

2026 MEMBERSHIP BENEFITS

\$10,000 ANNUAL DUES

U.S. TRAVEL
ASSOCIATION*

Ally membership is available to companies in our Travel Partners and Affiliated Industries stakeholder groups. Ally membership offers powerful travel analysis and statistics, timely perspectives on the advocacy landscape, the opportunity to lend your voice to travel's most important priorities and the ability to highlight your affiliation with U.S. Travel.

Travel Partners are companies providing products and services to the travel industry, including meeting and event services companies, marketing, advertising and PR firms, research and consulting companies, technology companies, insurance providers, and transportation original equipment manufacturers.

Affiliated Industries are companies that significantly benefit from a growing travel industry but do not exclusively operate within travel, including credit card companies and banks, CPG companies, food service companies, real estate companies, consulting firms, media companies and non-U.S. air carriers, airports and destinations.

Member benefits are organization-wide; each employee receives access to these benefits through an Ally membership. If you are interested in exploring partnership opportunities, contact **Shari Bailey**, Senior Director, Business Development at sbailey@ustravel.org.

Highlight Your Affiliation with U.S. Travel and Unique Partnership Opportunities

- 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**.
- IPW **registration discount** (if eligible to participate).
- Annual ability to **vote** on leadership of the Association.
- Early access to **sponsorship opportunities**, including the first right of refusal on preexisting investments, plus access to discounted rates.

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

- **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.
- **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.
- Summaries of relevant and **topical research insights**.
- **U.S. Travel Monthly Data Snapshot**, a summary of the latest economic, consumer and travel indicators, trends and analysis.
- **Travel Price Index**, a monthly release tracking the cost of travel in the U.S. using U.S. Department of Labor data from the monthly Consumer Price Index (CPI).
- NEW** • **Research Fact Sheet** hub, a one-stop resource for comprehensive, up-to-date fact sheets on the latest numbers on travel's essential economic impact, the importance of travel promotion, the travel trade deficit and much more.

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.
- **U.S. Travel SmartBrief**, a daily resource highlighting top travel news, trends and insights.
- NEW** • Preferred SmartBrief advertising rates—30% off five or more fixed-placement ads and buy-one, get-one-half-off dedicated sends.
- **Monthly messaging guides** as a go-to resource for clear, consistent communications with media, policymakers and stakeholders. Updated each month, it highlights the latest issues and opportunities and reinforces why travel is essential.
- 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

- Complimentary registration 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.

Questions? Contact membership@ustravel.org

As of November 2025