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Form

990**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

OMB No 1545-0047

2009**Open to Public Inspection**Department of the Treasury
Internal Revenue Service

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2009 calendar year, or tax year beginning , 2009, and ending , 20**B** Check if applicable

- ☐ Address change
☐ Name change
☐ Initial return
☐ Terminated
☐ Amended return
☐ Application pending

Please use IRS label or print or type See Specific Instructions.

C Name of organization **U. S. Travel Association**

Doing Business As

Number and street (or P.O. box if mail is not delivered to street address)

1100 New York Ave NW

City or town, state or country, and ZIP + 4

Washington, DC 20005**F Name and address of principal officer****Roger Dow same as C above****D Employer identification number****53 0231139****E Telephone number****(202) 408-8422****G Gross receipts \$ 24,415,381****H(a)** Is this a group return for affiliates? ☐ Yes ☒ No**H(b)** Are all affiliates included? ☐ Yes ☐ No

If "No," attach a list (see instructions)

H(c) Group exemption number ▶ **n/a****I Tax-exempt status** ☐ 501(c) (**6**) (insert no.) ☐ 4947(a)(1) or ☐ 527**J Website:** ▶ **www.ustravel.org/****K Form of organization** ☒ Corporation ☐ Trust ☐ Association ☐ Other ▶**L Year of formation** **1951****M State of legal domicile** **DE****Part I Summary**

1 Briefly describe the organization's mission or most significant activities: **The Association is organized principally to represent the whole of the United States travel industry and to promote and facilitate increased travel to and within the United States. Activities include trade events, research projects, publications and educational meetings to service the travel industry**

2 Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.**3** Number of voting members of the governing body (Part VI, line 1a) **3 143****4** Number of independent voting members of the governing body (Part VI, line 1b) **4 141****5** Total number of employees (Part V, line 2a) **5 70****6** Total number of volunteers (estimate if necessary) **6 -0-****7a** Total gross unrelated business revenue from Part VIII, column (C), line 12 **7a 461,193****b** Net unrelated business taxable income from Form 990-T, line 34. **7b (80,189)**

Activities & Governance

Revenue

8 Contributions and grants (Part VIII, line 1h) **10,095,587 10,699,176****9** Program service revenue (Part VIII, line 2g) **12,319,849 9,780,461****10** Investment income (Part VIII, column (A), lines 3, 4, and 7d) **193,828 450,678****11** Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) **159,242 604,388****12** Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12) **22,768,506 21,534,703**

Expenses

13 Grants and similar amounts paid (Part IX, column (A), lines 1–3) **-0- -0-****14** Benefits paid to or for members (Part IX, column (A), line 4) **-0- -0-****15** Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10) **7,954,508 8,934,988****16a** Professional fundraising fees (Part IX, column (A), line 11e) **-0- -0-****b** Total fundraising expenses (Part IX, column (D), line 25) ▶**17** Other expenses (Part IX, column (A), lines 11a–11d, 11f–24f) **13,401,493 12,098,409****18** Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25) **21,356,001 21,033,397****19** Revenue less expenses. Subtract line 18 from line 12 **1,412,505 501,306**

Net Assets or Fund Balances

20 Total assets (Part X, line 16) **15,942,161 17,932,539****21** Total liabilities (Part X, line 26) **10,745,705 12,007,545****22** Net assets or fund balances. Subtract line 21 from line 20. **5,196,456 5,924,994**

	Prior Year	Current Year
8	10,095,587	10,699,176
9	12,319,849	9,780,461
10	193,828	450,678
11	159,242	604,388
12	22,768,506	21,534,703
13	-0-	-0-
14	-0-	-0-
15	7,954,508	8,934,988
16a	-0-	-0-
17	13,401,493	12,098,409
18	21,356,001	21,033,397
19	1,412,505	501,306
	Beginning of Current Year	End of Year
20	15,942,161	17,932,539
21	10,745,705	12,007,545
22	5,196,456	5,924,994

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

Sign Here

Signature of officer

Roger J Dow**President**

Date

11/10/10

Type or print name and title

Paid Preparer's Use Only

Preparer's signature

Date

Check if self-employed ☐

Preparer's identifying number (see instructions)

Firm's name (or yours if self-employed), address, and ZIP + 4

EIN

Phone no ▶ ()

May the IRS discuss this return with the preparer shown above? (see instructions)

☐ Yes ☐ No

For Privacy Act and Paperwork Reduction Act Notice, see the separate instructions.

Cat No 11282Y

Form 990 (2009)

19 613

NOV 12 2010

- ENVELOPE - POSTMARK DATE

SCANNED DEC 02 2010

Part III Statement of Program Service Accomplishments

- 1** Briefly describe the organization's mission:
The Association is organized principally to represent the whole of the United States travel industry and to promote and facilitate increased travel to and within the United States. Activities include trade events, research projects, publications and educational meeting to service the travel industry
-
- 2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? ☐ Yes ☒ No
 If "Yes," describe these new services on Schedule O.
- 3** Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No
 If "Yes," describe these changes on Schedule O.
- 4** Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ including grants of \$) (Revenue \$)
Trade Show - International Pow Wow --U.S. Travel's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. More than 1,000 U. S. travel organizations from every region of the USA and representing all industry category components, and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. At International Pow Wow, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)
Other Trade Shows and Events -- Marketing Outlook Forum (MOF) provides benefit to the Association members by providing the most up-to-date economic forecast; the latest online and offline marketing trends; and Outlooks for all sectors of travel. The Educational Seminar for Tourism Organizations (ESTO) provides to more than 400 destination professionals from across the country the opportunity to build their knowledge and skills by providing new ideas in destination marketing, by exchanging information on what is working and not working at other destinations and by building a network of contacts who face the same challenges and opportunities. TravelCom -- an event where ideas and techniques in the areas of technology, eCommerce and distribution are exchanged. An opportunity to share best practices and what is effective. International--Opportunity to explore trade opportunities in new emerging markets such as India and China, as well as the traditional larger markets of Japan and South America

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)
Research studies, reports and publications --Domestic Research, Travel Indicators, Domestic Travel Reports, U.S. Travel Overviews, U.S. Market Research. International Research - Travel Statistics, Market Research & Analysis. on the top 25 countries generating U.S Travel. Economic Research -- Economic Impact Reports, Travel Indicators, Custom Research. Travel Forecasts -- Domestic & International Travel Trends, Seasonal Travel Trends. Current Travel Indicators - U.S. travel prices for lodging, gasoline, airfares. Web Site Development -- DiscoverAmerica.com under a cooperative agreement with the U.S. Department of Commerce. The Web site serves as the official travel and tourism website of the U.S. and currently serves the five leading inbound markets to the U.S. -- Canada, Mexico, the UK, Germany and Japan.

4d Other program services. (Describe in Schedule O.)
 (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses **n/a**

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A	1	✓
2 Is the organization required to complete Schedule B, Schedule of Contributors?	2	✓
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	3	✓
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	4	n/a
5 Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? If "Yes," complete Schedule C, Part III	5	✓
6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6	✓
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7	✓
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8	✓
9 Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9	✓
10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V	10	✓
11 Is the organization's answer to any of the following questions "Yes"? If so, complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable	11	✓
• Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI.		
• Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII.		
• Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII.		
• Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX.		
• Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X		
• Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48? If "Yes," complete Schedule D, Part X		
12 Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII.	12	✓
12A Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," completing Schedule D, Parts XI, XII, and XIII is optional.	12A	✓
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13	✓
14a Did the organization maintain an office, employees, or agents outside of the United States?	14a	✓
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Part I	14b	✓
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Part II.	15	✓
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Part III	16	✓
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17	✓
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18	✓
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III	19	✓
20 Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20	✓

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II.</i>		✓
22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III.</i>		✓
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J.</i>	✓	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25.</i>		✓
24b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		✓
24c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		✓
24d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		✓
25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I.</i>	n/a	
25b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I.</i>	n/a	
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II.</i>		✓
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? <i>If "Yes," complete Schedule L, Part III.</i>		✓
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
28a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV.</i>	✓	
28b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV.</i>		✓
28c An entity of which a current or former officer, director, trustee, or key employee of the organization (or a family member) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV.</i>		✓
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M.</i>	✓	
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M.</i>		✓
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I.</i>		✓
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II.</i>		✓
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I.</i>	✓	
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1.</i>	✓	
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2.</i>		✓
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2.</i>	n/a	
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI.</i>		✓
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O.	✓	

Part V Statements Regarding Other IRS Filings and Tax Compliance

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable	91	
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	0	
1c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	✓	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	70	
2b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return. (see instructions)	✓	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?	✓	
3b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	✓	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		✓
4b	If "Yes," enter the name of the foreign country: n/a See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		✓
5b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		✓
5c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?		n/a
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?		✓
6b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		n/a
7	Organizations that may receive deductible contributions under section 170(c).		
7a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		n/a
7b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		n/a
7c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		n/a
7d	If "Yes," indicate the number of Forms 8282 filed during the year	n/a	
7e	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		n/a
7f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		n/a
7g	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?		n/a
7h	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?		n/a
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		n/a
9	Sponsoring organizations maintaining donor advised funds.		
9a	Did the organization make any taxable distributions under section 4966?		n/a
9b	Did the organization make a distribution to a donor, donor advisor, or related person?		n/a
10	Section 501(c)(7) organizations. Enter:		
10a	Initiation fees and capital contributions included on Part VIII, line 12	n/a	
10b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	n/a	
11	Section 501(c)(12) organizations. Enter:		
11a	Gross income from members or shareholders	n/a	
11b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	n/a	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		n/a
12b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.	n/a	

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Section A. Governing Body and Management

	1a	1b	Yes	No
1a Enter the number of voting members of the governing body	143			
b Enter the number of voting members that are independent		141		
2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2			✓
3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3			✓
4 Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed?	4			✓
5 Did the organization become aware during the year of a material diversion of the organization's assets?	5			✓
6 Does the organization have members or stockholders?	6			✓
7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?	7a			✓
b Are any decisions of the governing body subject to approval by members, stockholders, or other persons?	7b			✓
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a The governing body?	8a		✓	
b Each committee with authority to act on behalf of the governing body?	8b		✓	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9a			✓

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10a Does the organization have local chapters, branches, or affiliates?	10a	✓
b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?	10b	n/a
11 Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	11	✓
11A Describe in Schedule O the process, if any, used by the organization to review this Form 990.		
12a Does the organization have a written conflict of interest policy? If "No," go to line 13	12a	✓
b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	n/a
c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done	12c	n/a
13 Does the organization have a written whistleblower policy?	13	✓
14 Does the organization have a written document retention and destruction policy?	14	✓
15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
a The organization's CEO, Executive Director, or top management official	15a	✓
b Other officers or key employees of the organization	15b	✓
If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.)		
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	✓
b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?	16b	n/a

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed ► **District of Columbia**
- 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.
☐ Own website ☐ Another's website ☒ Upon request
- 19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.
- 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ► **US Travel Association, 1100 New York Ave NW, Suite 450W, Washington DC 20005 (202-408-8422)**

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors
Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year. Use Schedule J-2 if additional space is needed.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees. See instructions for definition of "key employee."

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

☐ Check this box if the organization did not compensate any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
List Attached										
Directors		✓								
Roger J Dow President and Chief Executive Officer	55			✓				1,027,022.52		117,026.27
Bruce Bommarito Exec. V. President/ Chief Operating Officer	55			✓				286,572.78		24,971.72
Dennis Petroskey Senior Vice President	55				✓			251,460.07		27,082.66
Adam Vance Senior Vice President	55				✓			243,468.35		28,138.06
Gary Oster Senior Vice President	55				✓			302,896.00		25,096.92
Suzanne Cook Senior Vice President	55				✓			238,490.38		79,028.32
Geoffrey Freeman Senior Vice President	55				✓			309,762.95		15,888.52
Dennis Castleman Vice President	55					✓		165,338.80		11,820.18
Patty Hubbard Vice President	55					✓		147,183.72		55,137.80
Alma P Rojas Vice President	55					✓		187,554.61		14,465.88
Bryan Lewis Chief of Staff	55					✓		149,305.78		8,891.66
Eric Weber Vice President	55					✓		168,594.33		25,222.00

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
none										
1b Total								3,477,650.29	-0-	432,769.99

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization **▶ 20**

- 3** Did the organization list any **former** officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 4** For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual.
- 5** Did any person listed on line 1a receive or accrue compensation from any unrelated organization for services rendered to the organization? If "Yes," complete Schedule J for such person

	Yes	No
3	☐	☒
4	☒	☐
5	☐	☒

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization.

(A) Name and business address	(B) Description of services	(C) Compensation
APCO Worldwide, PO Box 9197, Uniondale NY 11555	Consulting Services	594,142.73
E-site Marketing, 7285 Collection Center Dr, Chicago IL 60693	Web Design Consultant	591,466.87
Prime Policy Group, P.O. Box 933169 Atlanta GA 31193	Consulting Services	552,647.74
Centerplate, 201 East Broad St, Spartanburg, SC 29306	Event Contractor-Food	498,007.48
Innovative Event Production, 9590 Lynn Bluff Ct, Laurel MD 20723	Event Contractor-A/V	435,622.00

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **▶ 20**

Part VIII Statement of Revenue

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, gifts, grants and other similar amounts	1a Federated campaigns	1a					
	b Membership dues	1b	8,508,868				
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions).	1e	2,190,308				
	f All other contributions, gifts, grants, and similar amounts not included above	1f					
	g Noncash contributions included in lines 1a-1f. \$		1,661,396				
	h Total. Add lines 1a-1f		10,699,176				
Program Service Revenue		Business Code					
	2a Trade Show-Intl PowWow	541800	7,062,809		112,257	6,950,552	
	b Research publications/subscr	541900	172,076	156,854	15,222	0	
	c Trade Shows-list attached	541800	1,869,824		22,000	1,847,824	
	d Research Studies	541900	668,768		127,400	541,368	
	e						
	f All other program service revenue						
	g Total. Add lines 2a-2f		9,773,477				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		130,448			130,448	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties						
		(i) Real	(ii) Personal				
	6a Gross Rents						
	b Less: rental expenses						
	c Rental income or (loss)						
	d Net rental income or (loss)						
		(i) Securities	(ii) Other				
	7a Gross amount from sales of assets other than inventory	3,200,908					
	b Less: cost or other basis and sales expenses	2,880,678					
	c Gain or (loss)	320,230					
	d Net gain or (loss)		320,230			320,230	
	8a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	a					
	b Less: direct expenses	b					
	c Net income or (loss) from fundraising events						
	9a Gross income from gaming activities. See Part IV, line 19	a					
	b Less: direct expenses	b					
	c Net income or (loss) from gaming activities						
	10a Gross sales of inventory, less returns and allowances	a					
b Less: cost of goods sold	b						
c Net income or (loss) from sales of inventory							
Miscellaneous Revenue		Business Code					
11a Licenses/Fees/Royalty		271,549			271,549		
b Referral fees	561300	6,984		6,984			
c Web-site fees/Advertising	541800	332,839	155,509	177,330			
d All other revenue							
e Total. Add lines 11a-11d		611,372					
12 Total revenue. See instructions.		21,534,703	312,363	461,193	10,061,971		

Part IX Statement of Functional Expenses**Section 501(c)(3) and 501(c)(4) organizations must complete all columns.****All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).**

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21				
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	3,910,420			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	3,339,400			
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	806,664			
9 Other employee benefits	497,820			
10 Payroll taxes	380,684			
11 Fees for services (non-employees):				
a Management	98,204			
b Legal	46,511			
c Accounting	1,345,415			
d Lobbying				
e Professional fundraising services See Part IV, line 17				
f Investment management fees	2,397,543			
g Other	792,656			
12 Advertising and promotion	446,207			
13 Office expenses	423,731			
14 Information technology				
15 Royalties				
16 Occupancy	984,668			
17 Travel	447,933			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	3,650,438			
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	1,287,632			
23 Insurance	71,224			
24 Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.)				
a Tax Expense	17,568			
b Dues and Subscriptions	63,696			
c News Clipping Service	5,102			
d Contributions	6,400			
e				
f All other expenses Misc	13,481			
25 Total functional expenses. Add lines 1 through 24f	21,033,397			
26 Joint costs. Check here ☐ if following SOP 98-2. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X Balance Sheet

		(A) Beginning of year		(B) End of year
Assets	1 Cash—non-interest-bearing	64,882	1	307,370
	2 Savings and temporary cash investments	8,331,142	2	8,667,514
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	659,643	4	247,313
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L		6	
	7 Notes and loans receivable, net		7	
	8 Inventories for sale or use		8	
	9 Prepaid expenses and deferred charges	413,128	9	447,285
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	4,468,692		
	b Less: accumulated depreciation	2,345,604	10c	2,123,088
	11 Investments—publicly traded securities	3,744,687	11	4,895,591
	12 Investments—other securities. See Part IV, line 11		12	
	13 Investments—program-related. See Part IV, line 11		13	
	14 Intangible assets	1,836,692	14	1,244,378
	15 Other assets. See Part IV, line 11	56,477	15	
16 Total assets. Add lines 1 through 15 (must equal line 34)	15,942,161	16	17,932,539	
Liabilities	17 Accounts payable and accrued expenses	6,051,776	17	5,481,154
	18 Grants payable		18	
	19 Deferred revenue	4,038,092	19	5,706,718
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23 Secured mortgages and notes payable to unrelated third parties	131,690	23	75,954
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 Other liabilities. Complete Part X of Schedule D	524,147	25	743,719
	26 Total liabilities. Add lines 17 through 25	10,745,705	26	12,007,545
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here ☐ and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	5,196,456	27	5,924,994
	28 Temporarily restricted net assets		28	
	29 Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117, check here ☐ and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
	33 Total net assets or fund balances	5,196,456	33	5,924,994
34 Total liabilities and net assets/fund balances	15,942,161	34	17,932,539	

Part XI Financial Statements and Reporting

- 1** Accounting method used to prepare the Form 990: ☐ Cash ☒ Accrual ☐ Other _____
If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.
- 2a** Were the organization's financial statements compiled or reviewed by an independent accountant? . . .
- b** Were the organization's financial statements audited by an independent accountant? . . .
- c** If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? . . .
If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.
- d** If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both:
☒ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis
- 3a** As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? . . .
- b** If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

	Yes	No
2a		✓
2b	✓	
2c	✓	
3a	✓	
3b	✓	

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527

▶ Complete if the organization is described below.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No 1545-0047

2009

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If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part VI, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization

U S Travel Association

Employer identification number

53

0231139

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.

2 Political expenditures ▶ \$ -0-

3 Volunteer hours ▶ -0-

Part I-B Complete if the organization is exempt under section 501(c)(3).

1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$

2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$

3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? ☐ Yes ☐ No

4a Was a correction made? ☐ Yes ☐ No

b If "Yes," describe in Part IV.

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$ -0-

2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$ -0-

3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ▶ \$ -0-

4 Did the filing organization file Form 1120-POL for this year? ☐ Yes ☒ No

5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which payments were made. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-
N/A				

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).**A** Check ☐ if the filing organization belongs to an affiliated group.**B** Check ☐ if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a	Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b	Total lobbying expenditures to influence a legislative body (direct lobbying)														
c	Total lobbying expenditures (add lines 1a and 1b)														
d	Other exempt purpose expenditures														
e	Total exempt purpose expenditures (add lines 1c and 1d)														
f	Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1"> <thead> <tr> <th>If the amount on line 1e, column (a) or (b) is:</th> <th>The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000</td> </tr> </tbody> </table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000														
Over \$17,000,000	\$1,000,000														
g	Grassroots nontaxable amount (enter 25% of line 1f)														
h	Subtract line 1g from line 1a. If zero or less, enter -0-														
i	Subtract line 1f from line 1c. If zero or less, enter -0-														
j	If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?	☐ Yes ☐ No													

4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column (e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities? If "Yes," describe in Part IV			
j Total. Add lines 1c through 1i			
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?		✓
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?		✓
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?		✓

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes."

1 Dues, assessments and similar amounts from members	1	8,508,868
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	820,471
b Carryover from last year	2b	-0-
c Total	2c	820,471
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	1,786,862
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	-0-
5 Taxable amount of lobbying and political expenditures (see instructions)	5	(966,391)

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; and Part II-B, line 1i. Also, complete this part for any additional information.

Direct political campaign activities include meeting and corresponding with members of Congress to facilitate

enactment of legislation that will aid increased travel to and within the United States.

Indirect political activities include meeting with the Association's members to strategize on ways to increase travel,

performing research analysis on travel trends and sharing with members and monitoring media for travel related news

**SCHEDULE D
(Form 990)**

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes," to Form 990,
Part IV, line 6, 7, 8, 9, 10, 11, or 12.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

2009

**Open to Public
Inspection**

Name of the organization

U S Travel Association

Employer identification number

53 : 0231139

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year	n/a	
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?		☐ Yes ☐ No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?		☐ Yes ☐ No

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply). **n/a**

☐ Preservation of land for public use (e.g., recreation or pleasure)	☐ Preservation of an historically important land area
☐ Protection of natural habitat	☐ Preservation of a certified historic structure
☐ Preservation of open space	

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶

4 Number of states where property subject to conservation easement is located ▶

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items. **n/a**

b If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1	▶ \$
(ii) Assets included in Form 990, Part X	▶ \$

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items: **n/a**

a Revenues included in Form 990, Part VIII, line 1	▶ \$
b Assets included in Form 990, Part X	▶ \$

Part VII Investments—Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
Financial derivatives		
Closely-held equity interests		
Other none		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments—Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
none		
Total. (Column (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
none	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Amount	
Federal income taxes		
Deferred rent credit	743,719	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	743,719	

2. FIN 48 Footnote. In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48.

Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	21,534,703
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	21,033,397
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	501,306
4	Net unrealized gains (losses) on investments	4	227,182
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV.)	8	34,173
9	Total adjustments (net). Add lines 4 through 8	9	
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	762,661

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	21,819,220
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	227,182
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV.)	2d	57,335
e	Add lines 2a through 2d	2e	284,517
3	Subtract line 2e from line 1	3	21,534,703
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	
c	Add lines 4a and 4b	4c	-0-
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	21,534,703

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	21,056,559
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV.)	2d	23,162
e	Add lines 2a through 2d	2e	23,162
3	Subtract line 2e from line 1	3	21,033,397
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV.)	4b	
c	Add lines 4a and 4b	4c	-0-
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	21,033,397

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

Part XI, line 8 Other - Excess of revenue over expenses from the activity of US Travel Association PAC not reported on form 990 but included on audited financial statements

Part XII, line 2d Other - Revenue from the activity of US Travel Association PAC not reported on form 990 but included on audited financial statements

Part XIII, line 2d Other - Expense from the activity of US Travel Association PAC not reported on form 990 but included on audited financial statements

Part XIV Supplemental Information *(continued)*

Part X 2 - Fin 48 Footnote: On January 1, 2009, the Association adopted the accounting standard on accounting for uncertainty in income taxes, which addresses the determination of whether tax benefits claimed or expected to be claimed on a tax return should be recorded in the financial statements. Under this guidance, the Association may recognize the tax benefit from an uncertain tax position only if it is more-likely-than-not that the tax position will be sustained on examintaion by taxing authorities, based on the technical merits of the position. The tax benefits recognized in the financial statements from such a position are measured based on the largest benefit that has the greater than 50% likelihood of being realized upon ultimate settlement. The guidance on accounting for uncertainty in income taxes also addresses de-recognition, classification, interest and penalties on income taxes, and accounting in interim periods. The Association had no such position recorded in the financial statements at December 31, 2009. With few exceptions, the Association is no longer subject to US federal income tax positions by tax authorities for years before 2006.

**Schedule F
(Form 990)**

Department of the Treasury
Internal Revenue Service

Statement of Activities Outside the United States

► Complete if the organization answered "Yes" to Form 990,
Part IV, line 14b, 15, or 16.

► Attach to Form 990. ► See separate instructions.

OMB No 1545-0047

2009

**Open to Public
Inspection**

Name of the organization
U S Travel Association

Employer identification number
53 : 0231139

Part I **General Information on Activities Outside the United States.** Complete if the organization answered
"Yes" to Form 990, Part IV, line 14b.

1 For grantmakers. Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? ☐ Yes ☐ No

2 For grantmakers. Describe in Part IV the organization's procedures for monitoring the use of grant funds outside the United States.

3 Activities per Region. (Use Schedule F-1 (Form 990) if additional space is needed.)

(a) Region	(b) Number of offices in the region	(c) Number of employees or agents in region	(d) Activities conducted in region (by type) (i.e., fundraising, program services, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for region
South America	1	1	Trade Show	See note below	8,655
East Asia	1	1	Trade Show	See note below	36,214
East Asia	0	0	Trade Show	See note below	253,380
Note to Col (e) above:	Trade show to promote travel to the United States				
Totals ►	2	2			298,249

Part IV **Supplemental Information**

Complete this part to provide the information required in Part I, line 2, and any additional information.

Area with horizontal dotted lines for supplemental information.

**SCHEDULE J
(Form 990)**

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest
Compensated Employees

► Complete if the organization answered "Yes" to Form 990,
Part IV, line 23.

► Attach to Form 990. ► See separate instructions.

OMB No 1545-0047

2009

**Open to Public
Inspection**

Name of the organization

U. S. Travel Association

Employer identification number

53 0231139

Part I Questions Regarding Compensation

	Yes	No
1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. ☐ First-class or charter travel ☐ Travel for companions ☐ Tax indemnification and gross-up payments ☐ Discretionary spending account ☐ Housing allowance or residence for personal use ☐ Payments for business use of personal residence ☐ Health or social club dues or initiation fees ☐ Personal services (e.g., maid, chauffeur, chef)		
b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain n/a	1b	
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a? n/a	2	
3 Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director. Check all that apply. ☒ Compensation committee ☐ Independent compensation consultant ☐ Form 990 of other organizations ☒ Written employment contract ☒ Compensation survey or study ☒ Approval by the board or compensation committee		
4 During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:		
a Receive a severance payment or change-of-control payment?	4a	✓
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b	✓
c Participate in, or receive payment from, an equity-based compensation arrangement?	4c	✓
If "Yes" to any of lines 4a–c, list the persons and provide the applicable amounts for each item in Part III.		
Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5–9. n/a		
5 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:		
a The organization?	5a	
b Any related organization?	5b	
If "Yes" to line 5a or 5b, describe in Part III.		
6 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:		
a The organization?	6a	
b Any related organization?	6b	
If "Yes" to line 6a or 6b, describe in Part III.		
7 For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III	7	
8 Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regs. section 53.4958-4(a)(3)? If "Yes," describe in Part III	8	
9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9	

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use Schedule J-1 if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

(A) Name	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
Roger J Dow	(i) 635,334.80	391,687.72	0	100,043.70	16,982.57	1,144,048.79	0
	(ii)						
Bruce Bommarito	(i) 242,572.78	44,000.00	0	10,241.60	14,730.12	311,544.50	0
	(ii)						
Dennis Petroskey	(i) 224,592.07	26,868.00	0	9,922.90	17,159.76	278,542.73	0
	(ii)						
Dennis Castleman	(i) 154,838.80	10,500.00	0	6,594.90	5,225.28	177,158.98	0
	(ii)						
Gary Oster	(i) 225,421.00	77,475.00	0	10,414.80	14,682.12	327,992.92	0
	(ii)						
Suzanne Cook	(i) 213,625.38	24,865.00	0	64,204.60	14,823.72	317,518.70	0
	(ii)						
Geoffrey Freeman	(i) 261,762.95	48,000.00	0	10,436.20	5,452.32	325,651.47	0
	(ii)						
Adam Vance	(i) 217,634.35	25,834.00	0	9,823.90	18,314.16	271,606.41	0
	(ii)						
Patty Hubbard	(i) 137,604.72	9,579.00	0	40,554.20	14,583.60	202,321.52	0
	(ii)						
Alma P Rojas	(i) 177,054.61	10,500.00	0	7,540.80	6,925.08	202,020.49	0
	(ii)						
Bryan Lewis	(i) 139,505.78	9,800.00	0	6,155.30	2,736.36	158,197.44	0
	(ii)						
Eric Weber	(i) 157,464.33	11,130.00	0	6,962.80	18,259.20	193,816.33	0
	(ii)						
	(i)						0
	(ii)						
	(i)						
	(ii)						
	(i)						
	(ii)						
	(i)						
	(ii)						

Part III Supplemental Information

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 4c, 5a, 5b, 6a, 6b, 7, and 8. Also complete this part for any additional information.

none

SCHEDULE L
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Transactions With Interested Persons

▶ Complete if the organization answered
"Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c,
or Form 990-EZ, Part V, line 38a or 40b.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

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U S Travel Association

Employer identification number

53 : 0231139

Part I Excess Benefit Transactions (section 501(c)(3) and section 501(c)(4) organizations only).

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b.

1	(a) Name of disqualified person	(b) Description of transaction	(c) Corrected?	
			Yes	No
n/a				

- 2 Enter the amount of tax imposed on the organization managers or disqualified persons during the year under section 4958 ▶ \$ _____
- 3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization ▶ \$ _____

Part II Loans to and/or From Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 26, or Form 990-EZ, Part V, line 38a.

(a) Name of interested person and purpose	(b) Loan to or from the organization?		(c) Original principal amount	(d) Balance due	(e) In default?		(f) Approved by board or committee?		(g) Written agreement?	
	To	From			Yes	No	Yes	No	Yes	No
n/a										
Total ▶ \$ _____										

Part III Grants or Assistance Benefiting Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount and type of assistance
n/a		

Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues?	
				Yes	No
Barbara Richardson	Former board member	165,053	Marketing consultant		✓

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Cat. No 50056A

Schedule L (Form 990 or 990-EZ) 2009

**SCHEDULE M
(Form 990)**

Department of the Treasury
Internal Revenue Service

Noncash Contributions

► Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30.
► Attach to Form 990.

OMB No 1545-0047

2009

**Open To Public
Inspection**

Name of the organization

U S Travel Association

Employer identification number

53 : 0231139

Part I Types of Property

	(a) Check if applicable	(b) Number of contributions	(c) Revenues reported on Form 990, Part VIII, line 1g	(d) Method of determining revenues
1 Art—Works of art				
2 Art—Historical treasures				
3 Art—Fractional interests				
4 Books and publications				
5 Clothing and household goods				
6 Cars and other vehicles				
7 Boats and planes				
8 Intellectual property				
9 Securities—Publicly traded				
10 Securities—Closely held stock				
11 Securities—Partnership, LLC, or trust interests				
12 Securities—Miscellaneous				
13 Qualified conservation contribution—Historic structures				
14 Qualified conservation contribution—Other				
15 Real estate—Residential				
16 Real estate—Commercial				
17 Real estate—Other				
18 Collectibles				
19 Food inventory				
20 Drugs and medical supplies				
21 Taxidermy				
22 Historical artifacts				
23 Scientific specimens				
24 Archeological artifacts				
25 Other ► (See note-Part II)	✓	4	1,661,396	cost
26 Other ► (.)				
27 Other ► (.)				
28 Other ► (.)				

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement

29 -0- Yes No

30a During the year, did the organization receive by contribution any property reported in Part I, lines 1–28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period?

30a ✓

b If "Yes," describe the arrangement in Part II.

n.a

31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions?

31 ✓

32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions?

32a ✓

b If "Yes," describe in Part II.

33 If the organization did not report revenues in column (c) for a type of property for which column (a) is checked, describe in Part II.

n/a

Part II **Supplemental Information.** Complete this part to provide the information required by Part I, lines 30b, 32b, and 33. Also complete this part for any additional information.

Part I, line 25 - Other: Web site built in conjunction with the US Department of Commerce where on completion the

web site was donated by the US Department of Commerce to US Travel Association.

**SCHEDULE O
(Form 990)**

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.

▶ Attach to Form 990.

OMB No 1545-0047

2009

**Open to Public
Inspection**

Name of the organization

U. S. Travel Association

Employer identification number

53 : 0231139

Form 990, Part VI B, line 11A -- The form 990 and supporting documentation is prepared by the Controller,

it is then reviewed by the Vice President of Finance, next reviewed by the Chief of Staff to the CEO,

next reviewed by the Chief Operating Officer and then reviewed and signed by the President/Chief Executive Officer.

Form 990, Part VI, line 19 -- The noted documents are made available to the public by request.

Form 990, Part VI, line 12 - While a conflict of interest policy has not been adopted the Association

has plans to adopt a policy.

Form 990 Part I, lines 21 and 23; Part X, lines 1, 16, 27, 33 and 34 - Balance Sheet Cash account and Net Assets

varies from the audited financial statements by the amount of Cash In Bank for the US Travel PAC. The activities

of the US Travel PAC are included as a part of the audited financial statements but are not included on the

form 990.

**SCHEDULE R
(Form 990)**

Department of the Treasury
Internal Revenue Service

Name of the organization
U S Travel Association

Related Organizations and Unrelated Partnerships

► Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.
► Attach to Form 990. ► See separate instructions.

OMB No. 1545-0047

2009

**Open to Public
Inspection**

Employer identification number
53 0231139

Part I Identification of Disregarded Entities (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.)

(a) Name, address, and EIN of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
Discover America LLC 1100 New York Ave Washington DC (26-2307661)	operate web site	DE	2,790,099	1,246,047	n/a

Part II Identification of Related Tax-Exempt Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity
Travel Industry Association of America Foundation 1100 New York Ave, Washington DC 20005 (52 0231139)	Travel Industry Grants and Research	DC	501(c) (3)	11a n/a	

Part V Transactions With Related Organizations (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35, or 36.)

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

	Yes	No
a Receipt of (i) interest (ii) annuities (iii) royalties or (iv) rent from a controlled entity	1a	☒
b Gift, grant, or capital contribution to other organization(s)	1b	☒
c Gift, grant, or capital contribution from other organization(s)	1c	☒
d Loans or loan guarantees to or for other organization(s)	1d	☒
e Loans or loan guarantees by other organization(s)	1e	☒
f Sale of assets to other organization(s)	1f	☒
g Purchase of assets from other organization(s)	1g	☒
h Exchange of assets	1h	☒
i Lease of facilities, equipment, or other assets to other organization(s)	1i	☒
j Lease of facilities, equipment, or other assets from other organization(s)	1j	☒
k Performance of services or membership or fundraising solicitations for other organization(s)	1k	☒
l Performance of services or membership or fundraising solicitations by other organization(s)	1l	☒
m Sharing of facilities, equipment, mailing lists, or other assets	1m	☒
n Sharing of paid employees	1n	☒
o Reimbursement paid to other organization for expenses	1o	☒
p Reimbursement paid by other organization for expenses	1p	☒
q Other transfer of cash or property to other organization(s)	1q	☒
r Other transfer of cash or property from other organization(s)	1r	☒

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

	(a) Name of other organization	(b) Transaction type (a-r)	(c) Amount involved
(1) n/a			
(2)			
(3)			
(4)			
(5)			
(6)			

U S Travel Association
List of Board of Directorts
As of December 31, 2009

Schedule of Board of Directors

col a	col b	col c	col d	col e	col f
Alisa Bailey	2hr	Director	0	0	0
Andreas Sappok	2hr	Director	0	0	0
Betsy Coleman Wall	2hr	Director	0	0	0
Bill Byrne	2hr	Director	0	0	0
Bob Gallagher	2hr	Director	0	0	0
Bob Lander	2hr	Director	0	0	0
Bonnie Carlson	2hr	Director	0	0	0
Brad Dean	2hr	Director	0	0	0
Brian Hoyt	2hr	Director	0	0	0
Brooke Christian	2hr	Director	0	0	0
Bruce Charendoff	2hr	Director	0	0	0
Bruce Fears	2hr	Director	0	0	0
Bruce Hyde	2hr	Director	0	0	0
Caroline Beteta	2hr	Director	0	0	0
Chad Prosser	2hr	Director	0	0	0
Charles Ahlers	2hr	Director	0	0	0
Chris Malone	2hr	Director	0	0	0
Chris Soder	2hr	Director	0	0	0
Chris Thompson	2hr	Director	0	0	0
Christie Hicks	2hr	Director	0	0	0
Christine Duffy	2hr	Director	0	0	0
Christopher Spyridon	2hr	Director	0	0	0
Chuck Bowling	2hr	Director	0	0	0
Clint Wheeler	2hr	Director	0	0	0
Craig Ray	2hr	Director	0	0	0
D.T. Minich, CDME	2hr	Director	0	0	0
Dan O'Byrne	2hr	Director	0	0	0
Dann Lewis	2hr	Director	0	0	0
David Lim	2hr	Director	0	0	0
Dawn Drew	2hr	Director	0	0	0
Dawn Sweeney	2hr	Director	0	0	0
Dennis Szefel	2hr	Director	0	0	0
Diane Shoher	2hr	Director	0	0	0
Don Schumacher	2hr	Director	0	0	0
Don Welsh	2hr	Director	0	0	0
Dorothy Dowling	2hr	Director	0	0	0
Douglas Frechtling	2hr	Director	0	0	0
Douglas Shifflet	2hr	Director	0	0	0
Elliott Ferguson	2hr	Director	0	0	0

U S Travel Association
List of Board of Directorts
As of December 31, 2009

Schedule of Board of Directors

col a	col b	col c	col d	col e	col f
Fay P. Beauchine	2hr	Director	0	0	0
Felicia Fisher	2hr	Director	0	0	0
Gary Sain, CTC	2hr	Director	0	0	0
George Fertitta	2hr	Director	0	0	0
George Zimmermann	2hr	Director	0	0	0
Greg Hogue	2hr	Director	0	0	0
Greg Ortale	2hr	Director	0	0	0
Hank Todd	2hr	Director	0	0	0
Howard Nusbaum	2hr	Director	0	0	0
Humberto Rivero	2hr	Director	0	0	0
J. Mickey Rowley	2hr	Director	0	0	0
J. Stephen Perry	2hr	Director	0	0	0
James C. May	2hr	Director	0	0	0
James Rasulo	2hr	Director	0	0	0
James Ricketts	2hr	Director	0	0	0
Jan Kostner	2hr	Director	0	0	0
Jeff Miller	2hr	Director	0	0	0
Jeff Senior	2hr	Director	0	0	0
Jeffrey Vasser	2hr	Director	0	0	0
Jerry Mosiello	2hr	Director	0	0	0
Joe D'Alessandro	2hr	Director	0	0	0
Joe Terzi	2hr	Director	0	0	0
John Clark III	2hr	Director	0	0	0
John DeLeva	2hr	Director	0	0	0
John Sprouls	2hr	Director	0	0	0
Jonathan Davies	2hr	Director	0	0	0
Joseph Couceiro	2hr	Director	0	0	0
Joseph McInerney	2hr	Director	0	0	0
Julie Chase	2hr	Director	0	0	0
Kathleen Matthews	2hr	Director	0	0	0
Kaye Ceille	2hr	Director	0	0	0
Kelly Phillips	2hr	Director	0	0	0
Kenneth S. Esterow	2hr	Director	0	0	0
Kevin Kane	2hr	Director	0	0	0
Lalia Rach, Ed.D.	2hr	Director	0	0	0
Leigh von der Esch	2hr	Director	0	0	0
Lewis R. Shomer	2hr	Director	0	0	0
Lisa Simon	2hr	Director	0	0	0
Lori Erdos	2hr	Director	0	0	0

U S Travel Association
List of Board of Directorts
As of December 31, 2009

Schedule of Board of Directors

col a	col b	col c	col d	col e	col f
Lynn Minges	2hr	Director	0	0	0
Margot Amelia	2hr	Director	0	0	0
Maria Sastre	2hr	Director	0	0	0
Mark Liberman	2hr	Director	0	0	0
Matthew Crummack	2hr	Director	0	0	0
Matthew Shay	2hr	Director	0	0	0
Maura Gast	2hr	Director	0	0	0
Meryl Levitz	2hr	Director	0	0	0
Michael Cerletti	2hr	Director	0	0	0
Michael Fegley	2hr	Director	0	0	0
Michael Gehrisch	2hr	Director	0	0	0
Michael J. Deitemeyer	2hr	Director	0	0	0
Michael Massari	2hr	Director	0	0	0
Michael McCormick	2hr	Director	0	0	0
Mike Gallagher	2hr	Director	0	0	0
Mike Mason	2hr	Director	0	0	0
Nicki E. Grossman	2hr	Director	0	0	0
Pam Breaux	2hr	Director	0	0	0
Pamela Wright, CTC	2hr	Director	0	0	0
Patrick Lafferty	2hr	Director	0	0	0
Patrick Moscaritolo	2hr	Director	0	0	0
Paul Catoe	2hr	Director	0	0	0
Paul Serff	2hr	Director	0	0	0
Richard Scharf	2hr	Director	0	0	0
Robert Darbelnet	2hr	Director	0	0	0
Robert Sullivan	2hr	Director	0	0	0
Robert Y Graff	2hr	Director	0	0	0
Robin Carson	2hr	Director	0	0	0
Rodney Fong	2hr	Director	0	0	0
Roger Dow	2hr	Director	0	0	0
Ron Officer	2hr	Director	0	0	0
Ron Peck	2hr	Director	0	0	0
Rosemary McCormick	2hr	Director	0	0	0
Ross Hosking	2hr	Director	0	0	0
Rossi Ralenkotter	2hr	Director	0	0	0
Scott Anderson	2hr	Director	0	0	0
Scott White	2hr	Director	0	0	0
Shane Berry	2hr	Director	0	0	0
Sharon Rossi	2hr	Director	0	0	0

U S Travel Association
List of Board of Directors
As of December 31, 2009

Schedule of Board of Directors

col a	col b	col c	col d	col e	col f
Sherry Henry	2hr	Director	0	0	0
Stephanie Pace Brown	2hr	Director	0	0	0
Stephen P. Joyce	2hr	Director	0	0	0
Steve Moore	2hr	Director	0	0	0
Steven Hacker, CAE	2hr	Director	0	0	0
Susan Helstab	2hr	Director	0	0	0
Susan Houck	2hr	Director	0	0	0
Susan Whitaker	2hr	Director	0	0	0
Tarun Patel, CHA	2hr	Director	0	0	0
Terry Dale	2hr	Director	0	0	0
Terry MacRae	2hr	Director	0	0	0
Thomas Dow	2hr	Director	0	0	0
Thomas Mahoney	2hr	Director	0	0	0
Thomas Muldoon	2hr	Director	0	0	0
Thomas Polski	2hr	Director	0	0	0
Tim Roby	2hr	Director	0	0	0
Tina Osceola	2hr	Director	0	0	0
Todd Davidson	2hr	Director	0	0	0
Tom Norwalk	2hr	Director	0	0	0
Tom Vitale	2hr	Director	0	0	0
Tyson (Ty) Helms	2hr	Director	0	0	0
William Hardman Jr.	2hr	Director	0	0	0
William Maloney, CTC	2hr	Director	0	0	0
William Pate	2hr	Director	0	0	0
William Talbert III, CDM	2hr	Director	0	0	0
Woody B Peek	2hr	Director	0	0	0

- If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only **Part II** and check this box ☒ **Note.** Only complete Part II if you have already been granted an automatic 3-month extension on a previously filed Form 8868.
- If you are filing for an **Automatic 3-Month Extension**, complete only **Part I** (on page 1).

Part II Additional (Not Automatic) 3-Month Extension of Time. Only file the original (no copies needed).

Type or print File by the extended due date for filing the return. See instructions.	Name of Exempt Organization U S Travel Association	Employer identification number 53 : 0231139
	Number, street, and room or suite no. If a P.O. box, see instructions. 1100 New York Ave, NW Suite 450W	For IRS use only
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. Washington, DC 20005	

Check type of return to be filed (File a separate application for each return):

- | | | | |
|--|---|--------------------------------------|------------------------------------|
| ☒ Form 990 | ☐ Form 990-PF | ☐ Form 1041-A | ☐ Form 6069 |
| ☐ Form 990-BL | ☐ Form 990-T (sec. 401(a) or 408(a) trust) | ☐ Form 4720 | ☐ Form 8870 |
| ☐ Form 990-EZ | ☐ Form 990-T (trust other than above) | ☐ Form 5227 | |

STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previously filed Form 8868.

- The books are in the care of **U S Travel Association**

Telephone No. **(202) 408-8411** FAX No. **(202) 408-1255**

- If the organization does not have an office or place of business in the United States, check this box ☐
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____. If this is for the whole group, check this box ☐. If it is for part of the group, check this box ☐ and attach a list with the names and EINs of all members the extension is for.

- 4 I request an additional 3-month extension of time until **November 15**, 20 **10**.
- 5 For calendar year **2009**, or other tax year beginning _____, 20____, and ending _____, 20_____.
- 6 If this tax year is for less than 12 months, check reason: ☐ Initial return ☐ Final return ☐ Change in accounting period
- 7 State in detail why you need the extension _____
Additional information is needed from third parties to complete the return

8a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	8a \$
b If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit and any amount paid previously with Form 8868.	8b \$
c Balance Due. Subtract line 8b from line 8a. Include your payment with this form, or, if required, deposit with FTD coupon or, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	8c \$

Signature and Verification

Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete, and that I am authorized to prepare this form

Signature ▶

Title ▶ **Vice President of Finance**Date ▶ **8/09/2010**