



U.S. Travel Association

Destinations Council

Emerging Leaders Program

OBJECTIVE

The goal of the Emerging Leaders Program is to develop an environment for destination marketing professionals who are on the rise to network, create cohesive engagement within the travel industry, and provide opportunities to learn more about how U.S. Travel Association can serve them in the growth of their careers.

PROGRAM OVERVIEW

The Emerging Leaders Program provides destination marketing professionals who are early in their careers with unique opportunities to grow leadership skills and advance their careers in the travel industry.

Each program participant will receive one-on-one time with U.S. Travel Association's Destinations Council Board of Advisors to share ideas and learn from industry thought leaders about topics ranging from current industry challenges to how to successfully lead a team. Program participants will be able to experience the inner workings of this 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 destination marketers come to learn and network with industry 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 with developing and facilitating content for ESTO.
- Destination Capitol Hill, including a meet-and-greet with key U.S. Travel board members.

WHO SHOULD APPLY

The Emerging Leaders Program is designed for next-generation leaders who want to learn and grow within 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 be interested in developing their leadership skills and have a minimum of three years of sustained DMO experience. **Applicants may either apply for the program themselves or be nominated by a supervisor or colleague.**

ANNOUNCEMENT

An official announcement about the new class of Emerging Leaders will be made from the main stage at ESTO.

HOW TO APPLY

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

The deadline for submitting nominations is Friday, June 4, 2021.

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.