

DESTINATION MARKETING ORGANIZATIONS

Destination Marketing Organizations (DMOs) 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, airports and state tourism offices.

Standard 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 DMOs 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).
- **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.
- Summaries of relevant and **topical research insights**.
- **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 Monthly Data Snapshot**, a summary of the latest economic, consumer and travel indicators, trends and analysis.
- **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 and Event Participation

- Permission to use **U.S. Travel logo** and "Member of U.S. Travel Association" graphic on website and in other materials.
- Annual ability to **vote** on leadership of the Association.
- Organization name listed on U.S. Travel **member directory**.
- IPW booth space and exhibitor **registration discount**, with added member visibility.
- **ESTO** registration discount.

ENGAGE-LEVEL BENEFITS

Engage-level benefits provide elevated access and opportunities for Standard member DMOs 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 IPW, ESTO and 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.
- Priority consideration for U.S. Travel staff to **speak at destination conferences and events**.
- Access to U.S. Travel **subject matter experts** to answer questions and provide individualized information.
- Opportunity to participate in a semi-annual policy **deep dive on key issues**.

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

- **Board of Delegates:** One eligible executive to serve on the 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.
- **DMO CEO Roundtable:** CEO to join this exclusive community, which convenes leaders three times a year for networking, features a forum to exchange ideas with peers, educational programming and serves as a forum for policy updates and discussions on the U.S. Travel advocacy agenda.
- **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.
- Opportunity for one eligible representative to participate on **GREAT USA (Global Recreation, Events and Tourism USA) Coalition**, a national alliance of sports, travel and business leaders working to ensure the U.S. delivers on a historic lineup of global sporting events.
- **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. Includes access to the invitation-only Global Networking reception at IPW.
- **Travel Communicators Network:** 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.
- **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-level member status over the past three consecutive years and who commit to maintaining their Engage-level member status through the event date.
- **NEW • IPW Partner Network:** Forum for one eligible primary IPW decision maker to provide industry feedback, share insights and collaborate with U.S. Travel on IPW strategy, programming and the attendee experience through quarterly touchpoints.

IPW is the Travel Industry's Premier International Inbound Marketplace Connecting Nearly 1,400 Global Buyers and Media with U.S. Travel Suppliers - Generating Future Business that is Expected to Drive \$26.1B in Spending and Nearly 11 Million International Visitors Over the Next Three Years

- **One 10x10 booth space** (or credit for 100 sq ft of booth space) and three full exhibitor badges (\$16,600 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.
- **Enhanced visibility benefits**, including ability to purchase banner above booth on exhibit show floor, listing as "Engage-level member" in IPW mobile app and recognition as U.S. Travel Engage-level member at booth.
- **Registered attendee list** 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 ESTO, the Premier Educational Event for Destination Marketing Leaders

- **One full-conference registration** for CEO or a CEO's direct report (\$1,850 value).
- **Registered attendee list** shared prior to the event to identify potential networking opportunities.
- Reduced rate on **ESTO Award submission**.
- **Access to hotel room block and event registration** one week in advance of the public announcement.

Questions? Contact membership@ustravel.org
Destination Marketing Organizations: 2027 Membership Benefits