



## **U.S. Travel 2026 Summer Summit**

**July 29-31 | Rancho Bernardo Inn | San Diego, CA**

Summer Summit is where the industry's most influential executives convene. Attendance is by invitation only and space is limited, making it one of the most sought-after rooms in travel.

This is a high-value opportunity for executives to meet with their peers, discuss strategies, hear fresh perspectives and help shape what comes next for the travel industry. The ideas, relationships and access found here simply cannot be replicated elsewhere.

### **Frequently Asked Questions**

#### **Attendance & Registration**

##### **Who is invited to attend this event?**

All U.S. Travel Board members and select invited executives are invited to attend the annual Summer Summit with their families. Families are invited to join their representing board members for meals, organized activities and evening networking events. Programming, meetings and workshops are curated for U.S. Travel Board members.

##### **Do I need to register for the event?**

Yes. We kindly ask that all attendees, including invited guests and family members, complete event registration by the end of June. As part of your U.S. Travel membership, registration is complimentary for invited attendees and their families.

##### **How do I modify or cancel my registration?**

You can manage your activities, guests, meeting schedule or cancel by visiting our [Registration Page](#), clicking 'Already Registered?' and logging in with your email address and confirmation number.

#### **Education & Programming**

##### **What will the main stage themes be?**

This year's program will explore three defining themes:

- **Today's Political Realities:** How Washington, global power shifts and evolving alliances are reshaping demand, regulation and competitiveness across the travel landscape.

- **Pivoting Brands & Changing Consumer Behavior:** How shifting traveler expectations are forcing leaders to rethink positioning, partnerships and experience design to compete in a market that won't stand still.
- **The Economics Reshaping Travel:** How macro volatility, labor dynamics, capital markets and uneven demand are redefining growth, profitability and pricing power in the year ahead.

### **Are there other programming opportunities onsite?**

Yes. We're introducing **peer-to-peer roundtables** woven into the Thursday afternoon lineup built around what matters most to you. Based on feedback from attendees, U.S. Travel's Government Relations team will facilitate a conversation on the policy issues and realities shaping the travel industry. Topics will include the latest on Brand USA, congressional champion development, U.S. Travel's broader advocacy agenda and the political realities impacting our work on Capitol Hill. Share perspectives, exchange ideas and discuss strategies for advancing the travel industry's top priorities with fellow executives. Sign-up via [registration](#) and note that participation is limited to travel executives.

Additionally, we're piloting a new **Chief Commercial Officer Program**, bringing together 18 senior commercial executives from corporate member organizations for a customized leadership experience. Integrated into the broader Summit agenda, the invitation-only track is designed specifically for senior commercial executives and growth leaders responsible for commercial strategy, demand generation and revenue growth. Through exclusive peer discussions, networking opportunities and a dedicated working session, participants will engage in candid conversations about the trends shaping the future of travel, exchange ideas with peers facing similar opportunities and challenges and gain fresh perspectives from leaders within and beyond the industry.

### **Summer Auction & Wine Tasting**

#### **What is the Summer Auction?**

The Summer Auction is a featured event at Summer Summit where donated travel packages are auctioned to benefit TravelPAC or U.S. Travel's Advocacy Fund. The auction will take place on July 30, 2026. Members are encouraged to donate packages for this important event. [Learn more.](#)

#### **What is the Wine Tasting and how do I purchase tickets?**

The Wine Tasting will occur from 5:00-6:00 p.m. on the North Lawn, immediately prior to the Summer Auction Reception and Dinner. Attendees will enjoy a blind tasting of multiple wines and vote for their favorite. Tickets are available for \$120 each and must be [purchased](#) in advance. All proceeds benefit U.S. Travel's advocacy efforts.

### Who can donate to the Summer Auction packages?

All U.S. Travel Association members are eligible and encouraged to [donate auction packages](#). Packages may be bundled with non-U.S. Travel member products and will be recognized as gifts from the U.S. Travel Association member exclusively.

### What types of packages are we looking for?

The auction allows travel industry leaders to create packages that include exclusive travel opportunities, sporting events, hotel stays, concert tickets, over-the-top meals and access to once-in-a-lifetime experiences. Tap into your partners and industry relationships who have products to donate at no expense.

### How should I prepare for the Summer Auction?

- Complete the [prior authorization form](#) (required to bid at the auction and purchase wine tickets)
- [Purchase your tickets](#) for the wine tasting
- Mark your attendance for the silent auction during event registration
- [Register](#) for the auction
  - Instructions: On the homepage, select “Registration” and complete the ticket form. Wine tasting tickets can also be purchased as an add-on during registration.
- Review [bidding instructions](#)
- [Browse packages](#) once the silent auction goes live on July 30
- Review additional details in our [Auction FAQ](#).

## Travel Logistics

### How do I make a hotel reservation?

Our room block closed on Tuesday, July 7. To book with a reservations agent, please call 844-226-8262 and ask if the U.S. Travel 2026 Summer Summit group rate is still available. The resort fee has been waived for Summer Summit attendees.

### What airports do you recommend flying into?

There are two airports within one hour drive of the Rancho Bernardo Inn:

- San Diego International Airport (SAN): 27 miles/ 35 minutes
- McClellan-Palomar Airport (CLD): 19 miles/ 30 minutes

### What car service do you recommend to and from the airport?

Rideshare services including Uber and Lyft are readily available in the greater San Diego area. We recommend booking private sedans and SUVs through Rancho Bernardo Inn's preferred transportation partner, La Costa Limo, [by clicking here](#), calling 888-299-5466 or emailing [info@lacostalimo.com](mailto:info@lacostalimo.com). To book transportation, you will need the names, flight information and cell phone numbers of the passengers.

**Is parking available at the resort?**

Parking is available at \$48 for valet and \$40 for self-parking.

**Will there be transportation provided to the Aragon Ballroom for those who do not want to walk down the hill?**

Yes, two 14-passenger shuttles will run from the main entrance to the Aragon Ballroom on Thursday and Friday during meal times.

- Thursday, July 30 from 6:45 – 9:00 a.m. and 12:00 – 2:00 p.m.
- Friday, July 31 from 6:45 – 9:00 a.m., 12:00 – 1:45 p.m., 6:15 – 7:00 p.m. and 8:00 – 8:45 p.m.

**If I need assistance from the hotel, how do I reach them?**

All guests receive a welcome text from guest services upon check in. Please text this number (858-800-4067) for any needs during your stay, including transportation assistance in a golf cart.

**I plan to travel with my security personnel to the event. Do I need to notify you?**

Yes, please reach out to [kjennion@ustravel.org](mailto:kjennion@ustravel.org) to notify us of security attending the event. The hotel may have additional requirements for armed security.

**What is the dress code?**

We recommend business casual attire for the event programming, resort casual attire for the evening events and vineyard chic for the Summer Auction Reception and Dinner.

Weather at the Rancho Bernardo Inn in July will range from lows in the 60s to highs in the 90s. We encourage attendees to wear layers to account for varying indoor and outdoor temperatures.

**Childcare****Will you offer childcare during the Summer Auction?**

Yes, we will provide “Kids Night” childcare from 5:00-10:00 p.m. on Thursday, July 30 as the Summer Auction is an adults-only event. Please register your kid(s) for the Kids Night during registration to reserve their spot. Kids Night will include an age-appropriate dinner, games and crafts. All childcare professionals are background checked, reference-verified and in-person interviewed, CPR and first aid certified and are 18 or older.

**Is daytime childcare offered by the Rancho Bernardo Inn?**

The Rancho Bernardo Inn does not offer childcare or a camp. We recommend booking childcare through [Sitterwise](#) or [Destination Sitters](#).

## **Have a question? We'd be happy to help.**

Committee member meetings: Maggie Soto, [msoto@ustravel.org](mailto:msoto@ustravel.org)

Event & activities registration: Juliana Gonzalez, [jgonzalez@ustravel.org](mailto:jgonzalez@ustravel.org)

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For anything else, please contact: [meetings@ustravel.org](mailto:meetings@ustravel.org)