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January 2, 2019

His Excellency, Governor Christopher T. Sununu
and the Honorable Executive Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Business and Economic Affairs, Division of Travel and Tourism Development to renew a **RETROACTIVE** 1-year membership with the U.S. Travel Association (USTA) (VC #170732), located in Washington, DC in the amount of \$12,910.00 for the 2019 calendar year upon Governor and Executive Council approval through December 31, 2019. 100% General Funds

Funding is available in accounting unit titled, Division of Travel - Tourism, as follows:

	<u>FY 2019</u>
03-22-22-222010-20130000	
Division of Travel - Tourism	
026-500251 Membership Fees	\$12,910

EXPLANATION

The U.S. Travel Association (USTA) is an organization dedicated to increasing travel to and within the United States. The Division of Travel and Tourism Development (DTTD) has been an active member of this organization for thirty-four years. USTA membership benefits include: online membership directory inclusion, breaking travel industry-related news, exclusive access to USTA publications, discounted registration fees to events and international trade shows, and discounted research subscription packages.

Membership provides a forum for New Hampshire to strengthen its position as a preferred travel destination, allowing for participation in a USTA National Council and access to ENGAGE, an online community of tourism office members.

Listed below are answers to the questions required for Governor and Council organization dues and membership approval submissions and a copy of the renewal invoice is attached:

1. How long has this organization been in existence and how long has this agency been a member of this organization?

The U.S. Travel Association (USTA) was established in 1941. New Hampshire has been a member since at least 1982.

2. Is there any other organization which provides the same or similar benefits which your agency belongs to?

This is the only organization that the Division of Travel and Tourism Development belongs to that provides national data and trending reports.

3. How many other state's belonging to this organization and is your agency the sole New Hampshire state agency that is a member?

All fifty states, territories and the District of Columbia belong to this organization, with the exception of the Northern Mariana Island. The Division of Travel and Tourism Development is the only New Hampshire state agency that is a member of the organization. All of the six New England states are members of USTA.

4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc)

The dues structure is tiered. The structure is based on annual budget appropriations.

5. What benefit does the state receive from participating in this membership?

USTA membership benefits include: inclusion in the online membership directory, breaking travel industry-related news, exclusive access to USTA publications, discounted registration fees to events and international trade shows, and discounted research subscription packages.

Membership provides a forum for New Hampshire to strengthen its position as a preferred travel destination, allowing for participation in a USTA National Council and access to ENGAGE, an online community of tourism office members.

6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail.

Online access to the executive summary of USTA publications, travel forecasts, Travel Price Index and the Travel Sentiment Index are included in the membership. Additional research materials and packages are available at a discounted cost.

7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain.

No, membership is not required to receive federal grants, nor is it required to receive or participate in licensing or certification exams.

8. Is there any travel included with this membership fee? Explain in detail any travel to include the number of employees involved, the number of trips, destination if known and purposes of membership supported trips.

There is no travel included with this membership fee.

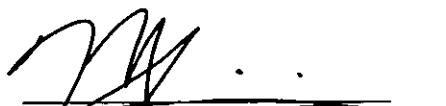
9. Which state agency employees are directly involved with this organization? (Indicate if they are members, voting members, committee members, and/or officers of the organization.)

The Division of Travel and Tourism Development, its director, and all Division staff, are considered members of the organization.

10. Explain in detail any negative impact to the State if the Agency did not belong to this organization.

New Hampshire would lose access to national research data and information regarding national travel trends. The state would also lose its 30 percent registration fee discount to events and international trade shows. The state would lose the ability to serve on the USTA National Council and access to ENGAGE, an online community of tourism office members.

Respectfully submitted,



Victoria Cimino, Director
Division of Travel and Tourism Development

Concurred,



Taylor Caswell, Commissioner
Department of Business and Economic Affairs



U.S. TRAVEL ASSOCIATION

2019 RENEWAL MEMBERSHIP INVOICE

Customer #: 185

Invoice #: 0003817

Invoice Date: 11/26/18

New Hampshire Division of Travel & Tourism Dev.
172 Pembroke Road
Concord, NH 3301
United States

Attn: Victoria Cimino

Product	Total
Renewal Regular Membership	\$12,710.00*
National Council of State Tourism Directors Assessment Fee	\$ 200.00
Research Package: Regular Member	\$ 0.00
Total Invoice Amount	\$12,910.00

2019 Membership Invoice (1/01/19-12/31/19)

Thank you for your continued support of the U.S. Travel Association's work on behalf of the U.S. travel industry. Please call if we can be of assistance in any way.

Since the U.S. Travel Association engages in lobbying efforts on behalf of its members, 61% of your dues investment in 2019 is deductible under federal law as a business expense.

*The amount reflects a 2.5% annual increase, as determined by the Board of Directors on July 23, 2015.

(U.S. Travel Association Federal Tax ID: 530231139)

Payment Options:

Check payable to: U.S. Travel Association, Attn: Accounts Receivable, 1100 New York Avenue, NW, Suite 450, Washington, DC 20005

Online at www.ustravel.org. The Primary member or Administrator should sign in and visit "Personal Snapshot". Visit "Membership" section to Renew.

Wire Transfer/ACH

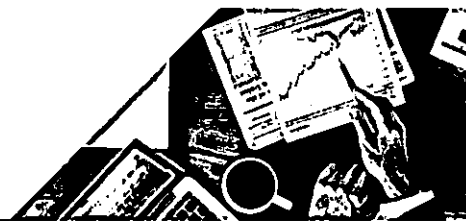
Account Number: 2000030662238
Bank Routing Number: 121000248
Swift Code: WFBIUS6S (International)

Credit Card American Express/Discover/MasterCard/Visa - Please call 202.408.8422/Accounts Receivable

Billing & Payment Questions email: finance@ustravel.org or call 202.408.8422/Accounts Receivable

U.S. TRAVEL MEMBERSHIP

RESEARCH PACKAGES



U.S. Travel is the authoritative leader in travel research. This means our statistical data, published articles and economic impact studies can inform or influence important travel industry policies, help you strategically plan your marketing, spend your travel promotion funds more cost efficiently and make educated decisions. Some research products are included with your membership. For additional access, you have the option to purchase a subscription package.

Research Package: Regular Member (Member Benefit)

U.S. Travel Outlook

Highly informative monthly newsletter focusing on industry trends, the current state of the economy, related news, data releases and forecasts.

Travel Trends Index

Travel Trends Index (TTI) tracks the pace and direction of travel to and within the United States, on a monthly basis. The TTI consists of the Current Travel Index (CTI) and the Leading Travel Index (LTI)—both of which include subcomponents (domestic, international, leisure and business).

Webinar: The Debrief

A monthly webinar series exclusively for U.S. Travel members will provide you the advocacy and tools your organization needs. You will learn about timely resources, insights, new tools and upcoming events, providing valuable analysis from staff experts who will cover best practices and tips for tactical application across your organization.

U.S. Travel Barometer

Forward-looking monthly report—based on 30 billion global online lodging searches from 5,000 consumer travel websites (representing nearly 60 percent of all global lodging searches and conversions) is aggregated exclusively for U.S. Travel by nSight. The U.S. Travel Barometer tracks how intent to travel to the U.S. is trending and the near-term outlook for travel to and within the U.S.

Travel Forecast (Domestic & International)

Driven by U.S. Travel's proprietary travel forecasting model, these semi-annual domestic and international forecasts allow members to review the industry's performance and consider the prospects for the coming year and beyond. This report covers travel spending, travel volume, inflation, unemployment rates and GDP.

Travel Price Index

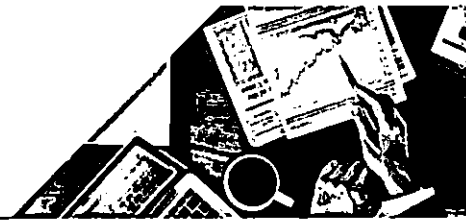
The Travel Price Index (TPI) measures the one-month change in the cost of travel away from home in the United States on a seasonally adjusted basis and the 12-month change of the cost of travel away from home in the U.S. on a seasonally unadjusted basis. The TPI is based on U.S. Department of Labor price data collected for the monthly Consumer Price Index (CPI). The TPI is released monthly and is directly comparable to the CPI.

Executive Summary of Research Reports

Access to the Executive Summary of reports, such as Economic Review of Travel in America, Impact of Travel on State Economies, Domestic Travel Market Report, and other special reports.

U.S. TRAVEL MEMBERSHIP

RESEARCH PACKAGES (CONTINUED)



2019 Basic Research Subscription (\$850 Annually)

Economic Review of Travel in America

This report details the impact of the travel industry on the U.S. economy and provides analysis on the performance of major travel-related industries in the U.S., such as airlines, lodging, amusement/recreation services and food service. In addition, international visitations highlights the importance of the United States in global tourism.

Impact of Travel on State Economies

Economic impact statistics include travelers' expenditures, as well as travel-generated employment, payroll income and tax revenues for the nation, each of the 50 states and Washington, D.C.

Interactive Travel Analytics: Survey of U.S. State Tourism Office Budgets Subscription

State Tourism Office Budgets (public, private, marketing promotion) of all 50 states. Results of this survey compare state-by-state budget for tourism development and promotion across the U.S. Data covers tourism office budget total (from FY1972-73), public/private funding (from FY2000-01) and domestic/international advertising/promotion budget (from FY1999-00).

2019 Premier Research Subscription (\$1,400 Annually)

All contents of Basic Research Subscription PLUS:

Interactive Travel Analytics: International Travel Statistics Subscription

Provides international visitation to the U.S. by Country, U.S. Resident Travel Abroad, Travel Trade Statistics, Travel Spending, Long-Haul Travel Statistics and Global-Long Haul Share. Includes historic data from 2000 and forecasts through 2020.

Questions? Contact research@ustravel.org.