

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

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

- Secure sustainable funding.
- Effectively promote their destinations.
- Continue to be positioned as essential to their communities' economic success.

That's where the Destinations Council comes in.



It is the council's job to support and connect DMOs and CVBs, serving as a champion to amplify U.S. Travel's national advocacy efforts.

EDUCATING

DMOs employ some of the best and the brightest teams from a diverse range of backgrounds, career paths and academic disciplines. The Destinations Council has created the Emerging Leaders Program to celebrate leaders at the beginning of their career in the DMO space. The program's two-year commitment provides participants with a one-to-one mentorship with current DMO members, experience sitting on an industry advisory council and the ability to affect change with their fresh perspectives.

ADVOCATING

The Destinations Council works to amplify U.S. Travel's efforts to reform travel policies. Members serve as champions for the legislative interests of their organizations and the industry as a whole. The council is represented at all U.S. Travel board meetings, develops valuable advocacy tools for members to strengthen their voice at the local and national levels, such as the [Lodging Tax Review](#), and provides [resources to members](#) to navigate the process of building their business back in the era of COVID-19.

ENGAGING

The Destinations Council makes networking a top priority during their multiple meetings and peer open forum sessions at the annual ESTO conference and throughout the year. The Destinations Council largely informs the trends and content presented at ESTO.

EMERGING LEADERS

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.

TRAVEL ECONOMIC IMPACT CALCULATOR FOR THE CITY LEVEL

Whether you are in a position to defend against a potential budget cut or want to justify the economic opportunities provided by increased promotion, U.S. Travel's city-level economic impact calculator allows you to simulate the impact of traveler spending in real time.

This tool is a more in-depth version of the widely-used Travel Economic Impact Calculator for the state level, which shows the direct impact of a change in traveler spending on a state's economy. The city-level version allows city, local and regional destination marketing organizations the opportunity to understand the economic impact when travel grows or contracts more specifically in their jurisdiction.

FOR MORE INFORMATION ON HOW TO HAVE YOUR CITY ADDED TO THE CALCULATOR, PLEASE CONTACT US AT DESTINATIONSCOUNCIL@USTRAVEL.ORG.



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

 ustravel.org/destinations-council

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U.S. Travel Association

Destinations Council

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