

WHAT WE DO

Mission & Objectives



Photo courtesy of Minnesota State Fair

Connect

We uniquely leverage the collective strength of everyone who benefits from travel to grow their business beyond what they can do individually. Through board, committee and council involvement you can help yourself while making a difference for the industry.

Councils Committees Events

Promote

We assist members with programs and platforms to help promote travel to and within the U.S., especially through International Pow Wow, the pre-eminent international trade show bringing travel to America; DiscoverAmerica.com, the official U.S. travel and tourism website; and Discover America pavilions, exhibition showcases at travel trade shows around the world.

Marketing Discover America International Pow Wow

Advocate

We lead industry-wide initiatives to grow and sustain travel and ensure the freedom to travel. Through our efforts, travel is better understood by opinion leaders, policymakers and media as essential to the economy, security, image and well-being of the U.S. and travelers.

Policy Positions Take Action! The Power of Travel

Research

We provide widely-respected, industry-leading economic data, information, analysis and travel trends to benefit our members and support industry efforts involving advocacy and promotion.

**Domestic Research International Research Economic Research
U.S. Travel Outlook**

<http://www.ustravel.org/about-us-travel/mission>