

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



U.S. Travel Association
Destinations Council

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

That's where the Destinations Council comes in.



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.

EDUCATING

The Destinations Council makes networking a top priority through its meeting and professional development sessions at the annual Educational Seminar for Tourism Organizations (ESTO)—the definitive national forum where destination marketing professionals can network with the best and brightest in the travel industry, and learn tips and tools that will allow them to better promote their destinations.

Access to useful resources like the *Made in America: Essential Contribution to Economic Development* report and the lodging tax study, commissioned by the Destinations Council in partnership with Civitas Advisors, ensure that destination marketing organizations are seen as economic drivers in their communities.

ADVOCATING

The Destinations Council is closely tied to U.S. Travel's efforts to reform travel policies, and serving as a champion for the legislative interests of its members. The council is represented at all U.S. Travel board meetings, is heavily involved in Destination Capitol Hill, the travel industry's legislative fly-in, and hosts Travel Talks events in their destinations to promote the travel industry in their communities at the grassroots level.

ENGAGING

Members receive a quarterly Destinations Brief newsletter, which provides updates on all of the happenings around the industry. The council spearheads, and participates in, the Destiny Awards, a showcase and celebration of the creative accomplishments of the talented destination marketing professionals across the industry. The categories range from best destination website, international marketing efforts, public relations campaign and more, and shows the collective innovation and imagination of the industry.

RESEARCH SPOTLIGHT

STUDY OF LODGING CHARGES AND ALLOCATION OF REVENUES FROM TAXES & ASSESSMENTS ON LODGING

Increased visitation means more revenue, more jobs and stronger communities. Unfortunately, tourism budgets are frequently given low priority, and securing adequate funding is an ongoing battle for many destinations.

To help destination marketers better make the case for strong tourism promotion budgets, the Destinations Council commissioned a comprehensive study. This report serves as an invaluable tool for destinations to advocate for consistent and better funding by comparing their expenditures and rates over time against that of other destinations.

HOW TO USE:

- ★ **RALLY SUPPORT** in your local travel community by highlighting how your destination is falling behind competitors in your region.
- ★ **SHOW ELECTED OFFICIALS** how your jurisdiction's total tax rates stack up against a targeted competitive set.
- ★ **COMPARE** your jurisdiction's lodging tax allocations to the national average.
- ★ **HIGHLIGHT** how cities with dedicated funding mechanisms (for example, a Tourism Improvement District) tend to have a more stable revenue stream.

DOWNLOAD THE STUDY AT
bit.ly/LodgingStudy2018
(URL is case sensitive)



Keep the *conversation* going. *Access* info year round. *Virtually connect* with peers.



ustravel.org/destinations-council



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U.S. TRAVEL
ASSOCIATION

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.4 trillion in economic output and supports 15.4 million American jobs. U.S. Travel's mission is to increase travel to and within the United States.



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