









THE TRAVEL ECOSYSTEM: OUR STAKEHOLDERS

STANDARD			
<p> LODGING & ENTERTAINMENT</p> <p>Direct travel service providers who offer lodging, including hotels, theme parks, gaming companies and cruise lines</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Individual leisure, business and meetings travelers Companies with which corporate business or meetings travel is contracted <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Individual travelers and corporate or group travel contracts and buyers 	<p> TRANSPORTATION</p> <p>Direct travel service providers including domestic airlines, U.S. airports and lounges, car rental and hire, bus and rail services</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Individual leisure, business and meetings travelers Companies with which corporate business or meetings travel is contracted <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Individual travelers and corporate or group travel contracts and buyers Airport funding derived from aviation taxes and fees, tenant rent and fees 	<p> ATTRACTIONS</p> <p>Operators of cultural venues, historical sites, museums, natural and scenic attractions, sports teams and leagues, retail venues, zoos and aquariums, theaters, restaurants and sightseeing services</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Individual travelers and local visitors Group buyers, including travel agencies, tour operators, incentive companies and others <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Individual travelers and group buyers group travel contracts and buyers 	<p> DESTINATIONS</p> <p>Organizations promoting U.S. Travel destinations, providing in-destination information services and/or operating convention or visitor centers, including state tourism offices, tribal councils, destination marketing organizations and CVBs</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Individual travelers Travel agencies, tour operators and others booking on behalf of groups of travelers Organizations booking conventions <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Visitor taxes and fees, advertising, sponsorship, commission, membership dues, TIDs, public funding, government funding and grants
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<p> TRAVEL SALES & FACILITATION</p> <p>Companies selling a vast array of travel options, providing information and/or booking services, including travel marketplaces, travel agencies, discounted ticket companies, tour operators and packagers</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Individual travelers Lodging and entertainment, transportation and attraction companies <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Commissions, advertising sales and/or tour sales 	<p> TRAVEL PARTNERS</p> <p>Companies providing products and services to the travel industry, including meeting & events services companies; marketing, advertising & PR firms; research & consulting companies; technology companies; insurance providers; and transportation original equipment manufacturers</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Lodging and entertainment, transportation and attraction companies; destinations; travel marketing & facilitation companies in need of specific services <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Sales of products or services 	<p> AFFILIATED INDUSTRIES</p> <p>Companies that significantly benefit from a growing travel industry but do not exclusively operate within travel, including credit card companies and banks, CPG companies, food service companies, real estate companies, consulting firms, media companies and non-U.S. air carriers, airports and destinations</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Varies by industry and organization Can include individual travelers and non-travelers (B2C), as well as travel and non-travel related companies (B2B) <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Variety of sources, depending upon industry and company 	<p> ADVOCACY & EDUCATION</p> <p>Organizations with a shared and active interest in the advancement of travel, including trade and professional associations, federal government agencies and nonprofit education systems/institutions</p> <p>PRIMARY CUSTOMER</p> <ul style="list-style-type: none"> Varies by organization and educational institution <p>SOURCE OF REVENUE</p> <ul style="list-style-type: none"> Membership dues, sponsored research, meetings and events