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New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS

December 15, 2025

Her Excellency, Governor Kelly A. Ayotte
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 **retroactively** renew a membership with the U.S. Travel Association (USTA) (VC #170732), located in Washington, DC in the amount of $9,400 for the 2026 calendar year effective upon Governor and Council approval for the period of January 1, 2026, through December 31, 2026. **100% General Funds**

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

	FY 2026
03-22-22-221010-20130000-026-500251 Membership Fees	$9,400

EXPLANATION

This item is **retroactive** due to the timing of receipt of the invoice.

The Division of Travel and Tourism Development (DTTD) seeks approval to continue its longstanding membership in the U.S. Travel Association (USTA), the national organization dedicated to increasing travel to and within the United States. DTTD has been an active member of USTA for thirty-nine years, and continued participation is essential to advancing New Hampshire's tourism economy and protecting the state's interests at the federal level.

USTA serves as the primary national advocate for the travel industry, providing direct engagement with Congress and federal agencies on policy issues that directly impact New Hampshire, including air service development, visa and entry policies, transportation infrastructure, workforce challenges, and federal funding for Brand USA. Membership ensures that New Hampshire maintains a voice in national policy discussions that influence visitor access and travel demand.

Membership also provides access to industry-leading research, economic impact data, and market forecasts that are used to guide strategic planning and support the accountable, data-driven use of state tourism marketing funds. Additional benefits include discounted registration for national and international trade events, access to exclusive publications and research subscription packages, and participation in USTA National Councils and ENGAGE, an online collaboration platform for state tourism offices.

Continued membership in USTA strengthens New Hampshire's visibility as a preferred travel destination, supports informed decision-making, and ensures alignment with national travel trends and federal policy developments that directly affect the state's tourism-driven economy.

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visitnh.gov nheconomy.com choosenh.com

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 access to industry-leading research and economic impact data, market forecasts, breaking travel industry news, and exclusive USTA publications that inform strategic planning and support evidence-based decision-making. Membership also provides discounted registration for major industry events and international trade shows, discounted research subscription packages, and inclusion in USTA's online membership directory.

   USTA membership also supports New Hampshire's participation in major industry events such as IPW, the premier international travel trade marketplace. Engagement in these platforms increases New Hampshire's visibility in domestic and international markets, helps expand international visitation, and supports tourism-related businesses and communities across the state, including rural and gateway regions that rely heavily on visitor spending. New Hampshire tourism industry attends this event yearly with BEA.

   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.

    Approval of this request will allow BEA to continue its longstanding membership in the U.S. Travel Association, protecting the state's interests, strengthening tourism marketing and policy efforts, and maximizing the economic impact of New Hampshire's tourism industry.

Respectfully submitted,

James Key-Wallace
Interim Commissioner

U.S. TRAVEL
ASSOCIATION

INVOICE
2026 MEMBERSHIP DUES

1899 Pennsylvania Avenue NW, 11th Floor
Washington, DC 20006 United States
(202) 408-8422 | www.ustravel.org

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

Invoice: # 0023625
Customer #: 185 Date:
12/1/2025 Payment
Term: 30 days

ACH/EFT and wire payments **(preferred payment method)**	**Remit check payable to:**
Account Number: Bank Routing Number: Swift Code: WFBIUS6S (International)	U.S. Travel Association Attn: Accounts Receivable 1899 Pennsylvania Avenue NW, 11th Floor Washington, DC 20006 United States **New address as of January 1, 2025**

Membership Term	**Description**	**Total ($)**
1/1/2026 12/31/2026	Standard Inform Member	$9,400.00
TOTAL		**$9,400.00**

Your membership helps us champion policies that strengthen all segments of travel, unite diverse organizations to address critical industry challenges, provide expert insights to guide business decision-making and foster industry-wide collaboration to shape the future of travel. Thank you for your membership.

For questions regarding your dues invoice, please contact the membership team at membership@ustravel.org. For payment questions, contact finance@ustravel.org.

U.S. Travel Association Federal Tax ID: | U.S. Travel W9