Voice to Travel's Most Important Priorities

- NEW** • Three full-conference registrations to U.S. Travel's **Destination Capitol Hill**, an annual gathering of travel leaders to share the power of travel directly with policymakers in Washington, D.C.
- Invitation to show your support for the industry at **local legislative events** hosted by U.S. Travel.
- Receive timely **grassroots action alerts** on critical policy and regulatory issues impacting travel's future.

Highlight Your Affiliation With U.S. Travel Including Event Participation

- Permission to use **U.S. Travel logo** and "Member of U.S. Travel Association" graphic on website and in other materials.
- Organization name listed on U.S. Travel **member directory**.
- Annual ability to **vote** on leadership of the Association.
- **IPW** exhibit discount (2025 only).
- **ESTO** registration discount (2025 only).

ENGAGE LEVEL BENEFITS

The Engage level provides elevated access and opportunities for Standard member state tourism offices to contribute to U.S. Travel's agenda. In addition to the Inform benefits, Engage level members serve on the Board of Delegates, actively shape industry priorities through participation in exclusive networks and high-level policy discussions, stay ahead of industry trends and collaborate across membership to strengthen the broader travel ecosystem. Members also receive access to signature U.S. Travel events including IPW, ESTO and the Summer Summit.

Gain Deeper Insights on Travel's Most Important Trends

- Receive **bi-weekly update** from U.S. Travel's President and CEO.
- Invitation to U.S. Travel's **Semi-Annual Forecast webinar** offering an in-depth analysis of the volume and speed of growth in the travel industry by segment: international inbound, business transient, domestic leisure and group travel.
- NEW** • In-depth access and detailed analysis of three to four **topical research reports** annually.
- NEW** • Access to U.S. Travel's **subject matter experts** to answer questions and provide individualized information.
- NEW** • Opportunity to participate in a semi-annual **policy deep dive on key issues**.
- Opportunity to participate in U.S. Travel **Welcome Center Certification Program**.
- In-depth report and analysis on annual **State Budget Survey**.
- Priority consideration for U.S. Travel staff to **speak at state conferences and events**.

Connect With Travel's Most Influential Leaders and Build Your Network

- **National Council of State Tourism Directors:** One full-conference registration to NCSTD Leadership Forum.
- **Board of Delegates:** One eligible executive to serve on U.S. Travel's board of delegates, which includes: exclusive board briefings up to three times per year; one full-conference registration to the U.S. Travel Summer Summit including invitation to attend U.S. Travel's Summer Auction - an annual gathering to raise awareness and support for the U.S. Travel PAC; and one full-conference registration to U.S. Travel's IPW (non-transferable), including placement in U.S. Travel board hotel room block. All governing committees are comprised of current members of the U.S. Travel board of delegates.
- NEW** • **Group Travel:** One eligible executive to join the Group Travel Network, which convenes top group executives twice a year for networking, features a closed forum to exchange ideas with peers, offers quarterly webinars and includes a roster of community leaders.
- NEW** • **International Inbound Travel:** One eligible executive to join the International Inbound Travel Network, which convenes top international sales and marketing executives twice a year for networking, features a closed forum to exchange ideas with peers and includes a roster of community leaders.
- **Communications:** One eligible executive may join the Travel Communicators Network, which includes semi-annual meetings with professional education, access to top-tier journalists, networking opportunities, opportunity to attend IPW's press brunch with 500+ media, participation in IPW's media marketplace, access to IPW's press room and media center, and updates on Washington activities and messaging.
- **Consideration as host destination** for premier U.S. Travel event (IPW, ESTO, NCSTD Leadership Forum, Summer Summit); U.S. Travel will only select DMOs or states to host events with "engage" member status over the past three consecutive years and who commit to maintaining their "engage" member status through the event date.

Coming in 2026: Business Travel and Domestic Leisure Travel Networks.

Put Your Organization Front and Center at U.S. Travel's IPW, the Largest International Inbound Trade Show Driving \$5.5B in Travel to the U.S. and Attended by 2,000+ Buyers and Media

- **One 10x10 supplier booth** (or credit for 100 square feet of booth space) and four full-conference passes (\$16,750 value).
- **Discount of 40%** on the non-member rate for additional booth space and up to 10% off sponsorship pricing.
- **Visibility benefits**, including ability to purchase banner above booth on exhibit show floor, listing as "engage" member in IPW mobile app and recognition as U.S. Travel member at booth.
- NEW** • **Two tickets** for senior executives to attend the invitation-only VIP reception.
- **One reserved table of 10** in the front half of the room during each of the three IPW lunches (\$2,000 value).
- **Buyer and media contact** lists sent two weeks before the opening of appointment scheduling and again two weeks before the event.

Level Up Your Destination's Storytelling at U.S. Travel's ESTO, the Premier Educational Event for Destination Marketing Leaders

- **One full-conference registration** for CEO/State Director or a Director's direct report (\$1,700 value).
- NEW** • Reduced rate on Mercury **ESTO Award submission**.
- NEW** • **Access to hotel room block and event registration** one week in advance of the public announcement.
- **Attendee list** shared prior to the event to identify potential networking opportunities.