

# 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 starting out their careers in the DMO space. The program's two-year commitment provides participants with mentorship, experience sitting on an industry advisory council and the ability to affect change with 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 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 meetings, peer open forum sessions and as part of the annual Destiny Awards—a recognition of destination marketing excellence awarded at ESTO. 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 destination marketing professionals unique opportunities to grow leadership skills and advance their careers in the travel industry.

### TRAVEL INDUSTRY RELIEF RESOURCES

Throughout the COVID-19 crisis, U.S. Travel has provided its members with relevant and timely resources to communicate relief availability, health and safety guidance, and policies affecting their place in travel.

The Destinations Council has taken it a step further to provide resources specific to DMOs, including weekly industry research updates, CARES Act resources and policy priorities.

The new Intersection Webinar Series offers members exclusive insights on a diverse range of topics affecting all segments of the travel industry. Topics rotate weekly and a member login is required.



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



[ustravel.org/destinations-council](https://ustravel.org/destinations-council)



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