

The background features a repeating pattern of travel-related icons in a light red color, including a camera, a suitcase, a globe, a tent, a fork and knife, a person with a backpack, an airplane, a passport, a bed, a clock, and a compass. A wide, light gray diagonal stripe runs from the top left to the bottom right. A dark blue diagonal stripe runs from the bottom left to the top right, overlapping the gray stripe.

**REGULAR
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 more than 1,100 leading travel organizations by becoming a member of U.S. Travel.

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. The access and information gained at U.S. Travel events is well worth the membership investment.

As the guide reveals, membership in U.S. Travel is a truly rewarding experience. We hope that you'll make the decision to become associated with us.

Sincerely,

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

Roger J. Dow
President and CEO

U.S. TRAVEL ASSOCIATION OVERVIEW

 ustravel.org/about-us

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

MISSION:

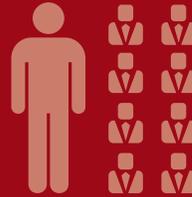
Increase travel to and within the United States.

VALUES:

Inclusive, Collaborative, Innovative, Agile, Accountable



Travel supports
\$2.6 Trillion
in economic output.



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

U.S. TRAVEL ASSOCIATION

RESEARCH



ADVOCACY



EVENTS



COMMUNICATIONS



COUNCILS



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

U.S. TRAVEL ASSOCIATION OVERVIEW

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

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.

WHY U.S. TRAVEL IS A SMART INVESTMENT

Network, Promote and Drive Business

 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
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

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

WHY U.S. TRAVEL IS A SMART INVESTMENT

Stay Informed

 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.



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.



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.



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.

WHY U.S. TRAVEL IS A SMART INVESTMENT

Make the Connection

 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, 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.



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



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



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

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 newsletters, U.S. Travel Outlook and U.S. Travel Barometer.
- 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 attraction, destination marketing organization or a state tourism office, you automatically become a member of one of our National Councils. Exclusive access to the community forum, Engage, is given to DMO and state tourism office members.

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.

REGULAR MEMBER INVESTMENT SCHEDULE

NOTE: If you are interested in joining U.S. Travel at the Regular Membership Level, please consult the investment schedules below to determine the correct dues for your organization.

- Accommodations & Food Services**
- Corporations**
 - Individual restaurants, hotels, motels, resorts, campgrounds, B&Bs, hotel or restaurant
 - chains/ brands, management companies, marketing groups, ownership groups and hotel rep firms.
- Allied Organizations**
- Travel-related goods/services, publications, broadcast media, advertising, public relations, consulting, research firms, financial institutions, services support groups, manufacturers, distributors and wholesalers.
- Attractions**
- Amusement, attraction association, attraction services, aquariums/zoos/wildlife parks, casinos (casino resorts, non-hotel casinos, tribal), cultural & entertainment, historic, museums, natural/scenic, retail and sightseeing.
- Transportation Companies**
- Airlines, auto/RV rentals, bus, cruise line, railway and shipping.
- Travel Packagers & Distribution Networks**
- Travel agencies, tour operators, receptive operators and online companies.

GROSS REVENUE	2020 MEMBERSHIP INVESTMENT*	GROSS REVENUE	2020 MEMBERSHIP INVESTMENT*
Less Than \$5 Million	\$999	\$250 Million - \$499,999,999	\$7,825
\$5 Million - \$9,999,999	\$1,655	\$500 Million - \$999,999,999	\$9,770
\$10 Million - \$49,999,999	\$2,570	\$1 Billion - \$9,999,999,999	\$13,030
\$50 Million - \$99,999,999	\$3,255	\$10 Billion - \$19,999,999,999	\$16,260
\$100 Million - \$249,999,999	\$4,570	More Than \$20 Billion	\$19,540

*U.S. Travel membership investment amounts are per year. In addition, new members are required to pay a \$50 initiation fee, along with organizations that allow their membership to lapse. The amount reflects a 2.5% annual increase, as determined by the Board of Directors on July 23, 2015.

For more information, contact U.S. Travel's Membership Department at 202.408.8422 or membership@ustravel.org.

REGULAR MEMBER INVESTMENT SCHEDULE (CONTINUED)

CVBs/DMOs, Associations & Government Agencies

TOTAL BUDGET	2020 MEMBERSHIP INVESTMENT*	TOTAL BUDGET	2020 MEMBERSHIP INVESTMENT*
Less Than \$500,000	\$999	\$10 Million - \$14,999,999	\$7,825
\$500,000 - \$999,999	\$1,655	\$15 Million - \$19,999,999	\$9,770
\$1 Million - \$2,499,999	\$2,570	\$20 Million - \$34,999,999	\$13,030
\$2.5 Million - \$4,999,999	\$3,255	\$35 Million - \$49,999,999	\$16,260
\$5 Million - \$9,999,999	\$4,570	More Than \$50 Million	\$19,540

*U.S. Travel membership investment amounts are per year. In addition, new members are required to pay a \$50 initiation fee, along with organizations that allow their membership to lapse. The amount reflects a 2.5% annual increase, as determined by the Board of Directors on July 23, 2015.

State Tourism Offices

ANNUAL BUDGET	2020 MEMBERSHIP INVESTMENT*
Less Than \$5 Million	\$6,515
\$5 Million - \$14,999,999	\$13,030
More Than \$15 Million	\$19,540

*U.S. Travel membership investment amounts are per year. In addition, new members are required to pay a \$50 initiation fee, along with organizations that allow their membership to lapse. The amount reflects a 2.5% annual increase, as determined by the Board of Directors on July 23, 2015.

Colleges, Universities & Libraries

2020 MEMBERSHIP INVESTMENT*	INITIATION FEE FOR NEW MEMBERS
\$500 per year	\$25

U.S. Travel offers reduced-rate memberships for Travel Industry Members working in colleges, universities or libraries.

*The amount reflects a 2.5% annual increase, as determined by the Board of Directors on July 23, 2015.

SIGNATURE EVENTS CALENDAR

EVENT	DATE	LOCATION	DESCRIPTION	TARGET AUDIENCE	PROJECTED ATTENDANCE
 <p>NATIONAL PLAN FOR Vacation DAY JANUARY 28, 2020</p> <p>POWERED BY U.S. TRAVEL</p>	January 26, 2021	Nationwide	Americans who plan out their vacation year 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 in 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
 <p>DESTINATION CAPITOL HILL</p>	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 influentials at the Policymakers Reception, and meet with their Members of Congress to stress the importance of travel to their districts.	Travel Industry Professionals	300
 <p>NATIONAL TRAVEL & TOURISM WEEK</p>	May 10-14 2021	Nationwide	Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel.	Consumers and tourism businesses	Nationwide
 <p>ipw Powered by U.S. Travel</p>	<p>May 10-14 2021</p> <p>June 27 - July 1 2022</p> <p>June 4-8 2023</p>	<p>Las Vegas, NV</p> <p>Chicago, IL</p> <p>Orlando, FL</p>	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
 <p>esto Powered by U.S. Travel Association</p>	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	800

U.S. TRAVEL APPLICATION

ASSOCIATION®

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*

Regular (consult investment schedule on pages 9-10)

New Member Initiation Fee: \$50 (Regular) (paid in addition to the dues as established within our member categories)

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

<p>Total Payment Due = \$ _____</p> <p><input type="radio"/> My Check is Enclosed <input type="radio"/> Please Invoice Me</p> <p>Credit Cards accepted: American Express/Discover/MasterCard/Visa</p> <p>Billing and Payment questions: Email: finance@ustravel.org or call 202.408.8422/Accounts Receivable</p>	<p>Make check payable to: U.S. Travel Association, 1100 New York Avenue, NW; Suite 450 Washington, DC 20005-3934</p> <p>Wire Transfer/ACH: Account Number 2000030662238 Bank Routing Number: 121000248 Swift Code: WFBIUS6S (International)</p>
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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
ALL APPLICATIONS ARE SUBJECT TO THE REVIEW AND APPROVAL OF U.S. TRAVEL.