

ASSOCIATION AND EDUCATION

Trade and professional associations, government agencies, nonprofit education systems and institutions with a shared and active interest in the advancement of travel are eligible to join U.S. Travel as an **Association and Education member**.

Association and Education 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

\$1,600 ANNUAL DUES

Inform-level benefits offer insights, resources and updates that keep organizations 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.
 - Hotel performance metrics and short-term rental indicators.
 - National Park visitation.
- **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).
- Summaries of relevant and **topical research insights**.
- **U.S. Travel Semi-Annual Forecast and Webinar**: Semi-annual insights on travel industry spending and volume, plus an invitation to an in-depth webinar exploring travel trends and growth by segment: international inbound, business transient, domestic leisure and group travel.
- **U.S. Travel Monthly Data Snapshot**, a summary of the latest economic, consumer and travel indicators, trends and analysis.
- **Travel's Economic Impact Study**, an annual report on GDP, employment and tax impact of the industry on the U.S. economy.
- **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.
- Access the **U.S. Travel Policy Center** for key talking points, perspectives and updates on pressing advocacy issues.
- **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.

Lend Your Voice to Travel's Most Important Priorities

- Complimentary registration to U.S. Travel **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 grassroots events** hosted by U.S. Travel.
- Receive timely **grassroots action alerts and updates** 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 booth space and exhibitor **registration discount**, with added member visibility.

ENGAGE-LEVEL BENEFITS

\$15,000 ANNUAL DUES

Engage-level benefits provide elevated access and opportunities for Association and Education members to contribute to the U.S. Travel 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 the Summer Summit.

Gain Deeper Insights on Travel's Most Important Trends

- Receive **bi-weekly update** from U.S. Travel President and CEO.
- Be among the first to receive in-depth access and detailed analysis of **topical research insights** annually.

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

- **Board of Delegates:** Association CEO may serve on U.S. Travel Board of Delegates, which includes exclusive board briefings at least twice a year and one full exhibitor badge to U.S. Travel IPW (non-transferable), including placement in the U.S. Travel Board of Delegates hotel room block.
- **Invitation to Summer Summit:** One full-conference registration to the U.S. Travel Summer Summit including an invitation to attend the Summer Auction – an annual gathering to raise awareness and support for the U.S. Travel PAC.
- **Group Travel Network:** 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 Network:** 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.

Contribute to a Stronger Travel Industry

- **Listing as an association partner**, with logo recognition and collaboration opportunities in major U.S. Travel-led advocacy activities including Destination Capitol Hill.
- Opportunity to participate in a semi-annual policy **deep dive on key issues**.

UPCOMING EVENTS & ACTIVATIONS

DESTINATION CAPITOL HILL

APRIL 19-21
Washington, D.C.

NATIONAL TRAVEL AND TOURISM WEEK

MAY 9-15
Nationwide

SUMMER SUMMIT*

JULY 28-30
Stowe, VT

*Program open only to Engage-level members.

Questions? Contact membership@ustravel.org
Association & Education: 2027 Membership Benefits