

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.

INFORM-LEVEL BENEFITS

Inform-level benefits offer 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.
- Summaries of relevant and **topical research insights**.
- **Travel Price Index**, a monthly release tracking the cost of travel in the U.S. using U.S. Department of Labor data from the monthly Consumer Price Index (CPI).
- **U.S. Travel Monthly Data Snapshot**, a summary of the latest economic, consumer and travel indicators, trends and analysis.
- NEW** • **Research Fact Sheet** hub, a one-stop resource for comprehensive, up-to-date fact sheets on the latest numbers on travel's essential economic impact, the importance of travel promotion, the travel trade deficit and much more.

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.
- **Monthly messaging guide** as a go-to resource for clear, consistent communications with media, policymakers and stakeholders. Updated each month, it highlights the latest issues and opportunities and reinforces why travel is essential.
- **U.S. Travel SmartBrief**, a daily resource highlighting top travel news, trends and insights.
- NEW** • Access **U.S. Travel's Policy Center** for key talking points, perspectives and updates on pressing advocacy issues.

Lend Your Voice to Travel's Most Important Priorities

- Complimentary registration 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, with added member visibility.
- **ESTO** registration discount.

ENGAGE-LEVEL BENEFITS

Engage-level benefits provide elevated access and opportunities for Standard member DMOs to contribute to U.S. Travel's agenda. In addition to Inform-level 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. Engage-level members also receive access to signature U.S. Travel events including IPW, ESTO and the Summer Summit.

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.
- In-depth access and detailed analysis of **topical research insights** annually.
- Priority consideration for U.S. Travel staff to **speak at destination conferences and events**.
- Access to U.S. Travel's **subject matter experts** to answer questions and provide individualized information.
- Opportunity to participate in a semi-annual policy **deep dive on key issues**.

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; and one full conference registration to U.S. Travel's IPW (non-transferable), including placement in U.S. Travel Board hotel room block. All governing committees are comprised of current members of the U.S. Travel Board of Delegates.
- **DMO CEO Roundtable:** CEO to join this exclusive community, which convenes leaders three times a year for networking, features a 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.
- **GroupTravel:** One eligible executive to join the Group Travel Network, which convenes top group executives twice a year for networking, features a forum to exchange ideas with peers and includes a roster of community leaders.
- Opportunity to participate on **Great USA (Global, Recreation, Events and Tourism USA)**, a national alliance of sports, travel and business leaders working to ensure the U.S. delivers on a historic lineup of global sporting events.
- **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 forum to exchange ideas with peers and includes a roster of community leaders. Includes access to the invitation-only Global Networking reception at IPW.
- **Travel Communicators:** Each organization may appoint one eligible executive to participate. A forum for communications leaders in the travel industry. Members convene once a year at IPW. Members gain access to professional development sessions, timely policy updates and the IPW media brunch with 500+ journalists. These gatherings offer valuable peer dialogue, shared best practices and strategic insights to help elevate the industry's voice in media and policy conversations. Includes access to the invitation-only Global Networking reception at IPW.
- **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-level member status over the past three consecutive years and who commit to maintaining their Engage-level member status through the event date.

Put Your Organization Front and Center at U.S. Travel's IPW, the Largest International Inbound Trade Show Driving Nearly 11 Million International Visitors to the U.S. Over Three Years - Generating an Estimated \$26.1B in Spending and Attended by 1,400+ Buyers and Media

- **One 10x10 supplier booth** (or credit for 100 square feet of booth space) and three full-conference passes (\$16,600 value based on non-member rate).
- **Discount of 40%** on the non-member rate for additional booth space and up to 10% off sponsorship pricing.
- **One ticket** for Board Delegate to attend the invitation only Global Networking reception.
- **Visibility benefits**, including ability to purchase banner above booth on exhibit show floor, listing as "Engage-level" member in IPW mobile app and recognition as U.S. Travel Engage-level member at booth.
- **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 (\$1,850 value).
- **Attendee list** shared prior to the event to identify potential networking opportunities.
- Reduced rate on **ESTO Award submission**.
- **Access to hotel room block and event registration** one week in advance of the public announcement.

Questions? Contact membership@ustravel.org
Destination Marketing Organizations: 2026 Membership Benefits