

## DESTINATION MARKETING ORGANIZATIONS

Destination Marketing Organizations (DMOs) that promote travel to and within the U.S. are eligible to join U.S. Travel as a **standard member**. Other standard members also include lodging, transportation, attractions, entertainment companies and airports.

Standard members may join at one of two levels: inform or engage. Each level offers a unique set of benefits, resources and services to provide value to your organization. Below is a list of benefits for destinations in 2025.

## INFORM LEVEL BENEFITS

The Inform level offers insights, resources and updates that keep DMOs connected to the latest industry trends, research and policy developments. Benefits at this level are organization-wide; each employee receives access to these resources through membership.

### Access Powerful Analysis and Statistics to Help You Run a Stronger Organization

- **Trended industry data** on national and state travel indicators, including:
  - Air travel, including state, national and international visitation.
  - Metrics on domestic leisure, business and group travel.
  - Economic indicators, including leisure and hospitality workforce statistics, consumer spending and the Travel Price Index, which measures the cost of travel away from home in the U.S.
  - Hotel performance metrics and short-term rental indicators.
  - National Park visitation.
- **Travel's Economic Impact Study**, an annual report on GDP, employment and tax impact of the industry on the U.S. economy.
- **U.S. Travel's Semi-Annual Forecast** of travel industry spending and volume, with segment details on international inbound, business transient, domestic leisure and group travel.
- NEW** • Summaries of 3-4 relevant and **topical research reports**.

### Tap into Timely Insights on the Advocacy Landscape, Industry Trends and Travel's Performance

- **Industry Insider**, a bi-weekly members-only newsletter covering U.S. Travel policy and engagement updates.
- NEW** • **U.S. Travel SmartBrief**, a daily resource highlighting top travel news, trends and insights.
- NEW** • **Quarterly insights** that offer an overview of the policy landscape and its impact on the travel industry.
- NEW** • Access **U.S. Travel's Policy Center** for key talking points, perspectives and updates on pressing advocacy issues.
- NEW** • **Monthly messaging guides** with compelling talking points for executives to speak consistently about travel industry performance and priority issues.

### Lend Your Voice to Travel's Most Important Priorities

- NEW** • Three full-conference registrations to U.S. Travel's **Destination Capitol Hill**, an annual gathering of travel leaders to share the power of travel directly with policymakers in Washington, D.C.
- Invitation to show your support for the industry at **local legislative events** hosted by U.S. Travel.
- Receive timely **grassroots action alerts** on critical policy and regulatory issues impacting travel's future.

### Highlight Your Affiliation With U.S. Travel and Event Participation

- Permission to use **U.S. Travel logo** and "Member of U.S. Travel Association" graphic on website and in other materials.
- Annual ability to **vote** on leadership of the Association.
- Organization name listed on U.S. Travel **member directory**.
- **IPW** registration discount (2025 only).

# ENGAGE LEVEL BENEFITS

The Engage level provides elevated access and opportunities for Standard member DMOs to contribute to U.S. Travel's agenda. In addition to the Inform benefits, Engage level members serve on the Board of Delegates, actively shape industry priorities through participation in exclusive networks and high-level policy discussions, stay ahead of industry trends and collaborate across membership to strengthen the broader travel ecosystem. Members also receive access to signature U.S. Travel events including IPW, ESTO, the Summer Summit and Future of Travel Mobility.

## Gain Deeper Insights on Travel's Most Important Trends

- Receive **bi-weekly update** from U.S. Travel's President and CEO.
- Invitation to U.S. Travel's **Semi-Annual Forecast webinar** offering an in-depth analysis of the volume and speed of growth in the travel industry by segment: international inbound, business transient, domestic leisure and group travel.
- NEW** • In-depth access and detailed analysis of three to four **topical research reports** annually.
- NEW** • Access to U.S. Travel's **subject matter experts** to answer questions and provide individualized information.
- NEW** • Opportunity to participate in a semi-annual policy **deep dive on key issues**.
- NEW** • Two full-conference registrations to U.S. Travel's **Future of Travel Mobility**, an unparalleled opportunity to gain the insights necessary to position your organization to adapt, embrace and thrive in the face of game-changing innovation and emerging technology. This forum provides essential knowledge for organizations looking to lead and capitalize on the transformations that will define the future of travel.
- Priority consideration for U.S. Travel staff to **speak at destination conferences and events**.

## Connect With Travel's Most Influential Leaders and Build Your Network

- **Board of Delegates:** One eligible executive to serve on U.S. Travel's board of delegates, which includes: exclusive board briefings up to three times per year; one full-conference registration to the U.S. Travel Summer Summit including invitation to attend U.S. Travel's Summer Auction – an annual gathering to raise awareness and support for the U.S. Travel PAC; one full-conference registration to U.S. Travel's IPW, including placement in U.S. Travel board hotel room block; and one ticket to the Hall of Leaders dinner. All governing committees are comprised of current members of the U.S. Travel board of delegates.
- **DMO CEO Roundtable:** Eligible executive to join this exclusive community, which convenes leaders three times a year for networking, features a closed forum to exchange ideas with peers, educational programming and serves as a forum for policy updates and discussions of U.S. Travel's advocacy agenda.
- NEW** • **Group Travel:** One eligible executive to join the Group Travel Network, which convenes top group executives twice a year for networking, features a closed forum to exchange ideas with peers, offers quarterly webinars and includes a roster of community leaders.
- NEW** • One ticket to attend **Hall of Leaders** reception and dinner, U.S. Travel's premier awards program celebrating industry visionaries.
- NEW** • **International Inbound Travel:** One eligible executive to join the International Inbound Travel Network, which convenes top international sales and marketing executives twice a year for networking, features a closed forum to exchange ideas with peers and includes a roster of community leaders.
- **Communications:** One eligible executive may join the Travel Communicators Network, which includes semi-annual meetings with professional education, access to top-tier journalists, networking opportunities, opportunity to attend IPW's press brunch with 500+ media, participation in IPW's media marketplace, access to IPW's press room and media center, and updates on Washington activities and messaging.
- **Consideration as host destination** for premier U.S. Travel event (IPW, ESTO, NCSTD Leadership Forum, Summer Summit); U.S. Travel will only select DMOs or states to host events with "engage" member status over the past three consecutive years and who commit to maintaining their "engage" member status through the event date.

**Coming in 2026:** Business Travel and Domestic Leisure Travel Networks.

## Put Your Organization Front and Center at U.S. Travel's IPW, the Largest International Inbound Trade Show Driving \$5.5B in Travel to the U.S. and Attended by 2,000+ Buyers and Media

- **One 10x10 supplier booth** (or credit for 100 square feet of booth space) and four full-conference passes (\$16,600 value).
- **Discount of 40%** on the non-member rate for additional booth space and up to 10% off sponsorship pricing.
- **Visibility benefits**, including ability to purchase banner above booth on exhibit show floor, listing as "engage" member in IPW mobile app and recognition as U.S. Travel member at booth.
- NEW** • **Two tickets** for senior executives to attend the invitation-only VIP reception.
- **One reserved table of 10** in the front half of the room during each of the three IPW lunches (\$2,000 value).
- **Buyer and media contact lists** sent two weeks before the opening of appointment scheduling and again two weeks before the event.

## Level Up Your Destination's Storytelling at U.S. Travel's ESTO, the Premier Educational Event for Destination Marketing Leaders

- **One full-conference registration** for CEO or a CEO's direct report (\$1,700 value).
- NEW** • Reduced rate on Destiny **ESTO Award submission**.
- NEW** • **Access to hotel room block and event registration** one week in advance of the public announcement.
- **Attendee list** shared prior to the event to identify potential networking opportunities.

**Questions? Contact [membership@ustravel.org](mailto:membership@ustravel.org)**  
**Destination Marketing Organizations: 2025 Membership Benefits**

As of 11/1/2024