

ustravel.org



2021



Power of Travel.  
Power of One.

JOINING U.S. TRAVEL ASSOCIATION

U.S. TRAVEL  
ASSOCIATION®

A person with long hair, wearing a dark jacket and pants, stands on a rocky shore looking out at the ocean at sunset. The sky is filled with soft, golden light from the setting sun, and the water reflects the light. The person is positioned on the right side of the frame, looking towards the left.

# Dear Travel Colleague,

Since the inception of U.S. Travel Association, our top priority has always been to deliver our members real value, requiring us to continuously evaluate our offerings so that we meet the shifting needs of our industry.

This has never been more true than it is right now.

Our country is in the midst of one of the largest catastrophes in recent history—almost no industry, community or individual has been unaffected. For travel, this is the toughest crisis we have endured.

**To move our industry forward and turn the page to a new chapter—one of monumental significance—it is time for U.S. Travel to evolve by elevating our association and our members to meet and surpass these new challenges. Our industry is stronger when we rise together.**

Our approach must be united and coordinated among all sectors, as well as those not directly in the travel community. As the primary force that brings us together, U.S. Travel is ready to lead our industry to a full rebound while laying the groundwork to advance priorities that will benefit all businesses and enrich the travel experience.

What is detailed in the following pages is how we will ensure you are equipped to navigate the complicated landscape of today and prepare for a future where our industry thrives once again.

We are proud to offer you enhanced advocacy, forward-looking data and insights, unparalleled education, and networking opportunities at events of the highest caliber. Each program and resource outlined are designed to provide you with the tools you need to build back stronger than before.

To our current, and future, members: Thank you for being an integral part of this tremendously resilient industry that permeates every facet of America, benefitting not only businesses across the country, but travelers themselves.

Our collective efforts will play an important role in healing the U.S. economy and reconnecting America. We hope you join us on this important journey.

Sincerely,

A handwritten signature in cursive script, reading "Roger Dow". The signature is written in a dark color, possibly black or dark blue ink, and is positioned above the printed name and title.

Roger Dow  
President and CEO  
U.S. Travel Association



# Power of Travel. Power of One.

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## U.S. Travel Association is the leading, national nonprofit association representing travel businesses of all sizes across every sector of the industry and country.

U.S. Travel Association is the leading, national nonprofit association representing travel businesses of all sizes across every sector of the industry and country. Our members range from small travel operators and local destination marketing organizations to leading travel brands and large corporations, state tourism offices, other industry trade associations and more.

For more than 75 years, we have been the voice for entire travel industry, elevating the interests of our industry to the administration and Congress. As a bipartisan organization, we work closely with both sides of the aisle. We advocate for policies that grow travel to and within the U.S., educate on the outsized impact travel has on our economy and workforce, and ensure travel remains an important part of conversations concerning the most pressing issues of our country.

After experiencing a decade of growth, we began 2020 in a prime position to continue that trend, take on new challenges and further strengthen our standing as a leading industry. In February, the coronavirus pandemic brought travel around the world to a standstill, forcing us to face unprecedented professional and personal challenges. Since the start of the pandemic, the U.S. Travel team has been working side by side with our members, the broader industry and like-minded travel organizations to provide relief and protection for our businesses and workforce and develop solutions that will stimulate safe travel and help drive our industry's recovery.

As we look toward 2021 and beyond, U.S. Travel will continue to be the primary force that brings travel leaders from all sectors of the industry together to address our shared challenges and determine our path forward to renewed growth. Guided by our **Power of Travel. Power of One** strategic plan, we will remain advocacy-centered, focused on rebuilding all aspects of travel—domestic and international inbound leisure, business and meetings—in the coming months and years. We look forward to working with all in the industry to rebuild travel together, as **ONE**.



# ONE INDUSTRY

Leaders from every sector convene with U.S. Travel to establish shared priorities, gain valuable insights and engage in advocacy initiatives and communications campaigns that shape the future of travel. Travel is stronger when we come together as **One Industry.**



# ONE MESSAGE

Our Power of Travel policy platform is designed to grow travel and inform and influence government leaders, benefit travelers and enhance opportunities for travel decisionmakers over the next four years. Travel is stronger when we rally around **One Message.**



# ONE VOICE

Our message is not effective if it does not reach and shape the opinions and actions of our stakeholders and elected leaders. U.S. Travel brings the industry together and creates the tools and venues to deliver our industry priorities. Travel is stronger when we speak with **One Voice.**





# Membership Levels

Joining U.S. Travel Association provides you with access to the most diverse network of travel organizations available, with more than 1,100 members across all segments of the industry, and every U.S. state. Our staff is dedicated to the growth of our industry and the health of our member organizations, led by top policy experts, lobbyists, event planners and communicators.

We equip you with the information you need to stay informed of the policies that impact, influence and grow our industry and stay connected with federal and local leaders and legislators. You receive valuable data, trends and insights to inform travel's growth and recovery, along with access to education, event savings and networking opportunities with industry peers. Above all else, your membership offers you the advantage of belonging to a leading association influencing the interests and growth of the entire U.S. travel industry.

Explore the following membership levels and discover the many advantages of belonging to our influential organization in the pages to follow.

## EXPLORE THE FOLLOWING MEMBERSHIP LEVELS

### CHAIRMAN'S CIRCLE

U.S. Travel's highest member level affords you a full suite of benefits, including exclusive access and engagement with our country's highest elected leaders, a seat on CEO-level Roundtables (qualifying organizations), all educational opportunities, signature event discounts and premium access to research and insights, including a new data concierge-service providing your organization a dedicated touchpoint for all your research-related inquiries.

### BOARD CIRCLE

Benefit eligibility varies, see page 12

### ASSOCIATION BOARD CIRCLE

(Associations Only)

U.S. Travel's leading member levels have access to premium advocacy engagement and all educational opportunities, in addition to a seat on our board of directors, which convenes three times a year to discuss issues most pressing to the association and industry. At this level, you also receive complimentary access or discounts to U.S. Travel's signature events and premium access to research and insights.

### SUSTAINING

At this new mid-tier membership level, you receive strategic advocacy engagement, all educational opportunities, discounts to U.S. Travel's signature events and premium access to research and insights.

### PILLAR

The entry level membership (formerly regular membership) provides you with limited advocacy engagement, most educational opportunities, discounts to U.S. Travel's signature events and premium access to research and insights.



# Signature Events



**U.S. Travel's annual address, delivered by U.S. Travel President and CEO Roger Dow, shares a holistic vision for the industry, reflecting on the challenges and progress of the previous year and outlining the road ahead.** This livestream event, held in Washington, D.C. following the presidential inauguration and timed around the State of the Union, is an invite-only event attended by U.S. Travel membership, local media, and travel and business leaders.

**Virtual | January 27, 2021**



**U.S. Travel's board of directors consists of the Chairman's Circle, Board Circle and Association Board Circle member levels.** Board meetings occur three times a year (spring, summer and fall) to provide updates, seek input, and ensure agreement and support for the direction of the association. These events also afford **superior networking opportunities for board members** across the entire U.S. and all travel segments.

**Various Locations | SPRING: March 10-11, 2021 | SUMMER: July 21-23, 2021 | FALL: November 16-18, 2021**



**U.S. Travel's premier legislative fly-in, bringing together travel leaders from across the country to educate policymakers on the power of travel.** The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. DCH provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers and meet with members of Congress to stress the importance of travel as an economic driver.

**Virtual | March 17, 2021**



**U.S. Travel convenes CEOs from many of the industry's largest and most admired companies to enable productive discussions focused on the key issues that affect our broader travel industry.** CEO Roundtable includes billion-dollar-plus corporations and Destination CEO Roundtable is the counterpart for destination marketing organizations. These **roundtables meet several times of year on the key issues that affect our broader industry**, the policies that we should prioritize, the headwinds we need to confront, and the opportunities we must leverage to enable a thriving travel economy. Roundtable members also have the opportunity to hear from and engage with some of the top leaders within the administration and Congress.

**Various Locations | Spring and Fall**



**U.S. Travel's definitive annual learning and knowledge-sharing forum for destination marketing professionals, features relevant, engaging content in a one-of-a-kind forum tailored to large and small destinations alike.** This multi-day, high-profile conference allows attendees to learn about current trends, hear the latest research, network with peers and discover implications for the future of destination marketing.

**Los Angeles, CA | August 14-17, 2021**



**U.S. Travel's IPW, the leading international inbound tradeshow, connects U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business—with previous IPWs generating more than \$5.5 billion in future travel—securing America's position as a foremost global travel destination and showcases the best of what the U.S. has to offer. IPW 2021 will reunite the world, providing an in-person platform for the global travel industry to rebuild and renew relationships., and serve as a model for restarting international inbound travel—and trade shows—safely, with the health of all attendees as our top priority.**

**Las Vegas, NV | September 18-22, 2021**



# enefits Overview

**Advocacy and Public Policy** / Leadership and Education / Research and Insights

## ADVOCACY AND PUBLIC POLICY

After a decade of unprecedented growth and prosperity, 2020 was the year the travel industry as we knew it ceased to exist. International borders closed, flights were grounded and the industry was plunged into chaos as the coronavirus spread across the world. A full recovery will require relief and stimulus from the government as well as strong collaboration among industry partners as we seek to enact policies that can strengthen the industry and safely bring travel back more quickly.

The policies within our Power of Travel policy platform include priorities for the first 100 days of the Biden administration, as well as forward-looking advocacy efforts and initiatives that will restore industry and elevate the industry in a meaningful way. Together, the collective travel industry and our elected and appointed officials can work together to safely restart travel which will ultimately drive America's recover.

The following events and programs support a multi-faceted advocacy strategy to advance our priorities. U.S. Travel members have the opportunity to meet, virtually and in-person, with federal, state and local leaders as well as partake in more intimate conversations with members of Congress.

### ENGAGEMENT WITH ELECTED OFFICIALS

U.S. Travel often connects congressional leadership, key committee members and senior administration officials with U.S. Travel members to engage in private conversations on the most pressing issues our industry is facing and how travel must be considered when developing and implementing policy related to commerce, jobs, trade, facilitation, infrastructure and more. This CEO-level access is incredibly influential in demonstrating our industry's leadership and engagement on key issues that affect travel businesses and the direction of our country.

**Chairman's Circle** / Board Circle and Association Board Circle / Sustaining / Pillar

### CONGRESSIONAL BRIEFING

In the first 90 days of the 117th Congress, U.S. Travel will hold multiple education touchpoints with new and returning senators and representatives, including an event that connects lawmakers, their staff and respected opinion leaders on Capitol Hill directly with our membership. The program will highlight the impact that the pandemic has had on our businesses and workforce using the most current data and firsthand stories, as well as offer policy recommendations on issues relevant to our industry's recovery.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar

### WASH REPS MEETINGS

Alignment among Washington-based representatives across our industry is key to a coordinated and inclusive public affairs agenda. This group of staff lobbyists and government affairs professionals representing our premier member organizations meet regularly to discuss policy details and engagement strategy that supports our broader Power of Travel policy platform.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar



# Benefits Overview

Advocacy and Public Policy / Leadership and Education / Research and Insights

## ADVOCACY AND PUBLIC POLICY

### LEGISLATIVE SPEAKER SERIES

Understanding balanced perspectives and hearing from diverse voices representing the interests of our country enables a more comprehensive understanding of the legislative environment that impacts our industry. This program will allow for members to hear from leaders in Congress and the administration regarding the most important issues and challenges confronting our country and industry. This format will largely be a speaker format with Q&A as time allows.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / Pillar

### LEGISLATIVE POWER HOURS

Balanced perspectives and hearing from diverse voices representing the interests of our country enables a more comprehensive understanding of the legislative environment that impacts our industry. This program allows for members to hear from leaders in Congress and the administration regarding the most important issues and challenges confronting our country and industry. This format is largely a speaker presentation with Q&A as time allows.

**Chairman's Circle** / **Board Circle** and Association Board Circle / **Sustaining** / Pillar

### QUARTERLY POLICY AND ADVOCACY WEBINAR SERIES

A part of U.S. Travel's new broader webinar and educational offering, this quarterly webinar series equips our members with a deeper dive into legislation and helps to provide a better understanding and engagement with government on our top travel priorities, as outlined in our Power of Travel policy platform. Our team of policy experts walk through the current state of key pieces of legislation, discuss our advocacy approach to advance and influence these policies and provide guidance on how to support our advocacy efforts through activations and engagement with members of Congress.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / Pillar

### WASHINGTON LIVE! ADVOCACY EVENT

A live event that we anticipate kicking off in the third quarter of 2021 where we are hopeful to welcome a return to business travel and face-to-face meetings. This in-person experience focuses on innovation and opportunities surrounding the future of travel. Forward-thinking industry experts, industry CEOs, members of the media and members of Congress come together to deliver ideas, insights and policy solutions that redefine and reimagine the travel experience. This is a complimentary event for U.S. Travel board of directors.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar





# enefits Overview

**Advocacy and Public Policy** / Leadership and Education / Research and Insights

## GRASSROOTS AND GRASSTOPS ENGAGEMENT

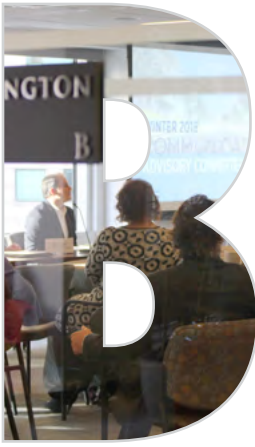
Ensuring our messages resonate with policymakers is a critical component of our advocacy efforts and is often best delivered by advocates from the state or district the member represents. This helps elected officials understand how a policy directly affects their district and their constituents. U.S. Travel has established a strong, industrywide Power of Travel Coalition that activates using our provided resources during strategically timed moments to help us make a loud, coordinated impact across all of Washington and beyond.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

## POLICY COMMUNICATIONS AND UPDATES

U.S. Travel ensures that our membership remains informed of the latest issues, news and events affecting travel and its recovery. This includes direct, consistent and up-to the minute policy updates on the work of the public affairs team here in Washington, the latest messaging guiding our advocacy and essential data to support our policy needs—all of which is available for member use with local stakeholders. Week in Washington communication available to all levels with the exception of Pillar members.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**



# enefits Overview

Advocacy and Public Policy / **Leadership and Education** / Research and Insights

## MEMBER LEADERSHIP AND EDUCATION

A member of U.S. Travel is automatically a part of a vast network of peers across all segments of the industry that fosters a deeper understanding of a diverse set of perspectives. Additionally, we offer opportunities to participate in various councils, committees and coalitions that enable networking, idea sharing and a program of work that advances like-minded interests and objectives.

Additionally, members have access to a wide array of educational content delivered by the brightest thought leaders and experts from all segments of travel, research and business on a variety of topics, including but not limited to the latest data and outlook for travel, the newest trends and technology shaping our recovery and the issues affecting our industry and beyond.

### PARTICIPATION ON COUNCILS AND COMMITTEES

Various councils, committees and coalitions are made up of diverse businesses and backgrounds providing additional touchpoints and regular updates of industry segment-specific issues in addition to U.S. Travel's regular communications.

#### COMMUNICATIONS ADVISORY COMMITTEE

Comprising of more than 50 senior communications professionals within U.S. Travel's Chairman's Circle, this group meets biannually to discuss travel industry matters, hear from leading journalists, define key messages and identify opportunities to support advocacy priorities through media outreach at the federal, state, regional and local levels.

**Chairman's Circle** / Board Circle and Association Board Circle / Sustaining / Pillar

#### DESTINATIONS COUNCIL

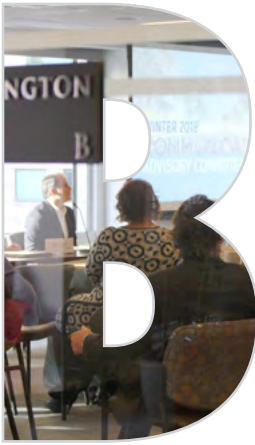
Representing more than 350 U.S. Travel Association destination marketing organizations (DMO) and convention and visitors bureau members whose purpose is to enhance the effectiveness of DMO professionals through DMO-specific research initiatives, mentorship and professional development opportunities, and thought leadership. Eligibility limited to local, city and regional DMOs and CVBs only.

**Chairman's Circle** / **Board Circle** and Association Board Circle / **Sustaining** / **Pillar**

#### GATEWAY AIRPORTS COUNCIL

This group of like-minded CEOs and Administrators from large, U.S. international gateway airports works with U.S. Travel on significant air travel facilitation initiatives. Specific eligibility applies.

**Chairman's Circle** / **Board Circle** and Association Board Circle / Sustaining / Pillar



# enefits Overview

Advocacy and Public Policy / **Leadership and Education** / Research and Insights

## MEMBER LEADERSHIP AND EDUCATION

### NATIONAL COUNCIL OF ATTRACTIONS AND EXPERIENCES

Composed of theme parks, museums, shopping centers, zoos and aquariums, historical landmarks, national parks, sports venues, theater and entertainment venues, sightseeing tours and more, this council works to enhance the effectiveness of these sectors through relevant research and tools, networking opportunities and thought leadership.

**Chairman's Circle** / **Board Circle** and Association Board Circle / **Sustaining** / **Pillar**

### NATIONAL COUNCIL OF STATE TOURISM DIRECTORS

Representing all 50 states, the five U.S. Territories and the District of Columbia, this council leverages the collective strength of state tourism offices to provide leadership and a forum for information sharing and education on issues impacting tourism at the state level. Eligibility limited to state tourism directors only.

**Chairman's Circle** / **Board Circle** and Association Board Circle / **Sustaining** / **Pillar**

## DIGITAL EDUCATION

Through a new webinar series, members have an opportunity to hear from U.S. Travel leadership, experts in travel and business, government officials, and peers as we navigate recovery and move the travel industry forward. This digital, weekly content spans four key tracks: Around the Industry and Latest Trends, Policy and Advocacy, Data and Insights and Assessing Recovery.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING	PILLAR	PUBLIC
MONTHLY	Across the Industry*	✓	✓	✓	✓	
	Data & Insights	✓	✓	✓	✓	
	Legislative Speaker Series	✓	✓	✓	✓	
	Assessing Recovery	✓	✓	✓	✓	✓
QUARTERLY	Policy & Advocacy	✓	✓	✓	✓	
	Tourism Economics Update	✓	✓	✓	✓	

\* Topics will vary, to include marketing and innovation, sustainability, diversity and inclusion, leadership and workforce development, etc.



# enefits Overview

Advocacy and Public Policy / Leadership and Education / **Research and Insights**

## RESEARCH, DATA INSIGHTS AND ANALYSIS

U.S. Travel has been a leading authority in economic analysis for the U.S. travel and tourism industry. We communicate economic impact data that substantiates our broader policy objectives at the federal level, while also providing state and congressional district data that supports member needs locally.

Since the start of the pandemic, we have expanded our research offering by working with leading research partners to provide a broad range of data to help inform the latest sentiment and trends affecting our industry and informing our recovery.

Access to U.S. Travel's data and insights offers an insider's view of the state of the industry while discovering important trends in travel and the overall business landscape. Research findings are communicated in a variety of formats including fact sheets, e-newsletters, webinars and interactive tools.

### DATA CONCIERGE SERVICE

New to the 2021 research offering, this one-to-one service enables a direct connection with U.S. Travel's research team. Chairman's Circle members have access to a personal touchpoint on our team who can assist with questions on the data we provide, additional data points needed, analysis or contextual understanding of the data, team and stakeholder briefings, among other offerings. This personalized approach ensures a regular understanding of the latest research and insights available and is effectively communicating the insights most effective in recovery.

**Chairman's Circle** / Board Circle and Association Board Circle / Sustaining / Pillar

### ECONOMIC OUTLOOK REPORTS

Starting in 2021, two new reports focusing on the economic outlook for domestic and international travel will provide an overview of how travelers shifted their priorities and characteristics in 2020. The reports will highlight the impact of travel on the U.S. economy and the disproportionate effect of the pandemic on the travel industry. Each report will be enriched with case studies and examples of how destinations, hotels, airlines and other travel suppliers successfully pivoted their marketing efforts in 2020 and enhanced their offerings to meet the new health and safety requirements. U.S. Travel will continue to offer special reports on topics pertinent to our industry based on current events.

**Chairman's Circle** / **Board Circle and Association Board Circle** / Sustaining / Pillar

### ECONOMIC ANALYSIS

Through an enhanced partnership with Tourism Economics, U.S. Travel expanded upon our economic analysis, ensuring that U.S. Travel's data remains the industry standard for national, state and congressional impacts. These outputs continue to be available through valuable tools and resources including our semi-annual forecast, fact sheets and interactive calculators as well as quarterly updates from Adam Sacks, president of Tourism Economics. U.S. Travel members will receive exclusive access to several reports released throughout the year, including detailed reports for both semi-annual forecasts.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / Pillar



# enefits Overview

Advocacy and Public Policy / Leadership and Education / **Research and Insights**

## RESEARCH, DATA INSIGHTS AND ANALYSIS

### MEMBER EXCLUSIVE PLAYBOOKS

Putting our experiences and subsequent insights to good use, as well as thinking ahead toward future industry needs, U.S. Travel offers member-exclusive playbooks. In 2021, these will include one offering best practices in managing public health crises of all sizes and another which will take a new look at how to protect (and grow) budgets that have been significantly reduced.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

### DATA AND INSIGHTS REGULAR COMMUNICATIONS

In addition to regular communications from the association, a new monthly newsletter features a forward-looking outlook of the travel industry and broader economy, consumer and sentiment data, booking metrics and other timely analysis. This weekly member-only communication offers access to the Travel Recovery Insights Dashboard as well as share the latest data and trends affecting our industry's rebound and provide unique insights to help travel businesses make informed and timely decisions.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**

### TRACKING TRAVEL RECOVERY

In collaboration with Tourism Economics, all U.S. Travel members have access to a new and exclusive Travel Recovery Insights Dashboard, the most comprehensive and centralized source for high-frequency intelligence on the U.S. travel industry. The platform is supported by more than a dozen data partners and tracks industry performance, travel volumes and predictive indicators of recovery to provide members with a detailed view of travel sector performance.

**Chairman's Circle** / **Board Circle and Association Board Circle** / **Sustaining** / **Pillar**



# Joining the U.S. Travel Association

U.S. Travel offers a dues model that takes into consideration an organization's annual revenue/budget and industry segment.

## SUSTAINING OR PILLAR MEMBERSHIP

If you are interested in joining at the Pillar or Sustaining member level, click on your applicable segment for your dues schedule below:

**CORPORATIONS >**

**DESTINATIONS AND STATES >**

**ASSOCIATIONS >**

[Contact us](#) if unsure of your classification or segment.

## PREMIER-LEVEL MEMBERSHIP

To discuss the dues structure at a Premier member level such as Chairman's Circle, Board Circle or Association Board Circle, please [contact us](#).

We look forward to working together to advance our industry's interests and strengthen our recovery, in the months and years ahead.

## KEY MEMBERSHIP CONTACTS



**NAN MARCHAND BEAUVOIS**

Senior Vice President, Membership and Industry Relations;  
General Manager, ESTO  
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**ANGIE BRIGGS**

Vice President, Industry Relations  
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**JUDITH HARRIS**

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# Benefits Overview by Membership Level

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING <sup>NEW</sup>	PILLAR <sup>NEW</sup> (Formerly: Regular)
<b>ADVOCACY AND PUBLIC POLICY</b>					
Premier Engagement with Elected Officials	✓				
Board-Specific Communications	✓	✓	✓		
<sup>NEW</sup> Congressional Briefing	✓	✓	✓		
Seat on Wash Reps Group (Dependent on Staff-Level Lobbying Role)	✓	✓	✓		
<sup>NEW</sup> Legislative Power Hours with Members of Congress	✓	✓		✓	
Policy and Advocacy Webinar Series (Quarterly)	✓ (Q1, Q2, Q3, Q4)	✓ (Q1, Q3)	✓ (Q1, Q3)	✓ (Q1, Q3)	
<sup>NEW</sup> Legislative Speaker Series (Monthly)	✓	✓	✓	✓	
Week in Washington (Weekly Communication)	✓	✓	✓	✓	
<sup>NEW</sup> Washington Live - Fall Advocacy Event	✓	✓	✓	Member Rate	Member Rate
Grasstops/Grassroots Engagement	✓	✓	✓	✓	✓
Regular Communications (Policy Updates, Research and Other General Communications)	✓	✓	✓	✓	✓
<b>MEMBER LEADERSHIP AND EDUCATION</b>					
Communications Advisory Committee	✓				
Governing Committees Eligibility	✓ (Includes Executive Committee)	✓	✓		
Board of Directors Seat	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Council Membership (NCSTD, NCAE, Destinations Council)	✓	✓		✓	✓
Across the Industry Webinar Series	✓	✓	✓	✓	✓
Assessing Recovery Webinar Series	✓	✓	✓	✓	✓
Listing in Membership Directory	✓ (Includes Logo)	✓	✓	✓	✓
<b>SIGNATURE EVENTS</b>					
CEO and Destination CEO Roundtables (Held 2-3 Times/Year)	✓ (CVB Members and \$1 Billion Plus Organizations)				
Chairman's Circle Honors (CCH)	✓				
ESTO (DMO/State) <sup>1</sup>	✓	✓		Member Rate	Member Rate
IPW <sup>2</sup>	✓	✓	Member Rate	Member Rate	Member Rate
Board of Directors Meetings (Spring, Summer and Fall)	✓	✓	✓	Eligible for At-Large Director Position	Eligible for At-Large Director Position
Destination Capitol Hill (DCH) <sup>3</sup>	✓	✓	✓	Member Rate	Member Rate
State of the Travel Industry	✓	✓	✓	✓	✓
% Discount (Sponsorship)	TBD	TBD	TBD	TBD	TBD



# Benefits Overview by Membership Level

	CHAIRMAN'S CIRCLE	BOARD CIRCLE	ASSOCIATION BOARD CIRCLE	SUSTAINING <sup>NEW</sup>	PILLAR (Formerly: Regular) <sup>NEW</sup>
<b>DATA INSIGHTS AND ANALYSIS</b>					
<sup>NEW</sup> Data Concierge Service	✓	Member Rate	Member Rate	Member Rate	Member Rate
<sup>NEW</sup> Economic Review and Outlook - Domestic	✓	✓	✓	Executive Summary Only Full Report at Member Rate	Member Rate
<sup>NEW</sup> Economic Review and Outlook - International	✓	✓	✓	Executive Summary Only Full Report at Member Rate	Member Rate
<sup>NEW</sup> Travel Recovery Insights Dashboard	✓	✓	✓	✓	✓
National Parks Dashboard	✓	✓	✓	✓	✓
Playbooks and Industry Toolkits	✓	✓	✓	✓	✓
Special Reports (i.e. Segment-Specific Reports, Travel Behavior and Demographics, etc.)	✓	✓	✓	✓	✓
International Market Profiles	✓	✓	✓	✓	✓
Semi-Annual Forecast (Spring and Fall)	✓	✓	✓	✓	✓
Data and Insights Webinar Series	✓	✓	✓	✓	✓
Monthly Data Newsletter	✓	✓	✓	✓	✓
COVID Monthly State by State Impact Reports	✓	✓	✓	✓	✓
Economic Impact Calculator (City-Level)	✓	✓	✓	✓	✓
National Economic Impact Data and Impact Calculator	✓	✓	✓	✓	✓
Economic Impact Client Studies	Member Rate	Member Rate	Member Rate	Member Rate	Member Rate

## MEMBER BENEFIT DETAILS FOR ESTO, IPW AND DCH:

<sup>1</sup> **ESTO:** Chairman's Circle and Board Circle members eligible for one complimentary registration.

<sup>2</sup> **IPW:** Chairman's Circle and Board Circle members eligible for a complimentary single booth, three complimentary individual registrations and access to preview of attendee list if registered.

<sup>3</sup> **DCH:** Chairman's Circle and Board Circle members eligible for one complimentary registration.





# 2021 MEMBERSHIP DUES SCHEDULE

**NAN MARCHAND BEAUVOIS**

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

**ANGIE BRIGGS**

Vice President, Industry Relations  
[abriggs@ustravel.org](mailto:abriggs@ustravel.org)

**JUDITH HARRIS**

Vice President, Member Services  
[jharris@ustravel.org](mailto:jharris@ustravel.org)

CORPORATE MEMBER		
REVENUE	SUSTAINING	PILLAR (Formerly: Regular)
less than \$5M	\$1,500	\$1,000
\$5M-\$7M	\$2,500	\$1,500
\$7M-\$10M	\$3,000	\$2,000
\$10M-\$15M	\$4,000	\$2,500
\$15M-\$20M	\$5,000	\$3,000
\$20M-\$30M	\$5,500	\$3,500
\$30M-\$40M	\$6,000	\$4,000
\$40M-\$50M	\$7,000	\$4,500
\$50M-\$100M	\$8,000	\$5,000
\$100M-\$250M	\$9,000	\$6,000
\$250M-\$500M	\$12,000	\$8,000
\$500M-\$1B	\$14,500	\$10,000
\$1B-\$2.5B	\$17,000	\$12,000
\$2.5B-\$5B	\$19,500	\$14,000
\$5B-\$10B	\$21,000	\$15,000
\$10B-\$20B	\$23,000	\$16,500
\$20B-\$50B	\$24,500	\$17,500
Over \$50B	\$27,500	\$19,500



# 2021 MEMBERSHIP DUES SCHEDULE

**NAN MARCHAND BEAUVOIS**

Senior Vice President, Membership and Industry Relations; General Manager, ESTO  
[nbeauvois@ustravel.org](mailto:nbeauvois@ustravel.org)

**ANGIE BRIGGS**

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**JUDITH HARRIS**

Vice President, Member Services  
[jharris@ustravel.org](mailto:jharris@ustravel.org)

DESTINATION AND STATE MEMBERS		
BUDGET	SUSTAINING	PILLAR (Formerly: Regular)
less than \$500,000	\$2,000	\$1,000
\$500K-\$1M	\$3,500	\$1,500
\$1M-\$2.5M	\$6,000	\$2,500
\$2.5M-\$5M	\$8,500	\$3,500
\$5M-\$7M	\$12,500	\$5,500
\$7M-\$10M	\$16,500	\$7,500
\$10M-\$15M	\$18,500	\$8,500
\$15M-\$20M	\$21,000	\$9,500
\$20M-\$30M	\$23,000	\$10,500
\$30M-\$40M	\$26,500	\$12,000
\$40M-\$50M	\$28,500	\$13,000
\$50M-\$100M	\$29,500	\$13,500
Over \$100M	\$35,000	\$16,000



# 2021 MEMBERSHIP DUES SCHEDULE

**NAN MARCHAND BEAUVOIS**

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**JUDITH HARRIS**

Vice President, Member Services  
[jharris@ustravel.org](mailto:jharris@ustravel.org)

ASSOCIATIONS		
BUDGET	SUSTAINING	PILLAR (Formerly: Regular)
less than \$500,000	\$2,000	\$1,000
\$500K-\$1M	\$3,500	\$1,500
\$1M-\$2.5M	\$6,000	\$2,500
\$2.5M-\$5M	\$8,500	\$3,500
\$5M-\$7M	\$12,500	\$5,500
\$7M-\$10M	\$16,500	\$7,500
\$10M-\$15M	\$18,500	\$8,500
\$15M-\$20M	\$21,000	\$9,500
\$20M-\$30M	\$23,000	\$10,500
\$30M-\$40M	\$26,500	\$12,000
\$40M-\$50M	\$28,500	\$13,000
\$50M-\$100M	\$29,500	\$13,500
Over \$100M	\$35,000	\$16,000

# Application

Thank you for your interest in applying for U.S. Travel Membership. If you meet the following qualifications, we welcome you to complete the application. All applications for membership are subject to the review and approval of U.S. Travel.

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
- operation 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?

If interested in Individual Membership, visit [Power of Travel Coalition](#).

## 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

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

- Pillar
  Sustaining
  Association Board Circle
  Board Circle
  Chairman's Circle

Membership Investment Amount = \$	If Attraction/Allied Organization, List Type
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*Per the Board of Directors vote on July 23, 2015, U.S. Travel has the discretion to implement a 2.5% annual dues increase.*

## PAYMENT OPTIONS

Total Payment Due = \$		<p>Since U.S. Travel engages in lobbying efforts on behalf of its members, 55% of your dues investment in 2021 is deductible under federal law as a business expense.</p> <p>Return completed membership application to:  <b>U.S. Travel Association</b>          1100 New York Avenue, NW Suite 450          Washington, D.C. 20005  <a href="mailto:membership@ustravel.org">membership@ustravel.org</a></p> <p><b>ALL APPLICATIONS ARE SUBJECT TO THE REVIEW AND APPROVAL OF U.S. TRAVEL.</b></p>
Wire Transfer/ACH: Account Number 2000030662238	Credit Cards accepted: American Express/ Discover/MasterCard/Visa	
Bank Routing Number: 121000248 Swift Code: WFBIUS6S (International)		
<input type="checkbox"/> My Check is Enclosed	<input type="checkbox"/> Please Invoice Me	
Make check payable to: U.S. Travel Association, 1100 New York Avenue, NW, Suite 450 Washington, DC 20005-3934	Billing and Payment questions: Email: <a href="mailto:finance@ustravel.org">finance@ustravel.org</a> or call 202.408.8422/Accounts Receivable	