



New Hampshire Department of  
**BUSINESS AND  
 ECONOMIC AFFAIRS**

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November 22, 2023

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

**REQUESTED ACTION**

Authorize the Department of Business and Economic Affairs, Division of Travel and Tourism Development to renew a membership with the U.S. Travel Association (USTA) (VC #170732), located in Washington, DC in the amount of \$9,150 for the 2024 calendar year effective upon Governor and Council approval for the period of January 1, 2024 through December 31, 2024. **100% General Funds**

Funding is available in account, Division of Travel – Tourism, as follows:

	<b><u>FY 2024</u></b>
03-22-22-221010-20130000-026-500251 Membership Fees	\$9,150

**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-nine 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.

100 North Main Street, Suite 100  
 Concord, New Hampshire 03301

603.271.2341

visithh.gov nheconomy.com choosenh.com

- 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,

A handwritten signature in blue ink, appearing to read "T. Caswell". The signature is written in a cursive style with a large initial "T" and "C".

Taylor Caswell  
Commissioner

# U.S. TRAVEL ASSOCIATION\*

## 2024 RENEWAL MEMBERSHIP INVOICE

November 21, 2023

Customer: 185

Invoice #: 0019699

New Hampshire Division of Travel & Tourism Dev.  
100 North Main Street  
Concord, NH 03301

Attn: Lori Harnois

<u>Product</u>	<u>Total Amount</u>
Renewal Pillar Membership (1/1/24-12/31/24)	\$8,950.00
Research Package: Pillar Membership	\$ 0.00
National Council of State Tourism Directors Membership Dues	\$ 200.00

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Total: \$9,150.00

Due Upon Receipt

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

(U.S. Travel Association Federal Tax ID: [REDACTED])

### Payment Options

**Preferred Payment Method:**

**Wire Transfer/ACH:**

Account Number: [REDACTED]  
Bank Routing Number: [REDACTED]  
Swift Code: [REDACTED] (International)

**Check:**

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

**Billing & Payment Questions:**  
finance@ustravel.org

**Membership Questions:**  
membership@ustravel.org