



## OBJECTIVE

The goal of the Emerging Leaders Program is to create an environment for emerging leaders and other young professionals to network and stay engaged in the travel industry.

## PROGRAM OVERVIEW

**The Emerging Leaders Program provides developing professionals enhanced opportunities to grow leadership skills and advance their careers in the travel industry.**

Each program participant will be partnered with a member of U.S. Travel Association's Destinations Council Board of Advisors in a one-to-one mentorship program. Program participants will be able to experience the inner workings of a high-profile board of advisors and receive valuable facetime with DMO leaders.

## TIME COMMITMENT

The Destinations Council's Board of Advisors will select members of the Emerging Leaders Program in advance of ESTO, an annual conference where 800+ destination marketers come to learn and network with their peers.

Members of the Emerging Leaders Program are given the opportunity to serve a two-year term and participate in:

- A minimum of three conference calls in a calendar year.
- One Destinations Council Board of Advisors' meeting, in conjunction with ESTO.
- Assistance in planning ESTO's Ideas & Inspiration session, where the council presents content relevant to city and regional-level DMOs and highlights issues affecting travel and tourism.

## WHO SHOULD APPLY

The Emerging Leaders Program is designed for next-generation leaders who want to learn and grow in the travel industry. The ideal candidate is an individual who is engaged, involved and ready to make a positive impact both in their career and in the travel industry.

Applicants should have a minimum of five years of experience in the travel industry. **Applicants may either apply for the program themselves or be nominated by a supervisor or colleague.**

Leaders with less experience are invited to contact U.S. Travel Association to inquire further about applying: [DestinationsCouncil@ustravel.org](mailto:DestinationsCouncil@ustravel.org).

## PROGRAM LAUNCH

- ESTO, August 17-20, 2019.
- An official announcement of the program will be made from the main stage at the "Ideas & Inspiration" general session.

## HOW TO APPLY

The online application considers education, career, responses to essay questions, recommendations and approval from your employer/supervisor or someone within the travel industry.

**The deadline for submitting nominations is Friday, May 24, 2019.**

**The Destinations Council represents destination marketers who are members of U.S. Travel Association, and serves as a unified voice for destination marketing organizations (DMOs). 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.**