

U.S. TRAVEL
ASSOCIATION®

Updates to U.S. Travel's Structure and Benefits



U.S. TRAVEL
ASSOCIATION®



Roger Dow

President and CEO
U.S. Travel Association

U.S. TRAVEL
ASSOCIATION®



Angie Briggs

Vice President, Industry Relations
U.S. Travel Association

AGENDA

— **BACKGROUND:** How and Why We Changed Our Membership Structure

— **BENEFITS:** A Breakdown of What's the Same and What's New

— **DUES AND INVOICES:** How These Changes Will Impact Dues

— **Q&A**

BENEFITS OVERVIEW

ADVOCACY

LEADERSHIP

EDUCATION

EVENTS

RESEARCH AND INSIGHTS

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Powered by U.S. Travel Association

Phoenix



an Marchand Beauvois

Senior Vice President, Membership and
Industry Relations; General Manager, ESTO;
Managing Director, MMBC
U.S. Travel Association



OBJECTIVE: Learn what members appreciate most and what changes they would welcome that would further improve membership value with U.S. Travel.



OLD STRUCTURE

PREMIER LEVELS

CHAIRMAN'S CIRCLE

BOARD CIRCLE

Eligible for Only Allied Organizations

ASSOCIATION BOARD CIRCLE

Eligible for Associations

REGULAR

Entry Level Membership

OLD STRUCTURE

NEW STRUCTURE

PREMIER LEVELS

PREMIER LEVELS

CHAIRMAN'S CIRCLE

CHAIRMAN'S CIRCLE

BOARD CIRCLE

Eligible for Only Allied Organizations

BOARD CIRCLE

NEW Now Eligible for All Organizations

ASSOCIATION BOARD CIRCLE

Eligible for Associations

ASSOCIATION BOARD CIRCLE

Eligible for Associations

REGULAR

Entry Level Membership

SUSTAINING

NEW Mid-Tier Membership Level

PILLAR

Entry Level Membership (Formerly Regular)





THE POWER OF ONE

2021: A Strategic Plan to Rebuild Travel Together



Travel industry.

Improve travel opportunities we serve.



Grow travel to and within the United States

U.S. TRAVEL ASSOCIATION®

- Inclusive
- Collaborative
- Innovative
- Agile
- Accountable

VALUES

STRATEGIC FOCUS ONE INDUSTRY ONE MESSAGE ONE VOICE

Members of the industry convene to discuss shared priorities, gain visibility, and engage in advocacy initiatives and campaigns that shape the future of the industry. We come together as one industry.

- ✓ Meaningful value at all membership levels
- ✓ Significant opportunities to shape and participate in advocacy and communications priorities and initiatives
- ✓ Member-only access to educational content, networking and new event opportunities

The industry platform is designed to inform and influence government and enhance opportunities for the industry. Travel is stronger when we rally together.

- ✓ Timely research and industry development insights to inform priorities and demonstrate the economic impact of the entire travel ecosystem
- ✓ Continued relief, protection and stimulus for the for the entire travel industry as we recover from COVID-19
- ✓ A reimagined platform to grow travel to and within the U.S., prepare for the first 100 days of a new administration and to further elevate our industry the next four years

The industry platform is effective if it does not just exist. It is effective if it is used by all leaders across the country. We rally together and creates a strong industry that deliver our industry priorities.

- ✓ Industrywide outreach, led by U.S. Travel on Capitol Hill and with the Administration and federal agencies
- ✓ Member-only access to toolkits, webinars and resources to enable consistent message delivery
- ✓ Industrywide campaigns that deliver a clear, compelling message

BENEFITS OVERVIEW

ADVOCACY

LEADERSHIP

EDUCATION

EVENTS

RESEARCH AND INSIGHTS



ori Emerson Barnes

Executive Vice President,
Public Affairs and Policy
U.S. Travel Association



THANK YOU

for helping to advance our advocacy efforts
throughout every key moment in 2020.





Our **POWER OF TRAVEL PLATFORM** will
GUIDE OUR POLICY PRIORITIES for the next four years.

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR (Formerly: Regular)
ADVOCACY AND PUBLIC POLICY					
Premier Engagement with Elected Officials	✓				
Board-Specific Communications	✓	✓	✓		
NEW Congressional Briefing	✓	✓	✓		
Seat on Wash Reps Group (Dependent on Staff-Level Lobbying Role)	✓	✓	✓		
NEW Legislative Power Hours with Members of Congress	✓	✓		✓	
Policy and Advocacy Webinar Series (Quarterly)	✓ (Q1, Q2, Q3, Q4)	✓ (Q1, Q3)	✓ (Q1, Q3)	✓ (Q1, Q3)	
NEW Legislative Speaker Series (Monthly)	✓	✓	✓	✓	
Week in Washington (Weekly Communication)	✓	✓	✓	✓	
NEW Washington Live - Fall Advocacy Event	✓	✓	✓	Member Rate	Member Rate

ADVOCACY BENEFITS



We will **CONTINUE TO UPDATE YOU** at **EVERY LEVEL** on key legislative happenings.

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

ADVOCACY BENEFITS



We will **CONTINUE TO UPDATE YOU** at **EVERY LEVEL** on key legislative happenings.



We will **CONTINUE TO LEVERAGE YOUR VOICE** through grassroots and grassroots activations.

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

LEGISLATIVE POWER HOUR SERIES

.....

Virtual touchpoints with your members of Congress to demonstrate the power of travel to your communities and ensure your stories remain top of mind as policy decisions are made.

A hand holding a microphone, positioned on the right side of the page, partially overlapping the main title.

LEGISLATIVE SPEAKER SERIES

.....

Hear from diverse voices in Congress and the administration,
offering a comprehensive understanding of the
legislative environment that impacts our industry.

WASHINGTON LIVE! ADVOCACY EVENT

.....

Forward-thinking industry experts, industry CEOs, members of the media and members of Congress will come together to deliver ideas, insights and policy solutions that **redefine and reimagine the travel experience.**

ONE COMPLIMENTARY REGISTRATION

DISCOUNTED MEMBER RATE

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**



POLICY AND ADVOCACY WEBINARS

.....

A part of U.S. Travel’s new broader webinar and educational offering, this quarterly webinar series **equips our members with a deeper dive into legislation** and helps to **provide a better understanding and engagement with government on our top travel priorities.**

ADVOCACY BENEFITS

STATE OF THE TRAVEL INDUSTRY

2021 ADDRESS

Wednesday, January 27 | 1:00 p.m. ET

REGISTER NOW: bit.ly/sotti21

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

WASHINGTON
ROOM

WINTER 2018
COMMUNICATIONS



Member Leadership Opportunities





COUNCIL	ELIGIBILITY
Gateway Airports Council	Open to Chairman's Circle or Board Circle: 1-30 size airports as defined by FAA
Destinations Council	Open to any destination at any membership level
National Council of Attractions and Experiences	Open to any attraction or experience at any membership level
National Council of State Tourism Directors	Open to directors of any state tourism office at any membership level

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

U.S. Travel Association's
COMMUNICATIONS
ADVISORY COMMITTEE

QUESTIONS? Contact **Greg Staley**, Senior Vice President, Communications (gstaley@ustravel.org)

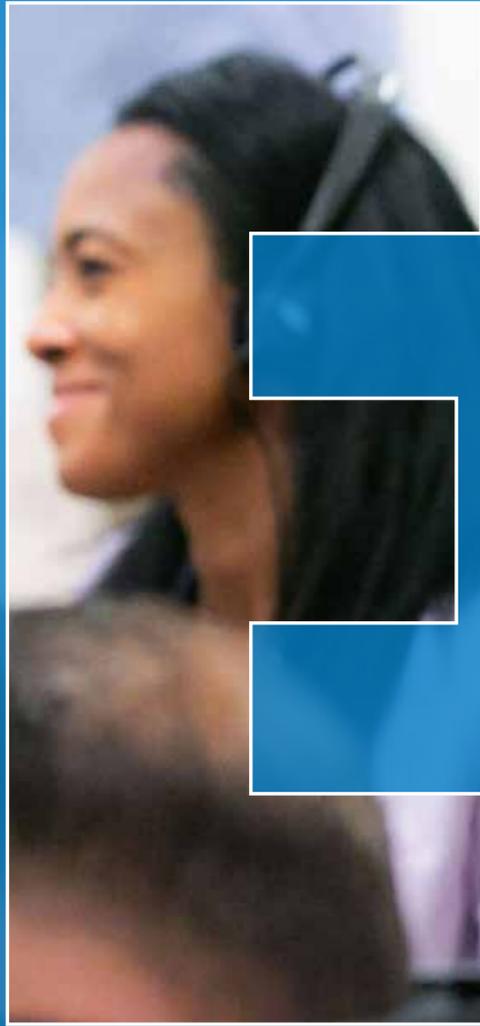
Chairman's Circle / Board Circle and Association Board Circle / Sustaining / Pillar



MEETINGS
MEAN
BUSINESS

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** *There*
COALITION



ducational Benefits



	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR (Formerly: Regular)
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MEMBER LEADERSHIP AND EDUCATION

Communications Advisory Committee	✓				
Governing Committees Eligibility	✓ (Includes Executive Committee)	✓	✓		
Board of Directors Seat	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Council Membership (NCSTD, NCAE, Destinations Council)	✓	✓		✓	✓
Across the Industry Webinar Series	✓	✓	✓	✓	✓
Assessing Recovery Webinar Series	✓	✓	✓	✓	✓
Listing in Membership Directory	✓ (Includes Logo)	✓	✓	✓	✓

EDUCATIONAL BENEFITS

		PREMIER LEVEL MEMBERS	SUSTAINING	PILLAR	PUBLIC
MONTHLY	Across the Industry*	✓	✓	✓	
	Data & Insights	✓	✓	✓	
	Legislative Speaker Series	✓	✓		
QUARTERLY	Assessing Recovery	✓	✓	✓	✓
	Policy & Advocacy	✓	✓		
	Tourism Economics Update	✓	✓	✓	

*Topics will vary to include marketing and innovation, sustainability, diversity and inclusion, leadership and workforce development, etc.

FEBRUARY 2021

THURSDAY

<p>WEEK ONE</p>			<p>4 Across the Industry</p>	
<p>Chairman's Circle / Board Circle and Association Board Circle / Sustaining / Pillar</p>				
<p>WEEK TWO</p>			<p>11 Legislative Speaker Series</p>	
<p>Chairman's Circle / Board Circle and Association Board Circle / Sustaining / Pillar</p>				
<p>WEEK THREE</p>			<p>18 Assessing Recovery PUBLIC</p>	
<p>WEEK FOUR</p>			<p>25 Data and Insights</p>	
<p>Chairman's Circle / Board Circle and Association Board Circle / Sustaining / Pillar</p>				

EDUCATIONAL BENEFITS

		PREMIER LEVEL MEMBERS	SUSTAINING	PILLAR	PUBLIC
MONTHLY	Across the Industry*	✓	✓	✓	
	Data & Insights	✓	✓	✓	
	Legislative Speaker Series	✓	✓		
QUARTERLY	Assessing Recovery	✓	✓	✓	✓
	Policy & Advocacy	✓	✓		
	Tourism Economics Update	✓	✓	✓	

*Topics will vary to include marketing and innovation, sustainability, diversity and inclusion, leadership and workforce development, etc.

M alcolm Smith

Senior Vice President,
Business Development;
General Manager, IPW
U.S. Travel Association

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR (Formerly: Regular)
SIGNATURE EVENTS					
CEO and Destination CEO Roundtables (Held 2-3 Times/Year)	✓ (CVB Members and \$1 Billion Plus Organizations)				
Chairman's Circle Honors (CCH)	✓				
ESTO (DMO/State) ¹	✓	✓		Member Rate	Member Rate
IPW ²	✓	✓	Member Rate	Member Rate	Member Rate
Board of Directors Meetings (Spring, Summer and Fall)	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Destination Capitol Hill (DCH) ³	✓	✓	✓	Member Rate	Member Rate
State of the Travel Industry	✓	✓	✓	✓	✓

STATE OF THE TRAVEL INDUSTRY

2021 ADDRESS

Wednesday, January 27 | 1:00 p.m. ET

REGISTER NOW: bit.ly/sotti21

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

SIGMA
KAPPA
ETA
FRATERNITY

U.S. TRAVEL
ASSOCIATION®



BOARD Meetings

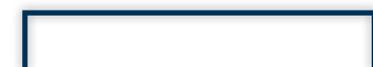
MARCH 10-11, 2021



ELIGIBLE FOR PARTICIPATION



ELIGIBLE FOR AT-LARGE
DIRECTOR POSITION



Chairman's Circle / **Board Circle and Association Board Circle** / Sustaining / Pillar

SIGMA
KAPPA
ALPHA
FRATERNITY
OF
AMERICAN
ENGINEERS



DESTINATION CAPITOL HILL

MARCH 17, 2021



ONE COMPLIMENTARY REGISTRATION

DISCOUNTED MEMBER RATE

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

SIGNATURE EVENTS

esto

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Los Angeles

AUGUST 14-17, 2021

ONE COMPLIMENTARY
REGISTRATION FOR DMOs/STATES

DISCOUNTED MEMBER
RATE FOR DMOs/STATES

Chairman's Circle / **Board Circle** and Association Board Circle / **Sustaining** / **Pillar**

SIGNATURE EVENTS



POWERED BY U.S. TRAVEL ASSOCIATION

LAS VEGAS

SEPTEMBER 18-22, 2021

COMPLIMENTARY SINGLE BOOTH or
DISCOUNTED DOUBLE/TRIPLE BOOTH

DISCOUNTED MEMBER RATE
FOR ALL BOOTH SIZES

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

SIGNATURE EVENTS



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Los Angeles

AUGUST 14-17, 2021

esto.ustravel.org



POWERED BY U.S. TRAVEL ASSOCIATION

LAS VEGAS

SEPTEMBER 18-22, 2021

ipw.com



ustravel.org/events



Data Insights and Analysis



	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR (Formerly: Regular)
DATA INSIGHTS AND ANALYSIS					
NEW Data Concierge Service	✓	Member Rate	Member Rate	Member Rate	Member Rate
NEW Economic Review and Outlook - Domestic and International	✓	✓	✓	Executive Summary Only Full Report at Member Rate	Member Rate
NEW Travel Recovery Insights Dashboard	✓	✓	✓	✓	✓
National Parks Dashboard	✓	✓	✓	✓	✓
Playbooks and Industry Toolkits	✓	✓	✓	✓	✓
Special Reports (i.e. Segment-Specific Reports, Travel Behavior and Demographics, etc.)	✓	✓	✓	✓	✓
International Market Profiles	✓	✓	✓	✓	✓
COVID Monthly State by State Impact Reports	✓	✓	✓	✓	✓



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

EXPANDED ECONOMIC IMPACT ANALYSIS



Semi-Annual **Forecasts**
Fact Sheets

Interactive **Calculators**

Quarterly Updates from Adam Sacks

Monthly **State-by-State Impact Analysis** Report

Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**



TRAVEL RECOVERY INSIGHTS DASHBOARD



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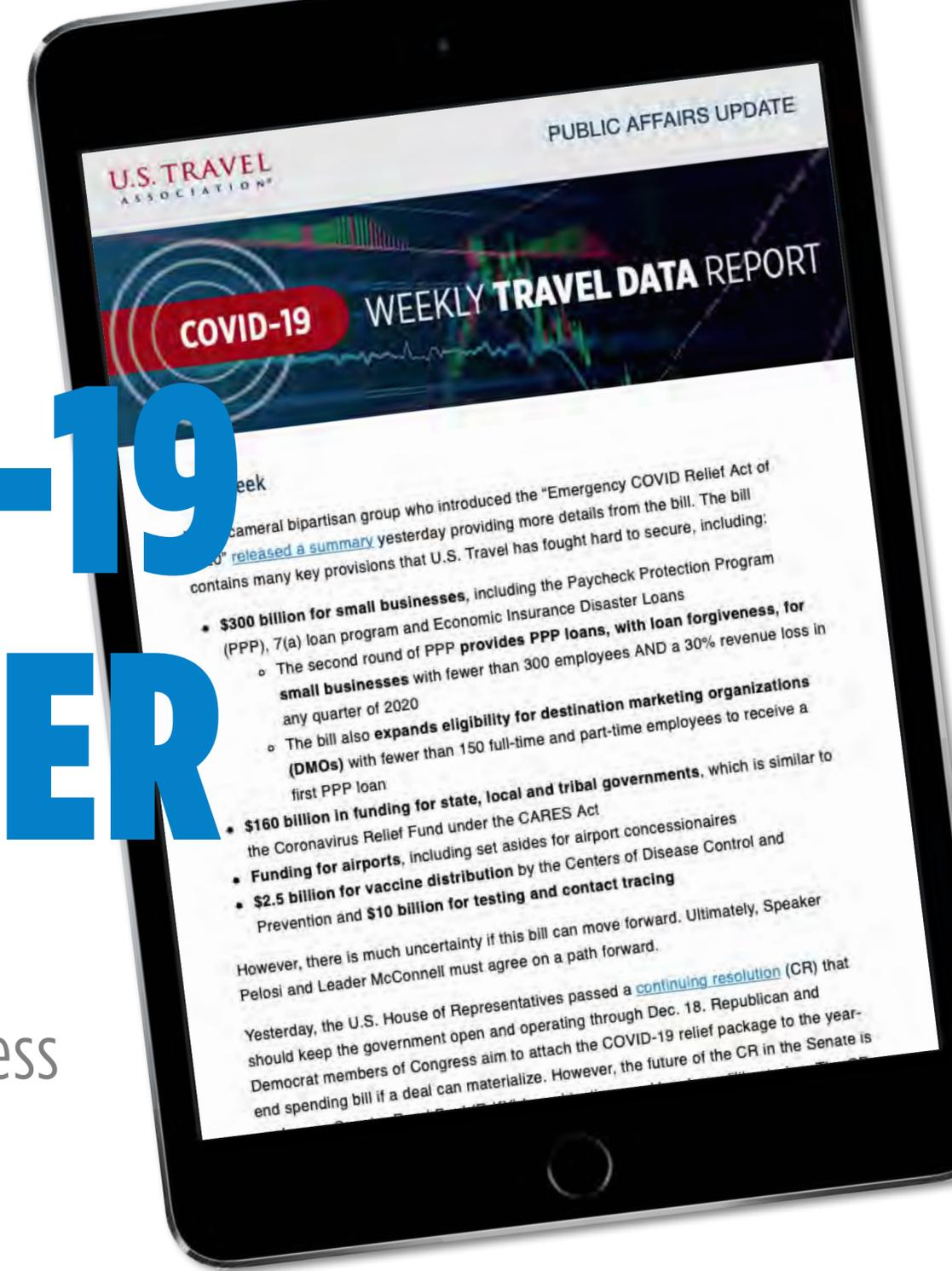
A comprehensive and centralized source for **high-frequency intelligence** on the **U.S. travel industry**.



MONTHLY COVID-19 DATA NEWSLETTER

.....

Our **monthly data newsletter** providing you with access to the most timely **economic and sentiment data**.



Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

DATA DRIVEN RESULTS



Chairman's Circle / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

DATA CONCIERGE SERVICE

Chairman's Circle / Board Circle and Association Board Circle / Sustaining / Pillar

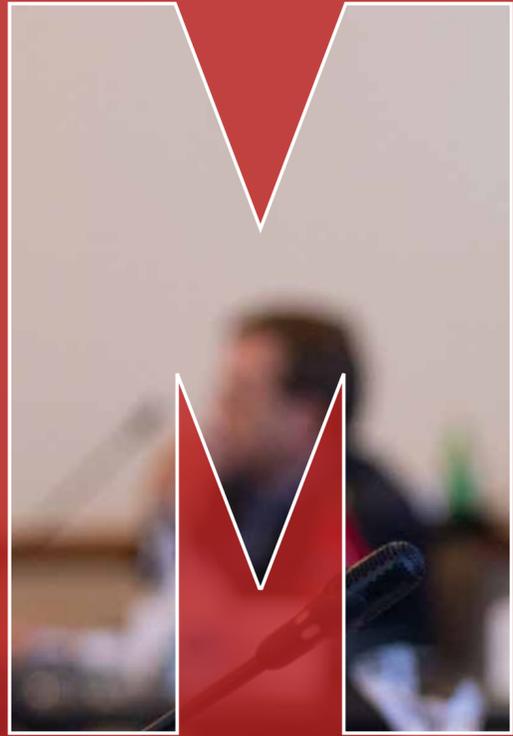
ECONOMIC REVIEW AND OUTLOOK (Domestic)

Chairman's Circle / **Board Circle and Association Board Circle** / Sustaining / Pillar

ECONOMIC REVIEW AND OUTLOOK (International)

Chairman's Circle / **Board Circle and Association Board Circle** / Sustaining / Pillar





Membership Dues





Member Dues are Calculated Based on **EITHER**
Annual Budgets OR 2020 Year-End Revenue



RETURNING MEMBERS

Please complete the dues survey ASAP

RETURNING MEMBERS

We will be sending **2021 invoices**
via email the week of **January 25**

QUESTIONS? Contact renewal@ustravel.org



U.S. TRAVEL
ASSOCIATION®

JOIN US TODAY

COMPLETE THE **ONLINE APPLICATION** >> my.ustravel.org/memberapp

OR, SEND US AN EMAIL >> membership@ustravel.org

2021 MEMBERSHIP LEVEL BENEFIT OVERVIEW

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING ^{NEW}	PILLAR ^{NEW} (Formerly: Regular)
ADVOCACY AND PUBLIC POLICY					
Premier Engagement with Elected Officials	✓				
Board-Specific Communications	✓	✓	✓		
^{NEW} Congressional Briefing	✓	✓	✓		
Seat on Wash Reps Group (Dependent on Staff-Level Lobbying Role)	✓	✓	✓		
^{NEW} Legislative Power Hours with Members of Congress	✓	✓		✓	
Policy and Advocacy Webinar Series (Quarterly)	✓ (Q1, Q2, Q3, Q4)	✓ (Q1, Q3)	✓ (Q1, Q3)	✓ (Q1, Q3)	
^{NEW} Legislative Speaker Series (Monthly)	✓	✓	✓	✓	
Week in Washington (Weekly Communication)	✓	✓	✓	✓	
^{NEW} Washington Live - Fall Advocacy Event	✓	✓	✓	Member Rate	Member Rate
Grasstops/Grassroots Engagement	✓	✓	✓	✓	✓
Regular Communications (Policy Updates, Research and Other General Communications)	✓	✓	✓	✓	✓
MEMBER LEADERSHIP AND EDUCATION					
Communications Advisory Committee	✓				
Governing Committees Eligibility	✓ (Includes Executive Committee)	✓	✓		
Board of Directors Seat	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Council Membership (NCSTD, NCAE, Destinations Council)	✓	✓		✓	✓
Across the Industry Webinar Series	✓	✓	✓	✓	✓
Assessing Recovery Webinar Series	✓	✓	✓	✓	✓
Listing in Membership Directory	✓ (Includes Logo)	✓	✓	✓	✓
SIGNATURE EVENTS					
CEO and Destination CEO Roundtables (Held 2-3 Times/Year)	✓ (CVB Members and \$1 Billion Plus Organizations)				
Chairman's Circle Honors (CCH)	✓				
ESTO (DMO/State) ¹	✓	✓		Member Rate	Member Rate
IPW ²	✓	✓	Member Rate	Member Rate	Member Rate
Board of Directors Meetings (Spring, Summer and Fall)	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position

2021 MEMBERSHIP LEVEL BENEFIT OVERVIEW

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING ^{NEW}	PILLAR ^{NEW} (Formerly: Regular)
DATA INSIGHTS AND ANALYSIS					
^{NEW} Data Concierge Service	✓	Member Rate	Member Rate	Member Rate	Member Rate
^{NEW} Economic Review and Outlook - Domestic	✓	✓	✓	Executive Summary Only Full Report at Member Rate	Member Rate
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^{NEW} COVID Recovery Dashboard	✓	✓	✓	✓	✓
National Parks Dashboard	✓	✓	✓	✓	✓
Playbooks and Industry Toolkits	✓	✓	✓	✓	✓
Special Reports (i.e. Segment-Specific Reports, Travel Behavior and Demographics, etc.)	✓	✓	✓	✓	✓
International Market Profiles	✓	✓	✓	✓	✓
Semi-Annual Forecast (Spring and Fall)	✓	✓	✓	✓	✓
Data and Insights Webinar Series	✓	✓	✓	✓	✓
Monthly Data Newsletter	✓	✓	✓	✓	✓
COVID Monthly State by State Impact Reports	✓	✓	✓	✓	✓
Economic Impact Calculator (City-Level)	✓	✓	✓	✓	✓
National Economic Impact Data and Impact Calculator	✓	✓	✓	✓	✓
Economic Impact Client Studies	Member Rate	Member Rate	Member Rate	Member Rate	Member Rate

MEMBER BENEFIT DETAILS FOR ESTO, IPW AND DCH:

¹ **ESTO:** Chairman's Circle and Board Circle members eligible for complimentary registration.

² **IPW:** Chairman's Circle and Board Circle members eligible for a complimentary single booth, three complimentary individual registrations and access to preview of attendee list if registered.

³ **DCH:** Chairman's Circle and Board Circle members eligible for complimentary registration.

Q & A

