









## Research and Communicate the Importance of Travel

Members provided with economic and job impact reports and online tools that allow members to demonstrate the impact of travel to their key audiences.

| BENEFIT   |  CHAIRMAN'S CIRCLE |  BOARD CIRCLE |  ASSOCIATION BOARD CIRCLE |  REGULAR |
|---|---|--|--|---|
| U.S. Travel Outlook   | ✓   | ✓  | ✓  | ✓   |
| Travel Trends Index   | ✓   | ✓  | ✓  | ✓   |
| U.S. Travel Barometer   | ✓   | ✓  | ✓  | ✓   |
| Public Affairs Research Tools (Playbooks, Power of Travel Promotion, Impact Calculator)     | ✓   | ✓  | ✓  | ✓   |
| Interactive Travel Analytics (economic impact, forecast, monthly statistics, state budgets) | ✓   | ✓  | ✓  | Member Discount   |
| Premier Research Subscription Package   | ✓   | ✓  | Member Discount  | Member Discount   |
| Economic Review of Travel in America  | ✓   | ✓  | Executive Summary  | Executive Summary   |
| Impact of Travel in State Economies   | ✓   | ✓  | Executive Summary  | Executive Summary   |
| Domestic Travel Market Report   | ✓   | ✓  | Executive Summary  | Executive Summary   |
| International Market Profiles   | ✓   | ✓  | ✓  | ✓   |
| Travel Forecasts  | ✓   | ✓  | ✓  | ✓   |
| Travel Price Index  | ✓   | ✓  | ✓  | ✓   |
| Global Travel Review  | ✓   | ✓  | Executive Summary  | Executive Summary   |
| Topical Research Reports  | ✓   | ✓  | Executive Summary  | Executive Summary   |





## Enhance and Leverage the Industry's Influence

U.S. Travel focuses on enhancing the industry's influence and leveraging travel's impact to expand our relationship with the federal government, positioning the association and industry as critical voices and authoritative resources on matters of importance to travel.

| BENEFIT                           |  CHAIRMAN'S CIRCLE |  BOARD CIRCLE |  ASSOCIATION BOARD CIRCLE |  REGULAR |
|-----------------------------------|---|--|--|---|
| Destination Capitol Hill          | Complimentary Registration  | Complimentary Registration   | Complimentary Registration   | ✓   |
| Grassroots and grasstops programs | ✓   | ✓  | ✓  | ✓   |
| "Week in Washington" Updates      | ✓   | ✓  | ✓  | n/a   |

## Engage, Inform and Mobilize

U.S. Travel provides unmatched networking opportunities and mobilizes the industry around common priorities and messages.

| BENEFIT   |  CHAIRMAN'S CIRCLE   |  BOARD CIRCLE  |  ASSOCIATION BOARD CIRCLE |  REGULAR |
|---|---|---|--|---|
| <b>IPW</b>  | Complimentary single booth, 3 Complimentary Individual Registrations, Complimentary Reserved, Lunch Table, VIP Registration, VIP Lounge, Preview of Attendee list if registered, Logo displayed, Chairman's Circle Honors | Complimentary single booth, 3 Complimentary Individual Registrations, Complimentary Reserved, Lunch Table, VIP Registration, VIP Lounge, Preview of Attendee list if registered | Member Discount  | Member Discount   |
| <b>ESTO</b> (Attendance for state and destinations only)                    | Complimentary Registration, Logo displayed  | Complimentary Registration, Logo displayed (allied members only)  | n/a  | Member Discount   |
| <b>Council membership (NCSTD, Destinations Council, Experience Network)</b> | ✓   | n/a   | n/a  | ✓   |
| <b>Board of Directors Meeting</b>   | ✓   | ✓<br>(allied members have logo displayed at spring & fall meeting)  | ✓  | n/a   |
| <b>CEO Roundtable Meetings</b>  | CVB members and \$1 billion plus corporations   | n/a   | n/a  | n/a   |
| <b>Complimentary Office Colleagues</b>                                      | ✓   | ✓   | n/a  | n/a   |
| <b>Committee Membership</b>   | ✓   | ✓   | ✓  | n/a   |
| <b>Complimentary logo in footer of ustravel.org</b>                         | ✓<br>(allied members only)  | ✓<br>(allied members only)  | n/a  | n/a   |
| <b>Membership Directory</b>   | ✓<br>(displays logo)  | ✓   | ✓  | ✓   |
| <b>Use of U.S. Travel Logo</b> (with permission)                            | ✓   | ✓   | ✓  | ✓   |
| <b>Industry Toolkits</b>  | ✓   | ✓   | ✓  | ✓   |

## Ease Processes, Remove Barriers, Manage Threats

U.S. Travel continues to focus on enabling travel growth by easing the process of travel, removing barriers that inhibit travel and managing threats to the industry.

| BENEFIT  |  CHAIRMAN'S CIRCLE |  BOARD CIRCLE |  ASSOCIATION BOARD CIRCLE |  REGULAR |
|--|---|--|--|---|
| <b>Advancing &amp; Creating Policies</b><br>U.S. Travel staff working on your behalf to advance and create policies that welcome more visitors | ✓   | ✓  | ✓  | ✓   |