



Partnership Guidelines

The Discover America Partnership is a diverse coalition of American industries dependent on overseas business and leisure travel to the United States. The Partnership:

- Educates policymakers and opinion leaders on the economic significance of tourism and business travel to the United States;
- Highlights the barriers that prevent the United States from maximizing its potential in the global travel market; and
- Presents high-impact solutions with low or no cost that will enable the United States to attract 100 million international visitors to the United States by 2021, creating over a million new American jobs.

Participation in the Discover America Partnership is encouraged for all stakeholder associations and companies. Membership levels are: Leadership Committee, Steering Committee, Campaign Partner, and General Member. National associations must join at the Campaign Partner level or higher.

The Partnership Leadership Committee consists of the U.S. Travel Association, chair; U.S. Chamber of Commerce; American Hotel & Lodging Association; International Franchise Association; National Restaurant Association and National Retail Federation. Membership at the Leadership Committee level will be determined by the U.S. Travel Association.

The Leadership Committee oversees all financial commitments by the Partnership and seeks to develop a unified approach for the Partnership's policy agenda.

Discover America Partnership Members will be publicly listed as supporting all Partnership activities.

All discussion of Partnership strategy and activities are treated as confidential until the Partnership agrees they should be made public. This is an important principle for the Partnership to encourage frank discussion and debate with no fear that comments might be repeated outside the Partnership.

Partnership meetings are at the discretion of the chair. The Partnership will make every effort to maintain transparency in Partnership activities and will communicate with members on a routine basis.

For more information, please contact Steven Schwadron at schwadron@sankofacs.com or 202-400-2538.