

Providing *Destinations* with **Insights and Support**



U.S. Travel Association
Destinations Council

The Destinations Council represents destination marketers who are members of U.S. Travel Association, and serves as the unified voice for destination marketing organizations (DMOs). In order to ensure the vitality of these destinations, and the communities they serve, it is crucial that tourism marketing professionals are armed with the tools and support they need to secure funding and effectively promote their destinations.

That's where the Destinations Council comes in.



It is the council's job to support and connect DMOs and CVBs, and serve as champions who assist U.S. Travel in their national grassroots advocacy efforts.

EDUCATING

The Destinations Council makes networking a top priority through its meeting and professional development sessions at the annual Educational Seminar for Tourism Organizations (ESTO)—the definitive national forum where destination marketing professionals can network with the best and brightest in the travel industry, and learn tips and tools that will allow them to better promote their destinations.

Access to useful resources—from reports and city-level economic impact calculators—ensure that destination marketing organizations are seen as economic drivers in their communities.

ADVOCATING

The Destinations Council is closely tied to U.S. Travel's efforts to reform travel policies, and serving as a champion for the legislative interests of its members. The council is represented at all U.S. Travel board meetings, is heavily involved in Destination Capitol Hill, the travel industry's legislative fly-in, and hosts Travel Talks events in their destinations to promote the travel industry in their communities at the grassroots level.

ENGAGING

Members receive a quarterly Destinations Brief newsletter, which provides updates on all of the happenings around the industry. The council spearheads—and participates in—the Destiny Awards, a showcase and celebration of the creative accomplishments of the talented destination marketing professionals across the industry. The categories include best destination website, international marketing efforts, public relations campaign and more, and show the collective innovation and imagination of the industry.

EMERGING LEADERS

NEW PROGRAM

The council has launched a first-of-its-kind mentorship program—the Emerging Leaders program. This new effort provides developing professionals enhanced opportunities to grow leadership skills and advance their careers in the travel industry.

THE LODGING TAX REVIEW: How Assessments Work for Your Destination | 2018 Edition

To help DMOs make the case for strong tourism promotion budgets, the council commissioned this report, which serves as a tool for destinations to advocate for consistent and improved funding, by comparing their expenditures and rates to those of other destinations.

HOW TO USE:

- ★ **RALLY SUPPORT** in your local travel community by highlighting how your destination is falling behind competitors in your region.
- ★ **SHOW ELECTED OFFICIALS** how your jurisdiction's total tax rates stack up against a targeted competitive set.
- ★ **COMPARE** your jurisdiction's lodging tax allocations to the national average.

DOWNLOAD THE STUDY AT
bit.ly/LodgingTaxReview
(URL is case sensitive)



Keep the *conversation* going. *Access* info year round. Virtually *connect* with peers.



ustravel.org/destinations-council



destinationscouncil@ustravel.org

U.S. TRAVEL
ASSOCIATION

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.5 trillion in economic output and supports 15.7 million American jobs. U.S. Travel's mission is to increase travel to and within the United States.



U.S. Travel Association

Destinations Council

Board of *Advisors*

CHAIR	Patrick Kaler Visit Buffalo Niagara	kaler@visitbuffaloniagara.com
VICE CHAIR	Susie Santo Visit Wichita	ssanto@visitwichita.com
SECOND VICE CHAIR	Paul Bencivengo Visit Bucks County	paulb@visitbuckscounty.com
MEMBERS	Kevin Bagger Las Vegas Convention and Visitors Authority	kbagger@lvcva.com
	Gathan Borden Visit Lexington	gborden@visitlex.com
	Lynn Bruni-Perkins San Francisco Travel Association	lbruni@sanfranciscotravel.com
	Katie Cook Visit Austin	kcook@visitaustin.org
	Kimberly Forest Visit Mesa	kimberly@visitmesa.com
	Chris Gahl Visit Indy	cgahl@visitindy.com
	Jo Ann Haden-Miller Atlanta Convention & Visitors Bureau	jhadenmlr@atlanta.net
	Jeremy Harvey Visit Savannah	jharvey@visitsavannah.com
	Steve Hayes Visit Pensacola, Inc.	shayes@visitpensacola.com
	Kari Kauffman Experience Columbus	kkauffman@experiencecolumbus.com
	Robin McClain Destination DC	robin.mcclain@destinationdc.com
	Wendy K. Northcross Cape Cod Chamber of Commerce	wendy@capecodchamber.org
	Courtney Ries Meet Minneapolis, Convention & Visitors Association	courtneyr@minneapolis.org
	Annette Rummel, Ph.D Great Lakes Bay Regional Convention and Visitors Bureau	annette@gogreat.com
	Paige Shepherd Chickasaw Country	paige.shepherd@chickasaw.net
	Eric Thompson Visit Salt Lake	ethompson@visitsaltlake.com