

The background features a dark blue field with a repeating pattern of white travel-related icons, including a camera, a suitcase, a tent, a fork and knife, a globe, a person with a backpack, an airplane, a compass, a bed, and a passport. A light gray diagonal stripe runs from the top left to the bottom right. A red diagonal stripe runs from the bottom left to the top right. The year '2020' is written in large white numbers, with the '2' and the first '0' on the dark blue background and the '2' and the second '0' on the red stripe.

# PREMIER MEMBERSHIP

2020

RESOURCE GUIDE

U.S. TRAVEL  
ASSOCIATION®

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# LETTER FROM THE PRESIDENT .....



Dear Travel Colleague:

Within this Resource Guide are myriad ways that the U.S. Travel Association (U.S. Travel) strives to increase travel to and within the United States. Please consider joining your colleagues and fellow industry leaders at one of the U.S. Travel's premier membership levels.

In summary, U.S. Travel provides member value through core programs such as IPW, ESTO, the National Councils, Meetings Mean Business, and leading expert economic analysis and market-based research.

An added benefit of premier membership is gaining a seat at the table when it comes to addressing critical travel issues by participating on the Board of Directors.

As the guide reveals, premier membership in U.S. Travel is a truly rewarding experience that also makes a great return on your investment. We hope that you'll make the decision to become associated with us. Judith Harris, Vice President of Member Services would be happy to answer any questions you may have about benefits enjoyed by members of the Board of Directors.

Sincerely,

A handwritten signature in black ink that reads "Roger". The signature is stylized and fluid.

Roger J. Dow  
President and CEO

# U.S. TRAVEL ASSOCIATION OVERVIEW

 [ustravel.org/about-us](http://ustravel.org/about-us)

The **collective strength** of over 1,100 member organizations growing the U.S. travel industry.

## MISSION:

Increase travel to and within the United States.

## VALUES:

Inclusive, Collaborative, Innovative, Agile, Accountable



Travel supports  
**\$2.5 Trillion**  
in economic output.



**1 in 10 U.S. jobs**  
depend on travel  
and tourism.

## U.S. TRAVEL ASSOCIATION

### RESEARCH



### ADVOCACY



### EVENTS



### COMMUNICATIONS



### COUNCILS & COMMITTEES



### PROGRAMS



U.S. Travel is comprised of more than 1,100 members across 4 primary categories:

- Travel Services Providers
- Destinations
- Allied/Affiliate
- Travel Associations

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

# U.S. TRAVEL ASSOCIATION OVERVIEW

## Board of Directors



[ustravel.org/about-us](https://ustravel.org/about-us)

### About the Board of Directors:

- Our Board of Directors consists of more than 180 leaders in the travel industry
- Board Meetings 3 times per year: Spring and Fall meeting held in Washington, DC, Summer meeting held in another U.S. location

### Guiding Principles:

- Ensure networking opportunities
- Spur interactive engagement
- Make efficient use of time
- Provide external perspectives and points of view through guest speakers, discussing current issues/challenges

### Board Meeting Objectives:

Provide input, ensure agreement and support for direction of the association.

## Strategic Plan (2019-2021): Advocacy-Centered. Member-Driven.

### — ADVOCACY —

that enables our members' success

U.S. Travel takes a proactive, innovative approach to growing travel's profile, delivering a compelling message and winning on critical issues. We provide the advocacy the industry needs and the tools that our members value.

- Focused, impactful agenda
- Balanced, nonpartisan approach
- One story, one voice
- Elevated influence
- Surgical implementation

### - MEMBER VALUE -

that is driven by our industry leadership

U.S. Travel leads on critical industry-wide issues that our members cannot address alone, delivering advocacy initiatives, research insights, tools, meetings and events that provide unmatched value to each of our members.

- Member outreach, engagement, dialogue
- Organizations with common interests
- Diverse voices, perspectives, thought leadership
- Resource prioritization to deliver member value

### — GROWTH —

that is aligned with industry priorities

U.S. Travel's strategic approach to growth ensures that the association has the capabilities, relationships, voice and resources required to grow travel to and within the United States now and into the future.

- Relationships that expand voice, elevate profile
- New members, partners aligned with priorities
- New resources, capabilities to grow impact

# WHY U.S. TRAVEL IS A SMART INVESTMENT

## Unite as One Industry, One Voice

U.S. Travel works every day in Washington, D.C. to protect the interests of the U.S. travel industry. U.S. Travel represents members through a coordinated, cohesive strategy to communicate our industry's concerns and priorities to elected and appointed federal officials.

With U.S. Travel's strong commitment to public affairs, members will enjoy greater involvement in domestic issues and benefit from our efforts on policy and research, strategic communications and grassroots support. This enhanced capability will enable U.S. Travel to proactively improve the travel process, not sit back as obstacles to travel continue to mount.

**But, the most critical resource that will elevate this industry in Washington and give us greater clout with lawmakers is YOU!**

Travel leaders are our greatest assets and our greatest advocates. You can speak with Members of Congress from a position of real strength as business leaders and constituents. Become part of a collective, unified and amplified voice for the travel community.



*Chairman's Circle membership really allows Marriott to have a seat at the table with other CEOs and high level executives in the industry so they can share best practices and talk about ways to work together to advocate for policies that are better for the industry.*

– Melissa Flood, Vice President,  
Social Impact & Public Affairs, Marriott International



# WHY U.S. TRAVEL IS A SMART INVESTMENT

## Get Involved

U.S. Travel membership provides opportunities to get involved with programs and special initiatives that support different aspects of our industry. Your participation strengthens the voice of our industry through collective communication of messages that promote and advance our interests and policies.

### Programs:



The Power of Travel Coalition is the grassroots army defending and strengthening the American travel community. The Coalition seeks to amplify the voices of millions of travel employees with a vested interest in combating future assaults, to reward leaders who champion our industry, and to advocate for policies that promote travel to and within the U.S.

 [travelcoalition.com](https://travelcoalition.com)



The Meetings Means Business campaign creates an information advocacy platform that highlights the industry's role in not only driving business success but also creating jobs and generating economic value.

 [meetingsmeanbusiness.com](https://meetingsmeanbusiness.com)



TravelPAC educates U.S. House and Senate candidates about the importance of travel by making strategic contributions to the campaigns of top travel champions in Congress. The PAC empowers eligible U.S. Travel members, staff and industry partners to have an active role in the political process.

 [ustravel.org/programs/travel-pac](https://ustravel.org/programs/travel-pac)



U.S. Travel promotes awareness of the economic impact of travel to policymakers year-round, but especially during National Travel and Tourism Week each May. Leverage the materials, research and promotional items to celebrate tourism's significance in your community.

 [ustravel.org/nttw](https://ustravel.org/nttw)

# WHY U.S. TRAVEL IS A SMART INVESTMENT

## Make the Connection



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

U.S. Travel membership is about more than reduced registration fees for educational programs or discounted access to the latest travel research. It is about making important connections to leverage your business and strengthen our entire industry.



Once you join U.S. Travel, your website will be linked to [ustravel.org](http://ustravel.org), and your organization will be listed in our membership directory—an online membership resource that's a "Who's Who" of the U.S. travel and tourism industry.



At the local level, it can be hard to find colleagues from your industry segment who aren't direct competitors and who are willing to share their winning sales strategies. At U.S. Travel, you'll find a wealth of peer resources across the country who are eager to share their success stories.



Since 1941, the U.S. Travel Member logo has represented excellence, service and reliability. U.S. Travel has the resources and the reputation to make our brands work for you.

## Expand your network by joining one of our exclusive coalitions.



### Gateway Airports Council

*More than **12** airport members*

A community of like-minded CEOs and Administrators from large, U.S. International gateway airports that work with U.S. Travel on significant air travel facilitation initiatives.



[ustravel.org/programs/gateway-airports-council](http://ustravel.org/programs/gateway-airports-council)

### Meetings Mean Business Coalition

*More than **60** destination and corporate members*

This Coalition drives the conversation and advocacy efforts with trade, business media, and government agencies, promoting the value and impact that meetings and events have on individuals, business and communities across the country.



[ustravel.org/programs/meetings-mean-business-coalition](http://ustravel.org/programs/meetings-mean-business-coalition)



# WHY U.S. TRAVEL IS A SMART INVESTMENT

## Network, Promote and Drive Business

 [ustravel.org/events](https://ustravel.org/events)

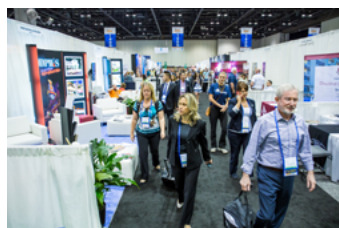
U.S. Travel provides membership value through core programs, such as: increasing business opportunities, developing professional skills at signature events and providing year-round networking and connections to fellow travel professionals.



More than  
**1,300** international and  
domestic buyers and  
**500** media representing  
more than **70** countries.

**\$5.5 Billion**  
of future travel to the  
U.S. generated during  
this annual show.

U.S. Travel's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the U.S., international and domestic buyers and 500 journalists conduct business negotiations that result in future travel to the U.S.



[ipw.com](https://ipw.com)

**There are trade shows, and then there's IPW.**



**Get inspired. Stay informed. There's no place like ESTO.**

The Educational Seminar for Tourism Organizations (ESTO) is the premier annual learning and knowledge-sharing forum for destination marketing professionals. It is unique in that it is created by and exclusively for this specific target audience. ESTO is not open to other industry sectors, with the exception of a limited number of official ESTO sponsors.

ESTO is the event where destination professionals learn about new tools and techniques, share best practices and debate pressing issues affecting destinations.



[esto.ustravel.org](https://esto.ustravel.org)

# WHY U.S. TRAVEL IS A SMART INVESTMENT

## Stay Informed

 [ustravel.org/research/publications](https://ustravel.org/research/publications)

U.S. Travel is the authoritative leader in travel research. This means our statistical data, published articles and economic impact studies can inform or influence important travel industry policies, strategically plan your marketing, spend your travel promotion funds more cost efficiently and offer information to assist in making educated decisions.

U.S. Travel membership gives you privileged access to the leading-edge travel research.



### DATA

#### U.S. TRAVEL OUTLOOK

A monthly newsletter examining current industry trends and forecasts.

#### TRAVEL TRENDS INDEX

A monthly index measuring the direction and pace of travel volume to and within the United States.

#### U.S. TRAVEL BAROMETER

A report measuring travel intent to the U.S. based on 30 billion global online lodging searches from 5,000 consumer travel websites aggregated exclusively for U.S. Travel by nSight.

#### INTERACTIVE TRAVEL ANALYTICS

A web-based interactive product used to easily visualize and analyze domestic and international U.S. travel statistics at the national, state, county and congressional district levels. Available in four subscriptions for purchase.

#### DEBRIEF WEBINAR

The Debrief is a monthly webinar series exclusively for U.S. Travel members. On the last Tuesday of each month, we will educate our members on timely resources, insights, new tools and upcoming events, providing valuable analysis from staff experts who will cover best practices and tips for tactical application across member organizations.



### COMMS

#### INDUSTRY TOOLKITS

Ready-made communications resources, such as: talking points, sample news releases, op-eds and PowerPoint presentations and graphics, to help the travel community speak with one voice on a variety of critical topics.



### WEB

#### USTRAVEL.ORG

U.S. Travel's website is a resource for travel research, industry news and updates on U.S. Travel's legislative efforts on your behalf. The online [Travel Industry Events Calendar](#) is a comprehensive datebook containing information on industry trade shows, governor's conferences, annual conventions, etc.

# PREMIER MEMBERSHIP LEVELS

## Membership Levels at-a-Glance

MEMBERSHIP LEVEL	2020 INVESTMENT AMOUNT (PER CALENDAR YEAR)
Association Board Circle	See page 10
Board Circle (Allied Segment)	See page 11
Chairman's Circle (Airport)	See page 12
Chairman's Circle (Allied Segment)	See page 13
Chairman's Circle (Corporate)	See page 15
Chairman's Circle (Destinations & States)	See page 16

# ASSOCIATION BOARD CIRCLE

(SEE PAGE 18 FOR REGULAR MEMBER BENEFITS)

*Contact U.S. Travel for  
annual dues*

Membership benefits  
at this level include:

## **Seat at the Table**

- Appointment of one representative to the U.S. Travel Board of Directors (Meetings: Spring, Summer and Fall)

## **Current Information**

- Monthly participation in the Washington Representatives meeting.
- Opportunity for three individuals to receive U.S. Travel's Premier Research Subscription Package.
- Access to Interactive Travel Analytics

## **Premier Perks**

- One complimentary registration to Destination Capitol Hill.
- Guest office (phone, fax, internet) and meeting room availability at U.S. Travel headquarters in Washington, D.C.

# BOARD CIRCLE (ALLIED)

(SEE PAGE 18 FOR REGULAR MEMBER BENEFITS)

*Contact U.S. Travel for  
annual dues*

Membership Benefits  
at this level include:

## ALLIED MEMBERS

Advertising  
Broadcast Media  
Consulting  
Financial Institutions  
Manufacturers, Distributors and  
Wholesalers  
Public Relations  
Publications  
Research Firms  
Services Support Groups  
Travel-related Goods/Services

### Seat at the Table

- Appointment of one representative to the U.S. Travel Board of Directors (Meetings: Spring, Summer and Fall).
- Opportunity to participate in U.S. Travel Advisory Groups (when applicable at U.S. Travel discretion).

### Current Information

- Assign one active representative and up to ten individuals to receive U.S. Travel weekly communications and updates.
- Opportunity for three individuals to receive U.S. Travel's Premier Research Subscription Package.
- Access to Interactive Travel Analytics.
- Eligible to provide a point of contact for regular Washington Representatives updates, detailing the state of play on critical public policy matters.

### Premier Perks

- One complimentary IPW registration for Board representative or official designated alternate. Not eligible to pre-schedule appointments through IPW.com, unless IPW Marketing and Technology Pavilion (MTP) space is purchased.
- Complimentary reserved lunch table at IPW.
- Opportunity to purchase space at the IPW Marketing and Technology Pavilion (MTP) at discounted price.
- Special VIP lounge for Board representatives at IPW.
- VIP on-site check-in at IPW.
- Two complimentary ESTO registrations to the Board representative or official designated alternate.
- One complimentary registration to Destination Capitol Hill.
- Preview of the attendee list for ESTO and Destination Capitol Hill is sent to all Board Circle members. Only members registered to attend IPW will receive a link to IPW registered delegates. This IPW real-time link will be provided in February 2020 in advance of appointment scheduling. Board Circle members can use this link anytime between February and IPW to access the current attendees. These lists is provided for individual outreach, not mass communication.
- Guest office (phone, fax, internet) and meeting room availability at U.S. Travel headquarters in Washington, D.C.

### Brand Recognition

- Organization logo displayed at ESTO.
- Recognition at the Spring and Winter Board of Directors meeting luncheon.
- Complimentary advertising on [www.ustravel.org](http://www.ustravel.org) (logo in footer).

## Membership Benefits at this level include:

### Seat at the Table

- Appointment of one representative to the U.S. Travel Board of Directors (Meetings: Spring, Summer and Fall).
- Gateway Airports Council Meetings: Spring, Summer and Fall. (Airport size: 1-30 only)
- Opportunity to participate in U.S. Travel Advisory Groups (when applicable at U.S. Travel discretion).

### Current Information

- Assign one active representative and up to ten individuals to receive U.S. Travel weekly communications and updates.
- Opportunity for three individuals to receive U.S. Travel's Premier Research Subscription Package.
- Access to Interactive Travel Analytics.
- Monthly participation in Washington Representatives meeting.
- Receive U.S. Travel's Weekly Washington Update.

### Premier Perks

- Board representative and CEO receive a complimentary badge to IPW.
- One complimentary booth and three registrations at IPW (when eligible). Chairman's Circle Members purchasing a double or triple booth receive discounted pricing in lieu of the complimentary single booth.
- Opportunity to reserve up to five booths at IPW (when eligible).
- Complimentary premier reserved lunch table at IPW.
- Special VIP lounge for Board representatives at IPW.
- VIP on-site check-in at IPW.
- One complimentary registration to Chairman's Circle Honors at IPW.
- One complimentary registration to Destination Capitol Hill.
- Preview of the attendee list for ESTO and Destination Capitol Hill is sent to all Chairman's Circle members. Only members registered to attend IPW will receive a link to IPW registered delegates. This IPW real-time link will be provided in February 2020 in advance of appointment scheduling. Chairman's Circle members can use this link anytime between February and IPW to access the current attendees. These lists is provided for individual outreach, not mass communication.
- Guest office (phone, fax, internet) and meeting room availability at U.S. Travel headquarters in Washington, D.C.

### Brand Recognition

- Chairman's Circle listing on the U.S. Travel website.
- Organization logo displayed at U.S. Travel events (when applicable).

# CHAIRMAN'S CIRCLE (ALLIED)

(SEE PAGE 18 FOR REGULAR MEMBER BENEFITS)

*Contact U.S. Travel for  
annual dues*

Membership Benefits  
at this level include:

## ALLIED MEMBERS

Advertising  
Broadcast Media  
Consulting  
Financial Institutions  
Manufacturers, Distributors and  
Wholesalers  
Public Relations  
Publications  
Research Firms  
Services Support Groups  
Travel-related Goods/Services

### Seat at the Table

- Appointment of one representative to the U.S. Travel Board of Directors (Meetings: (Spring, Summer and Fall).
- Invitation to exclusive Spring and Fall CEO Roundtable (Chairman/CEO/President's only-\$1 Billion+ Corporations).
- Opportunity to participate in U.S. Travel Advisory Groups (when applicable at U.S. Travel discretion).

### Current Information

- Assign one active representative and up to ten individuals to receive U.S. Travel weekly communications and updates.
- Opportunity for three individuals to receive U.S. Travel's Premier Research Subscription Package.
- Access to Interactive Travel Analytics.
- Eligible to provide a point of contact for regular Washington Representatives updates, detailing the state of play on critical public policy matters.

### Premier Perks

- One complimentary IPW registration for Board representative or official designated alternate. Not eligible to pre-schedule appointments through IPW.com, unless IPW Marketing and Technology Pavilion (MTP) space is purchased.
- Complimentary premier reserved lunch table at IPW.
- Opportunity to purchase space at the IPW Marketing and Technology Pavilion (MTP) at discounted price.
- One complimentary registration to Chairman's Circle Honors at IPW.
- Special VIP lounge for Board representatives at IPW.
- VIP on-site check-in at IPW.
- One complimentary ESTO registration to the Board representative or official designated alternate.
- One complimentary registration to Destination Capitol Hill.
- Preview of the attendee list for ESTO and Destination Capitol Hill is sent to all Chairman's Circle members. Only members registered to attend IPW will receive a link to IPW registered delegates. This IPW real-time link will be provided in February 2020 in advance of appointment scheduling. Chairman's Circle members can use this link anytime between February and IPW to access the current attendees. These lists is provided for individual outreach, not mass communication.
- Guest office (phone, fax, internet) and meeting room availability at U.S. Travel headquarters in Washington, D.C.

(See next page for Additional Benefits)

# CHAIRMAN'S CIRCLE (ALLIED) (Continued)

(SEE PAGE 18 FOR REGULAR MEMBER BENEFITS)

*Contact U.S. Travel for  
annual dues*

## **Brand Recognition**

- Chairman's Circle listing on the U.S. Travel website.
- Organization logo displayed at U.S. Travel events (when applicable).
- Recognition at the Spring and Winter Board of Directors meeting luncheon.
- Complimentary advertising on [www.ustravel.org](http://www.ustravel.org) (logo in footer).



# CHAIRMAN'S CIRCLE (CORPORATE)

(SEE PAGE 18 FOR REGULAR MEMBER BENEFITS)

*Contact U.S. Travel for  
annual dues*

Membership Benefits  
at this level include:

## TYPES OF CORPORATE ORGANIZATIONS

Accommodations & Food  
Service

Attractions

Sports Teams & Leagues

Transportation Companies

Travel Packagers &  
Distribution  
Networks

### Seat at the Table

- Appointment of one representative to the U.S. Travel Board of Directors (Meetings: Spring, Summer and Fall).
- Invitation to exclusive Spring and Fall CEO Roundtable (Chairman/CEO/President's only-\$1 Billion+ Corporations).
- Opportunity to participate in U.S. Travel Advisory Groups (when applicable at U.S. Travel discretion).

### Current Information

- Assign one active representative and up to ten individuals to receive U.S. Travel weekly communications and updates.
- Opportunity for three individuals to receive U.S. Travel's Premier Research Subscription Package.
- Access to Interactive Travel Analytics.

### Premier Perks

- Board representative and CEO receive a complimentary badge to IPW.
- One complimentary booth and three registrations at IPW (when eligible). Chairman's Circle Members purchasing a double or triple booth receive discounted pricing in lieu of the complimentary single booth.
- Opportunity to reserve up to five booths at IPW (when eligible).
- Complimentary premier reserved lunch table at IPW.
- One complimentary registration to Chairman's Circle Honors at IPW.
- Special VIP lounge for Board representatives at IPW.
- VIP on-site check-in at IPW.
- One complimentary registration to Destination Capitol Hill.
- Preview of the attendee list for ESTO and Destination Capitol Hill is sent to all Chairman's Circle members. Only members registered to attend IPW will receive a link to IPW registered delegates. This IPW real-time link will be provided in February 2020 in advance of appointment scheduling. Chairman's Circle members can use this link anytime between February and IPW to access the current attendees. These lists is provided for individual outreach, not mass communication.
- Guest office (phone, fax, internet) and meeting room availability at U.S. Travel headquarters in Washington, D.C.

### Brand Recognition

- Chairman's Circle listing on the U.S. Travel website.
- Organization logo displayed at U.S. Travel events (when applicable).

# CHAIRMAN'S CIRCLE (DESTINATIONS & STATES)

(SEE PAGE 18 FOR REGULAR MEMBER BENEFITS)

*Contact U.S. Travel for  
annual dues*

Membership Benefits  
at this level include:

## **Seat at the Table**

- Appointment of one representative to the U.S. Travel Board of Directors (Meetings: Spring, Summer and Fall).
- Invitation to exclusive Destination CEO Roundtable (CVB members only).
- Opportunity to participate in U.S. Travel Advisory Groups (when applicable at U.S. Travel discretion).

## **Current Information**

- Assign one active representative and up to ten individuals to receive U.S. Travel weekly communications and updates.
- Opportunity for three individuals to receive U.S. Travel's Premier Research Subscription Package.
- Access to Interactive Travel Analytics.

## **Premier Perks**

- Board representative receives a complimentary badge to IPW.
- One complimentary booth and three registrations at IPW (when eligible). Chairman's Circle Members purchasing a double or triple booth receive discounted pricing in lieu of the complimentary single booth.
- Opportunity to reserve an unlimited number of booths at IPW (when eligible).
- One complimentary registration to Chairman's Circle Honors at IPW.
- Special VIP lounge for Board representatives at IPW.
- VIP on-site check-in at IPW.
- Complimentary premier reserved lunch table at IPW.
- One complimentary registration to Destination Capitol Hill.
- One complimentary registration at ESTO.
- Preview of the attendee list for ESTO and Destination Capitol Hill is sent to all Chairman's Circle members. Only members registered to attend IPW will receive a link to IPW registered delegates. This IPW real-time link will be provided in February 2020 in advance of appointment scheduling. Chairman's Circle members can use this link anytime between February and IPW to access the current attendees. These lists is provided for individual outreach, not mass communication.
- Guest office (phone, fax, internet) and meeting room availability at U.S. Travel headquarters in Washington, D.C.

## **Brand Recognition**

- Chairman's Circle listing on the U.S. Travel website.
- Organization logo displayed at U.S. Travel events (when applicable).

## REGULAR MEMBER BENEFITS

Membership Benefits at this level include:

- U.S. Travel works every day in Washington, D.C. to protect the travel community's interests. Receive information about the pressing issues and legislation that are affecting the travel community. Gain access to the tools to reach out to federal legislators and media to ensure your voice is heard.
- Receive monthly research newsletter, the U.S. Travel Outlook.
- The Debrief is a monthly webinar series exclusively for U.S. Travel members. On the last Tuesday of each month, we will educate our members on timely resources, insights, new tools and upcoming events, providing valuable analysis from staff experts who will cover best practices and tips for tactical application across member organizations
- Stay informed of industry and U.S. Travel news through our website, toolkits, and our blog the Itinerary.
- U.S. Travel members receive a discount on registration fees to targeted educational opportunities and events, including IPW, along with reduced fees for research, such as Interactive Travel Analytics.
- Connect with a wealth of peer resources across the country and inclusion and full access to the U.S. Travel Online Membership Directory.
- If an organization qualifies as an attraction, destination marketing organization or state tourism office, they are given access to industry-specific resources as part of their membership in one of the applicable national councils: National Council of Attractions & Experiences (NCAE), Destinations Council or National Council of State Tourism Directors (NCSTD).

### Destinations Council

- Unites destination marketing organization professionals from across the country, from every size and type of destination. This council represents more than 350 urban, regional and local U.S. destination marketing organizations.

### National Council of State Tourism Directors (NCSTD)

- Leverages the collective strength of state tourism offices to influence public policy, provides leadership and the forum for information sharing and education on issues impacting tourism.

### National Council of Attractions and Experiences

- Convenes attraction industry professionals from across the country and from every type of attraction.

# SIGNATURE EVENTS CALENDAR

EVENT	DATE	LOCATION	DESCRIPTION	TARGET AUDIENCE	PROJECTED ATTENDANCE
	November 17-18, 2020	Washington, D.C.	Where decisions are made that determine U.S. Travel's vision and direction and where objectives, strategies, programs and budgets are set and reviewed. Board members engage in discussions and take action that impacts the entire industry.	Closed meetings exclusive to U.S. Travel Association Board of Directors	130
	March 4-5, 2021	Washington, D.C.			
	July 21-23, 2021	Colorado Springs, CO			
<b>Destination CEO Roundtable</b> 	December 10-12, 2020	Nashville, TN	This group will develop consensus on significant travel related issues, inform Washington policy-makers on policies designed to increase travel and access leaders at the highest levels of government, business, media and thought leadership.	Exclusive to the CEO of Chairman's Circle CVB members	40
	January 26, 2021	Nationwide	Americans who plan out their vacation are more likely to use all their time off and take longer trips. This annual observance encourages Americans to plan their vacation days for the rest of the year at the start of the year. Join by using the National Plan for Vacation Day toolkit to engage your audience and communicate the importance of planning time off.	Consumers and travel industry	Nationwide
	March 3-4, 2021	Washington, D.C.	Join colleagues from across the country for the travel industry's annual legislative fly-in. Delegates will have the opportunity to learn about legislation impacting travel, mingle with key influencers at the Policymakers Reception, and meet with their Members of Congress to stress the importance of travel to their districts.	Travel Industry Professionals	300
<b>Corporate CEO Roundtable</b> 	March 24, 2021 October 6, 2021	Las Vegas, NV	Discussion of C-level priorities and critical issues effecting the travel industry.	Closed meetings exclusive to CEOs of companies with revenues in excess of \$1 billion	30
	May 2-8, 2021	Nationwide	Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel.	Consumers and tourism businesses	Nationwide
	May 10-14, 2021 June 4-8, 2022 May 20-24, 2023	Las Vegas, NV Orlando, FL San Antonio, TX	In just three days of intensive pre-scheduled, computer-generated business appointments, more than 1,000 U.S. travel organizations and over 1,300 international and domestic buyers from more than 70 countries, conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. In addition, unique news coverage of destinations and products is generated.	U.S. travel organizations from every region of the USA representing all industry category components, international and domestic buyers and media from the travel industry	6,500
	August 14-17, 2021	Los Angeles, CA	The premier annual learning and knowledge-sharing forum for destination marketing professionals. ESTO is the only national event that brings together destination marketing professionals from all levels state, region and urban from across the U.S. in a dynamic three-day event to learn, share and debate pressing issues affecting destination marketing.	Destination professionals from more than 400 state and territory tourism offices and destination marketing organizations across the nation	1,000

# U.S. TRAVEL ASSOCIATION® APPLICATION

## INTERESTED IN U.S. TRAVEL MEMBERSHIP?

- Are you a firm, association, organization or corporation offering:
  - a travel product or a distribution of a travel product to or within the United States of America; or
  - providing a service to travel industry companies, or
  - operating or servicing an attraction within the United States of America?
- Do you practice good business ethics and abide by U.S. laws?
- Are you willing to promote and support the mission, objectives and goals of the Association? (<https://www.ustravel.org/about-us>).
- If interested in Individual Membership, visit Power of Travel Coalition (<https://www.travelcoalition.org/>)

Please print or type clearly

## PRIMARY REASON FOR JOINING U. S. TRAVEL ASSOCIATION

### ORGANIZATION INFORMATION

Organization

Address

City State Zip Country

Phone

Web Address

### ORGANIZATION REPRESENTATIVE INFORMATION

Name Title

Representative's Email

Name & Title of Organization's CEO (if different than representative listed above)

Name of Company Paying U.S. Travel Association investment (if different than organization listed above)

### ORGANIZATION REFERENCE INFORMATION

Name Title

Phone Email

### MEMBERSHIP INVESTMENT

Mark the box next to the membership level that you have selected.

- ☐ President's Circle ☐ Association Board Circle ☐ Board Circle (Allied) ☐ Chairman's Circle (Airport)  
☐ Chairman's Circle (Allied) ☐ Chairman's Circle (Corporate) ☐ Chairman's Circle (Destinations)

Membership Investment Amount = \$ If Attraction/Allied Organization, List Type

Per the Board of Directors vote on July 23, 2015, U.S. Travel has established a 2.5% annual dues increase.

### PAYMENT INFORMATION/OPTIONS

Total Payment Due = \$

☐ My Check is Enclosed ☐ Please Invoice Me

Credit Cards accepted: American Express/Discover/MasterCard/Visa

Billing and Payment questions: Email: [finance@ustravel.org](mailto:finance@ustravel.org) or call 202.408.8422/Accounts Receivable

Make check payable to:  
U.S. Travel Association, 1100 New York Avenue, NW; Suite 450  
Washington, DC 20005-3934

Wire Transfer/ACH:  
Account Number 2000030662238  
Bank Routing Number: 121000248  
Swift Code: WFBIUS6S (International)

Since U.S. Travel engages in lobbying efforts on behalf of its members, 64% of your dues investment in 2020 is deductible under federal law as a business expense.

Return completed membership application to:

U.S. Travel Association ▪ 1100 New York Avenue, NW ▪ Suite 450 ▪ Washington, D.C. 20005 ▪ [membership@ustravel.org](mailto:membership@ustravel.org)

**ALL APPLICATIONS ARE SUBJECT TO THE REVIEW AND APPROVAL OF U.S. TRAVEL.**