



## U.S. TRAVEL ASSOCIATION

The national non-profit organization representing all components of the \$704 billion travel industry.

### **Mission**

Increase travel to and within the United States.

### **Positioning Statement**

This unique, national organization leverages the collective strength of all who benefit from travel to grow their business beyond what they could do individually.

### **U.S. Travel Priorities**

- **Connect** industry players to network, learn, and build business
- **Promote** U.S. domestic and inbound international travel
- **Advocate** in support of favorable travel/travel-related policies
- **Research** both on travel's economic impact and macro issues related to travel

### **Membership**

U.S. Travel has more than 1,300 member organizations within four primary categories:

- Travel Service Providers
- Destinations
- Allied/Affiliate
- Travel Associations

### **Recent Accomplishments**

- Led successful campaign to create first-ever U.S. promotion program aimed at international travelers.
- Changed attitudes among policymakers about the value of meetings and business travel.
- Effectively advocated for travel interests related to the BP oil spill and inclusion of multiple travel proposals in the Gulf recovery plan.
- Created the Daily Getaways Program, an industry wide promotion that stimulated travel by offering outstanding deals from top travel brands.
- Power of Travel Coalition worked with industry employees to champion travel and tourism.
- Continue to grow the U.S. Travel PAC, enabling the industry to better educate federal policymakers about the economic, social and diplomatic importance of travel.

### **Annual Events**

- TravelCom: March
- CEO Roundtable (invitation only): April and November
- U.S. Travel Board of Directors Meeting (invitation only): April, July, December
- International Pow Wow: May
- Educational Seminar for Tourism Organizations (ESTO): August
- Marketing Outlook Forum (MOF): October

## Councils

- CEO Roundtable: Exclusive group of CEO's of \$1 billion-plus corporations from all travel sectors that are Chairman Circle members of U.S. Travel. The Roundtable provides an effective platform for the industry's leaders to collectively consider short-term policy priorities, long-term strategic planning and to educate policymakers.
- DiscoverAmerica: DiscoverAmerica.com was developed under a cooperative agreement between U.S. Travel and the U.S. Department of Commerce and serves as the official travel and tourism website of the U.S. The website was created initially to serve the five leading inbound markets (Canada, Mexico, UK, Japan and Germany) that account for nearly 75% of inbound travel to the U.S. DiscoverAmerica.com consists of six international websites that are available in five languages as well as a website designed for domestic travelers. It features content from 125 destinations, 50 states, 5 territories and up to 4,700 attractions.
- International, Leisure, and Meetings Incentives & Trade Show Councils: These Board-led councils work to make significant progress in positioning the value of international inbound travel, domestic leisure travel, and meetings, incentives, and tradeshow in the minds of policymakers, opinion leaders and business leaders.
- National Council of Attractions: NCA serves members by providing educational programming for professional development; serves as a conduit between attractions and the industry as a whole; and increases awareness of the economic impact of attractions.
- National Council of Destination Organizations: NCDO serves members by strengthening the destinations' position within U.S. Travel by establishing a communications network to address issues of mutual concern; implementing beneficial programs for destination organizations; developing public, unified positions on national industry matters; and providing tools and resources that enhance the effectiveness of DMO professionals and their organizations.
- National Council of State Tourism Directors: NCSTD serves its members by providing a voice on critical public policy issues; offering learning opportunities to increase the professionalism and effectiveness of state tourism offices; driving internal and external communication; and shaping and supporting coordinated domestic and international marketing efforts.
- Travel Coalition: Provides the opportunity for all travel-related associations to network and engage in industry issues and with industry peers, regardless of their size or membership involvement in U.S. Travel.
- Travel PAC: The U.S. Travel Political Action Committee is a non-profit association of U.S. Travel members and employees established for the purpose of soliciting, collecting and disbursing political contributions to support the election of pro-travel candidates to federal elective office.

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