

# Marketing *Unforgettable* Experiences **in the U.S.**



U.S. Travel's Experience Network connects and advocates on behalf of America's best attraction and experience organizations.



**People travel for a number of reasons. Whether they're visiting family and friends, or simply exploring a city or location, visitors travel to the U.S. to make long-lasting memories.**

When they return home, they may not tell everyone about their rental car or the nice hotel room they stayed in (though those can be quite memorable, too). It's often the landmarks, landscapes, amusement parks, and shopping that create unique, one-of-a-kind vacation stories visitors can't wait to share.

In other words, it's experiences that people remember—and the U.S. Travel Association's Experience Network aims to help strengthen the travel businesses that provide the most unforgettable experiences for U.S. visitors.

## **EDUCATING, CONNECTING, ADVOCATING**

"The American experience is something that just can't be replicated anywhere else," said Experience Network Chair Doug Killian, senior director of international tourism at Mall of America. "Whether they want to see the sights, live like locals, ride every ride, or shop 'til they drop, the goal of the Experience Network is to make sure international visitors experience the best of the U.S. while they're here. Experiences are what travelers remember, and they are crucial to the U.S. travel industry's success—that's why there's an entire council within U.S. Travel's membership that works on elevating awareness of experiences and attractions industry issues, connecting our industry and advocating on a national level."

The Experience Network represents more than 900 members from organizations including national parks, historic landmarks, shopping centers, entertainment venues, sightseeing tours, amusement parks and other world-class attractions.

The council educates its members about the latest travel trends and best practices, connects them with regular communications and networking opportunities, and leverages the collective strength of the experiences and attractions industry to advance measures protecting the travel business environment.

## **WHAT WE DO**

★ **EDUCATE:** The council brings dynamic speakers to the attractions and experiences industry. Recently, Experience Network members were able to attend an exclusive session at the National Tour Association's Travel Exchange in 2017. Hosted by marketing expert Jay Baer, attendees learned how to make the most of customer complaints and make those customers loyal brand ambassadors in the future.

★ **CONNECT:** The council organizes meet-and-greet and reception events in conjunction with industry conferences throughout the year, such as the Experience Network's annual client appreciation event at IPW, and meet-and-greets at high-profile industry events like American Bus Association's Annual Marketplace and Arival: The In-Destination Event.

★ **ADVOCATE:** The council leverages the collective strength of the experience industries by attending U.S. Travel Association's Destination Capitol Hill, working with Brand USA, and serving as lead advocates for key U.S. Travel initiatives.



Tap the *Power* of the Experience Network. *Get Engaged.*

 [ustravel.org/experiencenetwork](http://ustravel.org/experiencenetwork)

 [experiencenetwork@ustravel.org](mailto:experiencenetwork@ustravel.org)

 Join the U.S. Travel Experience Network LinkedIn Group



U.S. Travel Association

**Experience Network**

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<b>VICE CHAIR</b>	Robert Graff Grand Canyon Scenic Airlines	robert.graff@papillon.com
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	Debra Borgwardt Boston Attractions	dborgwardt@neaq.org
	Shirley Davis Conner Elvis Presley Enterprises	sdconner@graceland.com
	John Curran Big Bus Tours	johnc@bigbustours.com
	Dan Dipiazza Discovery Cove	dan.dipiazza@buschgardens.com
	Ronald Drake Caesars Entertainment	rdrake@caesars.com
	Diana Elmore Merlin Entertainments, PLC.	diana.elmore@madametussaudshw.com
	June Fallo Edgar Degas House Museum, Courtyard and Inn	june@degashouse.com
	Brian Gallagher CityPASS	brian@citypass.com
	Liz Gilbert Entertainment Cruises	lgilbert@entertainmentcruises.com
	Maria Gutierrez-Winder SeaWorld San Diego	maria.gutierrez-winder@seaworld.com
	Rick Hoeninghausen Xanterra Parks & Resorts Yellowstone National Park Lodges	rhoeninghausen@xanterra.com
	Bob Hofmann Broadway Inbound, The Shubert Organization Inc.	bob@broadwayinbound.com
	Jay Judal San Diego Zoo and San Diego Zoo Safari Park	jjudal@sandiegozoo.org
	Rod LaBranche Historic Tours of America	rlabranche@historictours.com
	Carolann Ouellette Maine Huts and Trails	couellette@mainehuts.org
	Kathy Paver PIER 39	kathy@pier39.com
	Jill Renslow Mall of America	jill.renslow@moa.net
	Christina Schwartzman Sawgrass Recreation Park	csoverns@evergladestours.com
	Nichole Williamson 360 CHICAGO	nwilliamson@360chicago.com