

Marketing *Unforgettable* Experiences **in the U.S.**

People travel for a number of reasons—whether it's visiting family and friends, or simply exploring a new city, they travel to make long-lasting memories. It's often the historical landmarks, national parks, sports venues, theater and entertainment venues, sightseeing tours and more that create unique, one-of-a-kind vacation stories visitors can't wait to share.

It's the experiences that people remember.



The National Council of Attractions and Experiences (NCAE) aims to help strengthen the travel businesses of U.S. Travel members that provide the most unforgettable experiences for U.S. visitors.



U.S. Travel Association
**National Council of
Attractions and Experiences®**

The NCAE *educates and connects* on behalf of America's best attractions and experience organizations.



EDUCATE by...

- ★ Gaining access to authoritative U.S. Travel research to stay informed of the latest travel trends and forecasts affecting businesses.
- ★ Attending informative, one-of-a-kind educational sessions put on for and by the NCAE.



CONNECT by...

- ★ Interacting with peers, meeting new colleagues and building valuable and productive relationships at NCAE and U.S. Travel events.
- ★ Attending exclusive networking opportunities only available to NCAE members.



PROVIDE INSIGHTS by...

- ★ Teaming up with industry partners to give members the latest in industry research and trends.
- ★ Equipping members with relevant industry research to support their position in travel.

Interested in *learning* more? Explore our *website* and stay *in touch*



ustravel.org/programs/national-council-attractions-experiences-ncae



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U.S. TRAVEL ASSOCIATION*

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.6 trillion in economic output and supports 15.8 million American jobs. U.S. Travel's mission is to increase travel to and within the United States.