

## TRAVEL SALES AND FACILITATION

Companies selling a vast array of travel options, providing information and/or booking services, including travel marketplaces, travel agencies, discounted ticket companies, tour operators and packagers are eligible to join U.S. Travel as a **Hybrid member**.

Hybrid members may join at one of two levels: Inform or Engage. Each level offers a unique set of benefits, resources and services to provide value to your organization.

## INFORM-LEVEL BENEFITS

Inform-level benefits offer insights, resources and updates that keep companies 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.

### 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.
- Summaries of relevant and **topical research insights**.
- **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.
- **The 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).
- **U.S. Travel Monthly Data Snapshot**, a summary of the latest economic, consumer and travel indicators, trends and analysis.
- 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 guide** 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.

### 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** registration discount, with added member visibility.

# ENGAGE-LEVEL BENEFITS

Engage-level benefits provide elevated access and opportunities for Hybrid members to contribute to U.S. Travel's agenda. In addition to Inform-level 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. Engage-level members also receive access to signature U.S. Travel events including IPW 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.
- In-depth access and detailed analysis of **topical research insights** annually.
- Access to U.S. Travel's **subject matter experts** to answer questions and provide individualized information.

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

- **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.
- **Group Travel:** One eligible executive to join the Group Travel Network, which convenes top group executives twice a year for networking, features a forum to exchange ideas with peers, and includes a roster of community leaders.
- **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 forum to exchange ideas with peers and includes a roster of community leaders. Includes access to the invitation-only Global Networking reception at IPW.
- **Travel Communicators:** Each organization may appoint one eligible executive to participate. A forum for communications leaders in the travel industry. Members convene once a year at IPW. Members gain access to professional development sessions, timely policy updates and the IPW media brunch with 500+ journalists. These gatherings offer valuable peer dialogue, shared best practices and strategic insights to help elevate the industry's voice in media and policy conversations. Includes access to the invitation-only Global Networking reception at IPW.
- NEW • Corporate Communications Council:** Ability for one eligible corporate communications leader to join U.S. Travel's Corporate Communications Council, an elevated body that meets at least once a year to help shape the messaging strategy for U.S. Travel.
- Early access to **sponsorship opportunities**, including the first right of refusal on pre-existing investments, plus access to discounted rates. Contact Shari Bailey, [sbailey@ustravel.org](mailto:sbailey@ustravel.org), to learn more.

## Put Your Organization Front and Center at U.S. Travel's IPW, the Largest International Inbound Trade Show Driving Nearly 11 million International Visitors to the U.S. Over Three Years - Generating an Estimated \$26.1B in Spending and Attended by 1,400+ Buyers and Media

- **Distribution Provider Booth: One 10x10 booth** (or credit for 100 square feet of booth space) and three full-conference passes (\$24,000 value based on non-member rate).
- **Discount of 40%** on the non-member rate for additional booth space and up to 10% off sponsorship pricing.
- **One ticket** for Board Delegate to attend the invitation only Global Networking reception.
- **Visibility benefits**, including ability to purchase banner above booth on exhibit show floor, listing as "Engage-level member" member in IPW mobile app and recognition as U.S. Travel Engage-level member at booth.
- **Buyer and media contact lists** sent two weeks before the opening of appointment scheduling and again two weeks before the event.

## Contribute to a Stronger Travel Industry

- Executive to join exclusive **CEO Corporate Roundtable** community, able to attend all meetings and virtual conversations. One additional colleague may attend each meeting with the CEO to listen. (Hybrid Engage-level members with total revenue above \$500M are eligible).
- Opportunity to participate in a semi-annual policy **deep dive on key issues**.
- Ability for one eligible leader to join U.S. Travel's **Policy Council**, an elevated body that meets at least once a year to help shape the advocacy agenda and priorities on key issues for U.S. Travel.
- Opportunity to participate on the **America's Sports and Travel Mega Event Coalition (ASTMEC)**, a national alliance of sports, travel and business leaders working to ensure the U.S. delivers on a historic lineup of global sporting events.