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Form **990**

PARTITIONS DATE NOV

SCANNED DEC 1 4 2016

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Department of the Treasury

Under section 501(c), 527, or 4947(a)(1) of the internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public. nation about Form 000 and its instructions in at usual in any/form 000

A	For the	2015 calendar year, or tax year beginning 01/01 , 2015, and end		12/31	, 20 15					
<u>;;</u>			an 19		yer identification number					
Ö	Check if a			-	53-0231139					
Ξ	Address o		/cuito	E Tolopho	E Telephone number					
님	Name cha		Suite	E (Blabilio						
	Initial retu		<u> </u>	 	202-408-8422					
Щ	Final return	terminated City or town, state or province, country, and ZIP or foreign postal code								
닏	Amended			G Gross r						
	Applicatio	pending F Name and address of principal officer Roger J Dow	H(a) Is this a	group return for	r subordinates? 🔲 Yes 🗹 No					
		1100 New York Ave NW Suite 450W, Washington, DC 20005			es included? 🗌 Yes 🔲 No					
<u></u>	Tax-exem	ot status.	lf "No," a	ttach a list. (a	see instructions)					
J	Website:	www.ustravel.org	H(c) Grou	ıp exemptior	number ►					
K	Form of or	ganization	1 M State	of legal domicile: DC						
Ρ	art I	Summary								
	1 1	Briefly describe the organization's mission or most significant activities: The	mission of U	S. Travel i	s to increase travel to					
æ	1	and within the United States	.4							
Activities & Governance	-									
Ē	2 (Check this box $ ightharpoonup \square$ if the organization discontinued its operations or dispose	d of more tha	an 25% of	its net assets.					
<u> </u>		lumber of voting members of the governing body (Part VI, line 1a)		. з	175					
8	1	lumber of independent voting members of the governing body (Part VI, line 1	b)	-	175					
es	1	otal number of individuals employed in calendar year 2015 (Part V, line 2a)		. 5	82					
Ę				. 6	 					
5				· -	175					
	1	otal unrelated business revenue from Part VIII, column (C), line 12		. <u>7a</u>	85,129					
	<u> d </u>	let unrelated business taxable income from Form 990-T, line 34	Prior	. 7b	Current Year					
	 	Southilly disease and supplied (Part VIII) line dis		 	 					
Revenue	1	Contributions and grants (Part VIII, line 1h)		14,176,613						
	1	Program service revenue (Part VIII, line 2g)		13,398,899						
Æ	1	nvestment income (Part VIII, column (A), lines 3, 4, and 7d)		553,889 659,565						
	1	the state of the s	nue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)							
		otal revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)		<u> 28,788,966</u>						
	1	Brants and similar amounts paid (Part IX, column (A), lines 1-3).		0						
		Benefits paid to or for members (Part IX) column (A), line 4)		0	·					
es		alaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		10,939,513	12,318,945					
SE	1	rofessional fundraising fees (Part IX, column (A) line 11e)		0	0					
Expenses	b 1	otal fundraising expenses (Part IX, column, (D), line 25)								
Ш	17 (Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		<u>16,174,430</u>	18,045,021					
	18	otal expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		27,113,943	30,363,966					
		Revenue less expenses. Subtract line 18 from line 12		1,675,023	1,235,771					
Net Assets or Fund Balances			Beginning of	Current Year	End of Year					
sets	20	otal assets (Part X, line 16)		28,286,370	29,677,342					
AB BB	21	otal liabilities (Part X, line 26)		17,136,909	17,871,120					
老是	22 1	let assets or fund balances. Subtract line 21 from line 20		11,149,461	11,806,222					
P	art II	Signature Block	-							
Un	der penalti	es of perjury, I declare that I have exampled this return, including accompanying schedules and st	atements, and to	the best of	my knowledge and belief, it is					
tru	e, correct,	and complete. Declaration of preparer (Ather than officer) is based on all information of which prepare	arer has any kno	wledge.						
		har 1/h/s)		11 -	-8-16					
Sign Here		Signature of office		Date						
		Roger J Dow, President and CEO								
		Type or print name and title								
Pa		Print/Type preparer's name Preparer's signature	Date	Check	☐ if PTIN					
	_			self-em						
	eparer	Firm's name	F	rm's EIN ▶						
US	e Only	Firm's address ►		нопе по.						
Ма	y the IRS	discuss this return with the preparer shown above? (see instructions)			Yes No					
_			t. No. 11282Y		Form 990 (2015)					

Part	Statement of Program Service Accomplishments Check if Schedule O contains a response or note to any line in this Part III
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, advocating on behalf of the travel industry,
	research projects, publications and educational meetings 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?
	prior Form 990 or 990-EZ?
3	Did the organization cease conducting, or make significant changes in how it conducts, any program
•	services?
	If "Yes," describe these changes on Schedule O.
4	Describe the organization's program service accomplishments for each of its three largest program services, as measured by
	expenses. Section 501(c)(3) and 501(c)(4) organizations 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 -IPW US Travel IPW is the travel industry's premier international marketplace and is the largest generator of international travel to the U.S More than 1,000 US travel organizations from every region of the USA and representing all industry
	category components, and over 1,300 international and domestic buyers from more than 70 countries conduct business
	negotiations that result in the generation of over \$4.7 billion in future Visit USA travel. At IPW 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 - The Educational Seminar for Tourism Organizations (ESTO) is the premier annual learning and
	knowledge-sharing forum for destination marketing professionals. It is unique in that it is created by and exclusively for this
	specific target audience. ESTO is not open to other industry sectors. ESTO is the place where destination professionals go to
	learn about new tools and techniques, share best practices, and debate pressing issues affecting destinations in a non-sales
	environment
	·
	(Onder \(\sigma\)/December (0)
4c	(Code:) (Expenses \$ including grants of \$) (Revenue \$) Research - U.S. Travel Association is the best source of knowledge on travel research. The Research Products Catalog contains a
	listing of reports that highlight marketing research, economic research and analysis available by subscription. Domestic Travel -
	Americans traveling within the U.S. on leisure or business trips are crucial to our national, state, and local economies. Americans
	travel for a variety of reasons and vary widely in demographic characteristics and travel behavior. Understanding your target
	audience is a key to successful marketing and capturing your share of the domestic travel market. International Travel - The U.S.
	Travel Association's International Visitor Information System provides a wealth of information on the highly lucrative international
	travel market. With average spending five times higher than domestic travelers, international visitors are a highly lucrative market
	for the U.S. and its destinations and attractions. Economic Research - Economic research conducted by the U.S. Travel
	Association is designed to provide users with ways in which to gauge the value of travel and tourism to the nation and determine
	the direction in which trends are heading.
	
4d	Other program services (Describe in Schedule O.)
	(Expenses \$ 0 including grants of \$ 0) (Revenue \$ 0)
4e	Total program service expenses ▶ 0

Part	V 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 (see instructions)?	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, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	4		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5	√	
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which 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		1
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		1
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		1
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, 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 temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V	10		1
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VIII, IX, or X as applicable.	19.8		
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI	11a	✓	
b	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	11b		1
С	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	11c		1
d	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	11d		√
e f	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 (ASC 740)? If "Yes," complete Schedule D, Part X.	11e	√	
12 a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII	12a	√	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b	√	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		✓
14 a		14a		✓
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV	14b		1
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV	15		1
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV.	16		1
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 (see instructions)	17		1
18	Did the organization report more than \$15,000 total of fundralsing event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18		1
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		1

	V Checklist of Required Schedules (continued)			age -
Part	Checklist of Required Schedules (Continued)		Yes	No
20 a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		1
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		1
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		1
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? If "Yes," complete Schedule J	23	√	
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? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a	24a		1
	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24b 24c		
d 25a	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	24d 25a		
b	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? If "Yes," complete Schedule L, Part I	25b		
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes," complete Schedule L, Part II	26		1
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part III	27		1
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):			
a b	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a 28b		1
С	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c	1	
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29	1	
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M	30		1
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		1
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32		1
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</i> "Yes," complete Schedule R, Part I	33		1
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1	34	1	
35a b	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a	_	1
36	controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable	35b	_	
37	related organization? <i>If "Yes," complete Schedule R, Part V, line 2 </i>	36	_	
J.	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		1
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O.	38	1	

Form **990** (2015)

Part				
	Check if Schedule O contains a response or note to any line in this Part V		Yes	. L No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable 1a 147		105	NO
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and			
	reportable gaming (gambling) winnings to prize winners?	1c	1	
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 2a 82			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? .	2b	1	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to <i>e-file</i> (see instructions)			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	1	
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	3b	√	
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)?	4a		<u> </u>
b	If "Yes," enter the name of the foreign country:			3 4 3
	See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).	4		1
5 0	· ·	S. Since	28.3	
5a b	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5a		
C	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5b 5c		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the	30		
	organization solicit any contributions that were not tax deductible as charitable contributions?	6a	/	
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or	\ \frac{1}{2}	Ė	
	gifts were not tax deductible?	6b	1	
7	Organizations that may receive deductible contributions under section 170(c).		2.5	in the
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods		4.7	
	and services provided to the payor?	7a		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	<u> </u>	<u> </u>
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was			
	required to file Form 8282?	7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year			
e f	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?.	7e 7f	ļ	
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g	 	
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the			7
	sponsoring organization have excess business holdings at any time during the year?	8		
9	Sponsoring organizations maintaining donor advised funds.			
а	Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10	Section 501(c)(7) organizations. Enter:			
a	Initiation fees and capital contributions included on Part VIII, line 12	_		:
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities . 10b	-		
11	Section 501(c)(12) organizations. Enter:			
a b	Gross income from members or shareholders	-		
-	against amounts due or received from them.)			
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year 12b	120		
13	Section 501(c)(29) qualified nonprofit health insurance issuers.			
а	Is the organization licensed to issue qualified health plans in more than one state?	13a		
	Note. See the instructions for additional information the organization must report on Schedule O.			
b	Enter the amount of reserves the organization is required to maintain by the states in which			
	the organization is licensed to issue qualified health plans			
C	Enter the amount of reserves on hand			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		1
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.	14b		

Part VI

	response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. S			_
	Check if Schedule O contains a response or note to any line in this Part VI	• •		✓
Secti	on A. Governing Body and Management		Yes	No
4.	Enter the number of voting members of the governing body at the end of the tax year 1a 175		162	NO
1a	Enter the number of voting members of the governing body at the end of the tax year 1a 175 If there are material differences in voting rights among members of the governing body, or			
	if the governing body delegated broad authority to an executive committee or similar			
	committee, explain in Schedule O.			
ь	Enter the number of voting members included in line 1a, above, who are independent . 175		'	
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		1
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 governing documents since the prior Form 990 was filed?	4		1
4 5	Did the organization hake any significant changes to its governing documents since the prior Form 990 was filed? Did the organization become aware during the year of a significant diversion of the organization's assets?	5		
6	Did the organization have members or stockholders?	6		
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint		<u> </u>	
	one or more members of the governing body?	7a		1
b	Are any governance decisions of the organization reserved to (or subject to approval by) members,			
	stockholders, or persons other than the governing body?	7b		✓
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
а	The governing body?	8a	1	
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	9	<u> </u>	✓
Secti	on B. Policies (This Section B requests information about policies not required by the Internal Reven	ue C	yes	
40-	Did the average have least shorters by each as an efficiency	10-	res	No
10a b	Did the organization have local chapters, branches, or affiliates?	10a		-
U	affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	1	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.		_	
12a	Did the organization have a written conflict of interest policy? <i>If "No," go to line 13 </i>	12a	1	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b		
С	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	1	
13	Did the organization have a written whistleblower policy?	13		
14	Did 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			<u> </u>
	independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
а	The organization's CEO, Executive Director, or top management official	15a		
b	Other officers or key employees of the organization	15b	✓	ļ
10-	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	1	
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its	10a		-
	participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the			
	organization's exempt status with respect to such arrangements?	16b	1	
Secti	on C. Disclosure			
17	List the states with which a copy of this Form 990 is required to be filed None			
18	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section	1 501(c)(3)s	only)
	available for public inspection. Indicate how you made these available. Check all that apply.			
19	Own website Another's website Upon request Other (explain in Schedule O) Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of int	erect	ممايم	v and
13	financial statements available to the public during the tax year.	UI GOL	POIIC)	y, ailu
20	State the name, address, and telephone number of the person who possesses the organization's books and re	cords	: ▶	
	U S Travel Association, (202)408-8422			

Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No"

_	-
Dane	•
ı auc	- 6

Form 990 (2015)

	·			
Part VII	Compensation of Officers, Direct	ors, Trustees, Key Employees	s, Highest Compensated I	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.
- 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, if any. 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 neither the organization nor any related organization compensated any current officer, director, or trustee.

Check this box it neither the organization no	r any relate	a org	anız		_	ompe	HSa	ited any currer	T Officer, director	, or trustee.
		(C)						[
(A)	(B)	Position (do not check more than one					פתר	(D)	(E)	(F)
Name and Title	Average	box,	unles	s pe	erson	is both	an	Reportable	Reportable	Estimated
	hours per week (list any		from					compensation	compensation from related	amount of other
	hours for	Individual trustee or director	nst	Officer	∮	₽₩	Former	the	organizations	compensation
	related organizations	ling vid	喜	Cer	em	oloy	B	organization (W-2/1099-MISC)	(W-2/1099-MISC)	from the organization
	below dotted	o e	ona		Key employee	e 5	}	(VV-2/1099-WISC)	}	and related
	line)	l st	를		è	npe	ļ			organizations
		8	Institutional trustee			Highest compensated employee			[
		ļ	Ļ	_	<u> </u>	<u> </u>	_			
List Attached	0.5									
Directors	0	1		1			ļ	0	0	0
Roger J Dow	40	f		[\vdash		Г	<u> </u>		
President and Chief Executive Officer	0	1		1		ł	1	1,743,328	o	427 ,023
Gary Oster	40									
Executive Vice President	0			}	1			599,880	o	34,544
Adam Vance	40									
Executive Vice President	0	<u> </u>	<u>l</u>		✓			349,095	o	39,147
Jonathan Grella	40									
Executive Vice President	0	}	L_	<u>.</u>	1			405,130	0	39,123
Alma P Rojas	40					1				1
Vice President	0			<u> </u>		✓		269,257	0	34,385
Malcolm Smith	40		1	1	1	1		1	1	
Senior Vice President	0					1		256,578	0	25,788
Erik Hansen	40]								
Vice President	0		L		_	1		224,269	0	23,788
Tian Xiaochua	40			ŀ	1	i				
Vice President	0		<u> </u>		Ĺ	✓		222,275	0	34,835
Charles Staley	40	}	1	1			-			ı
Senior Vice President	0		<u> </u>	<u> </u>	ļ	/		220,950	0	23,626
		ļ		ļ						
	 	 	┼-	-	\vdash	-	-			
	 	1								
	†			1						
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	T	1	1	1	1	1	l	1		

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)												
					•	C)			1		1	
	(A)	(B)	44	- 4 - 1		ition			(D)	(E)		(F)
	Name and title	Average					than one the second		Reportable	Reportab	ole	Estimated
		hours per					or/trus		compensation	compensation		amount of
		week (list any	25	5	0	<u>~</u>	QΞ	Ţ	from	related		other
		hours for related	흑호	stit	Officer	ey e	灵율	Former	the organization	organizatio (W-2/1099-N		compensation from the
		organizations	Individual trustee or director	Institutional trustee	"	Key employee	Highest compensated employee	ª	(W-2/1099-MISC)	(4.7 = 1.7 = 2.7		organization
		below dotted	4 =	교	1	Š	1 9				1	and related
		line)	ste	ığ,		ď	Pen		1		1	organizations
		İ	٥	6		1	sate				1	
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		 	<u> </u>	t	<u> </u>	†	 	\vdash	 		-	
		†	1								l	
1b	Sub-total	L.,	L	J			L	┢	4,290,762		0	682,259
c	Total from continuation sheets to Part	 VII Sectio	 n A	•	•	•	•		4,230,702		- 	002,233
_				•	•		•		4 000 700			
					•	<u> </u>	' . · -	<u>, </u>	4,290,762		0	682,259
2	Total number of individuals (including but			1056	lis!	ted	abov	e) w	tho received m	ore than \$1	00,000	U of
	reportable compensation from the organ	ization ► 3	1									
_			_									Yes No
3	Did the organization list any former of							emp	oloyee, or high	est compe	ensate	d garage
	employee on line 1a? If "Yes," complete							•				3 ✓
4	For any individual listed on line 1a, is the											
	organization and related organizations	greater th	an \$1	150,	,000)? <i>l</i> :	f "Ye	s, "	complete Sch	edule J fo	r suc	h 💮
	individual											4 🗸
5	Did any person listed on line 1a receive of	or accrue co	ompe	nsa	tion	fro	m any	y un	related organiz	ation or inc	dividua	al A
	for services rendered to the organization											5 /
Section	on B. Independent Contractors				_							
1	Complete this table for your five highest	compensat	ed in	den	end	ent	contr	ract	ors that receive	ed more tha	n \$10	0 000 of
•	compensation from the organization. Rep											
	year.	on compe	113ath	J11 11	01 (1		alcric	iui j	year ending wit	II OI WILIIII	tile or	gariization 3 tax
								_				
	(A) Name and business add	Irace							(B) Description of s	enuces		(C) Compensation
								<u> </u>				<u>`</u>
APCO	Worldwide, 700 12th Street NW Ste 800, War	shington, D	C 200	05_				Po	licy Consultant			935,987
Locus	t Street Group, 3220 N Street, Washington, D	OC 20007						Co	nsulting			591,122
	antern Group, 630 Fifth Ave Suite 3210, New		0111					Co	nsulting			567,877
	J Edelman Inc, JP Morgan Chase NA, 21992			Chic	ago	, IL	60673					540,333
	erald Group LLC, 1800 M Street NW Suite 45								onsulting			353,307
2	Total number of independent contractor									ove) who	20 %	Miles and the week to the
	received more than \$100,000 of compens								18		41	

Form **990** (2015)

Part	VIII	Charlet if Sahadula O cou	. Staine a roer	onse or note to	any lina in this	Part VIII		
		Check if Schedule O con	itairis a res	Jonise of flote to	(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
nts	1a	Federated campaigns .	1a	0				
our a	b	Membership dues	1b	11,625,945				
S, C	С	Fundraising events	1c	0				
a g	d	Related organizations .		0	İ			
Simis	е	Government grants (contribu		93,421				
er e	f	All other contributions, gifts,	l					
듗ڪ		and similar amounts not included	بتنا	3,294,085	1			
Contributions, Gifts, Grants and Other Similar Amounts	g	Noncash contributions included in		2,373,839				
	<u>h</u>	Total. Add lines 1a-1f .	· · · ·	Business Code	15,013,451			
Program Service Revenue	0-	10W T 1 01			40.007.000	40.000.404	04.000	
ا ق	2a	IPW Trade Show		541800	12,687,233	12,602,424	84,809	0
. S	b	Research/Publicatios/Subs		541900	98,048 745,947	97,728	320 0	0
Š	c d	Other Trade Shows and Me Educational Seminar - EST		541800 541800	976,355	745,947 976,355	0	0
u S	e	Research Contracts	<u></u>	541900	615,900	615,900	0	0
grar	f	All other program service	revenue	341900_	013,300	013,300	0	
Po	g	Total. Add lines 2a-2f.			15,123,483			
	3	Investment income (incl	uding divide	ends, interest,	10/120/100			
		and other similar amounts		•	730,410	0	o	730,410
	4	Income from investment of t	ax-exempt bo	nd proceeds ►	0	0	0	0
	5	Royalties	<u> </u>	<u> ▶</u>	0	0	0	0
			(i) Real	(II) Personal				
	6a	Gross rents						
	b	Less: rental expenses						
İ	С	Rental income or (loss)	0	0				
	_d	Net rental income or (loss						
(7a	aroos arroarit from called or) Securities	(ii) Other	ĺ	ĺ	ĺ	
}	L	assets other than inventory	0	0	ļ			
	b	Less: cost or other basis and sales expenses .				ļ	}	
	_	Gain or (loss)	0	7,365	ĺ			
1	c d	Note that the second second		-7,365	-7,365	0	0	-7,365
venue	8a				-7,300			-7,303
Other Revenue	h	of contributions reported of See Part IV, line 18	· · · a					
0		Less: direct expenses . Net income or (loss) from		events . ►		}		
		Gross income from gaming See Part IV, line 19	g activities.					
		Less: direct expenses . Net income or (loss) from		vities ►		~		
	10a	Gross sales of invented returns and allowances	tory, less					
		Less: cost of goods sold Net income or (loss) from		entory ▶				
}		Miscellaneous Reven		Business Code				
Ì	11a	Sponsorships and Miscell		561499	739,758	0	0	739,758
1	b					<u>-</u>		
	C				_			
	d	All other revenue			0	0	0	0
[е	Total. Add lines 11a-11d			739,758			
	12	Total revenue. See instru	ictions	<u> ▶</u>	31,599,737	15,038,354	85,129	
								Form 990 (2015)

Part IX Statement of Functional Expenses

Section	501(c)(3) and	501(c)(4)	organizations	must com	olete all c	olumns. A	II other c	organizations r	nust comple	te column (A	1).

	Check if Schedule O contains a respons		e in this Part IX .	<u></u> .	
	t include amounts reported on lines 6b, 7b, , 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 domestic organizations				
	and domestic governments See Part IV, line 21		_		
2	Grants and other assistance to domestic Individuals. See Part IV, line 22				
3	Grants and other assistance to foreign organizations, foreign governments, and foreign				
	individuals. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors,				
	trustees, and key employees	4,973,0 <u>2</u> 1			
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	5,486,367			
8	Pension plan accruals and contributions (include				
	section 401(k) and 403(b) employer contributions)	428,540			
9	Other employee benefits	917,421	 _		
10	Payroll taxes	513,596			
11	Fees for services (non-employees):	}			
а	Management				
b	Legal	350,268			
C	Accounting	46,000			
ď	Lobbying	4,480,310			
e	Professional fundraising services. See Part IV, line 17				
f g	Investment management fees Other (If line 11g amount exceeds 10% of line 25, column				
9	(A) amount, list line 11g expenses on Schedule O.)	2,341,267			
12	Advertising and promotion	362,285	· · · · · · · · · · · · · · · · · · ·		
13	Office expenses	469,212			
14	Information technology	387,754			
15	Royalties				
16	Occupancy	1,388,630			
17	Travel [634,641			
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings .	6,566,851			
20	Interest				
21	Payments to affiliates			!	
22	Depreciation, depletion, and amortization	391,013			
23	Insurance	113,828			
24	Other expenses Itemize expenses not covered	ļ			
	above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column				
	(A) amount, list line 24e expenses on Schedule O.)	ļ			
9	0	153,926			
a b	Contributions	165,441			
c	Tay	19,782			
d	Dues and subscriptions	173,813			
e	All other expenses				
25	Total functional expenses. Add lines 1 through 24e	30,363,966	0	0	0
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here If following SOP 98-2 (ASC 958-720)			<u>`</u>	

Part X Balance Sheet Check if Schedule O contains a response or note to any line in this Part X (A) (B) End of year Beginning of year 1 2,757,200 2,041,775 2 2 11,434,923 11,990,176 3 4 384,260 461,504 5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. 5 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L 6 Assets 7,500 7 0 8 Inventories for sale or use Prepaid expenses and deferred charges . . . 9 527,571 473,759 10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D 10a Less: accumulated depreciation 10b 10c 1,233,968 2,852,910 3,711,373 11 9,947,006 11 10,623,755 12 Investments—other securities. See Part IV, line 11 12 13 Investments—program-related. See Part IV, line 11 13 14 14 15 15 375,000 375,000 16 **Total assets.** Add lines 1 through 15 (must equal line 34) 28,286,370 16 29,677,342 17 17 3,898,087 4,656,551 18 18 19 19 10,813,050 10,050,431 20 20 21 Escrow or custodial account liability. Complete Part IV of Schedule D. 21 22 Loans and other payables to current and former officers, directors, Liabilities 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 . . . 23 36,688 67,264 24 Unsecured notes and loans payable to unrelated third parties . . . 24 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X 2,389,084 3,096,874 25 26 Total liabilities. Add lines 17 through 25 26 17,136,909 17,871,120 Organizations that follow SFAS 117 (ASC 958), check here ▶ ✓ and Net Assets or Fund Balances complete lines 27 through 29, and lines 33 and 34. 27 27 11,149,461 11,806,222 28 28 0 0 29 ol 29 0 Organizations that do not follow SFAS 117 (ASC 958), 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 32 Retained earnings, endowment, accumulated income, or other funds. 33 33 11,149,461 11,806,222 Total liabilities and net assets/fund balances 28,286,370 34 29.677,342 Form 990 (2015)

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Part	Reconciliation of Net Assets		(7)
	Check if Schedule O contains a response or note to any line in this Part XI		. 🗸
1	Total revenue (must equal Part VIII, column (A), line 12)	1	31,599,737
2	Total expenses (must equal Part IX, column (A), line 25)	2	30,363,966
3	Revenue less expenses. Subtract line 2 from line 1	3	1,235,771
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	11,149,461
5	Net unrealized gains (losses) on investments	5	-668,937
6	Donated services and use of facilities	6	0
7	Investment expenses	7	0
8	Prior period adjustments	8	0
9	Other changes in net assets or fund balances (explain in Schedule O)	9	89,927
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line		
	33, column (B))	10	11,806,222
Part	XII Financial Statements and Reporting		
	Check if Schedule O contains a response or note to any line in this Part XII	· · ·	
			Yes No
1	Accounting method used to prepare the Form 990		
	If the organization changed its method of accounting from a prior year or checked "Other," ex	olain ir)
	Schedule O.		
2a			2a ✓
	If "Yes," check a box below to indicate whether the financial statements for the year were comp	olled o	4
	reviewed on a separate basis, consolidated basis, or both:		**************************************
	Separate basis Consolidated basis Both consolidated and separate basis		
b	Were the organization's financial statements audited by an independent accountant?		2b ✓
	If "Yes," check a box below to indicate whether the financial statements for the year were audited	d on a	
	separate basis, consolidated basis, or both:		
	Separate basis Consolidated basis Both consolidated and separate basis		
C	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for over		
	of the audit, review, or compilation of its financial statements and selection of an independent account		
	If the organization changed either its oversight process or selection process during the tax year, ex	plain ir	
	Schedule O.		
3a	, , , , , , , , , , , , , , , , , , ,	torth in	
	the Single Audit Act and OMB Circular A-133?		3a ✓
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not under		
	required audit or audits, explain why in Schedule O and describe any steps taken to undergo such a	udits.	3b
			Form 990 (2015)

SCHEDULE C (Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No 1545-0047

2015

Open to Public Inspection

Department of the Treasury Internal Revenue Service 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. ► Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, 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," on 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," on Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

, (0					
	ection 501(c)(4), (5), or (6) orga	anizations: Complete Part III			
Name	of organization			Employer ider	tification number
	AVEL ASSOCIATION				53-0231139
Part	I-A Complete if the	e organization is exempt und	er section 501(c) or is a section 527 of	organization.
1	Provide a description of t	the organization's direct and indire	ct political campa	ign activities in Part IV.	
2	Political expenditures .				
3	Volunteer hours				
Part	I-B Complete if the	e organization is exempt und	er section 501(c)(3).	
1	Enter the amount of any	excise tax incurred by the organiza	ation under section	n 4955 ▶ \$	
2	Enter the amount of any	excise tax incurred by organization	n managers under	section 4955 ▶ \$	
3	If the organization incurre	ed a section 4955 tax, did it file Fo	rm 4720 for this ye	ear?	Yes No
4a	Was a correction made?		· · · · ·		Yes No
b	If "Yes," describe in Part				
Part	I-C Complete if the	e organization is exempt und	er section 501(c), except section 501	(c)(3).
1	Enter the amount direct	ly expended by the filing organiz	ation for section	527 exempt function	
				· .	
2		filing organization's funds contrib			
		vities			
3		expenditures. Add lines 1 and 2			
	line 17b				
4	Did the filing organization	n file Form 1120-POL for this year	?		Yes No
5	Enter the names, address	ses and employer identification nui	mber (EIN) of all se	ection 527 political organi	zations to which the filing
		ents. For each organization listed,			
		ontributions received that were pro			
	as a separate segregated	fund or a political action committe	e (PAC). If additio	nal space is needed, prov	de information in Part IV.
	(a) Name	(b) Address	(c) EIN	(d) Amount paid from	(e) Amount of political
		, .	, ,	filing organization's funds If none, enter -0-	contributions received and promptly and directly
				lunds if hone, enter -0-	delivered to a separate
					political organization If none, enter -0-
				<u> </u>	none, enter-o-
(1)		 			
				<u> </u>	·
(2)		ļ			
(3)					
(4)		}			
(5)					
		 		 	
(6)					

ı	Page	2

Schedule	C /For	m 000 as	COO E	70 2016
Scriedule	CIPOR	111 99U OF	99U-E	Z1 ZU 13

CITO	Jule 0 (1 01111 330 01 330-LZ) 2010					1 age =
	t II-A Complete if the organization section 501(h)).					
(Check ► ☐ if the filing organization be name, address, EIN, expe					up member's
3 (Check $ ightharpoonup$ if the filing organization ch			trol" provisions a	ıpply.	
	Limits on Lobi				(a) Filing	(b) Affiliated
	(The term "expenditures" m	eans amounts	paid or incurred.)	organization's totals	group totals
18	, , ,					
t						
(, , , , ,	·				
•						
•						
1	Lobbying nontaxable amount. Enter columns.	the amount f	rom the following	table in both		
	If the amount on line 1e, column (a) or (b) is	: The lobbying	nontaxable amoun	t is:		
	Not over \$500,000	20% of the ar	mount on line 1e			
	Over \$500,000 but not over \$1,000,000	\$100,000 plus	s 15% of the excess	over \$500,000		
	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus	s 10% of the excess	over \$1,000,000.		
	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus	s 5% of the excess o	ver \$1,500,000.		
	Over \$17,000,000	\$1,000,000				
9	•	•				
ŀ	9	•				
i	Subtract line 1f from line 1c. If zero or le	•			<u> </u>	
j	If there is an amount other than zero reporting section 4911 tax for this year			the organization		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 separate instructions for lines 2a through 2f.)					
	Lobbyin	Expenditures	During 4-Year A	veraging Period	T	
	Calendar year (or fiscal year beginning in)	(a) 2012	(b) 2013	(c) 2014	(d) 2015	(e) Total
28	Lobbying nontaxable amount					
ŀ	Lobbying ceiling amount (150% of line 2a, column (e))					
•	Total lobbying expenditures					
(Grassroots nontaxable amount					
•	Grassroots ceiling amount (150% of line 2d, column (e))					
1	Grassroots lobbying expenditures					

	II-B Complete if the organization is exempt under section 501(c)(3) and has NOT fill (election under section 501(h)).	led Fo	m 57	768	
For e	each "Yes," response on lines 1a through 1i below, provide in Part IV a detailed	(a)		(b	
	the control of the second	Yes N		Amo	unt
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:				
а	Volunteers?				
b	Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?				
С	Media advertisements?				
d	Mailings to members, legislators, or the public?				
е	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?				
j	Total. Add lines 1c through 1i	real or a light	<u> </u>		
2 a	Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		1 300 50		
b	If "Yes," enter the amount of any tax incurred under section 4912	Y.			
С	If "Yes," enter the amount of any tax incurred by organization managers under section 4912 .	6 - 1			
d	g a game and a control of a con				
Part	Complete if the organization is exempt under section 501(c)(4), section 501(c)(501(c)(6).	5), or s	ecti	on	
			_	Y	s No
1	Were substantially all (90% or more) dues received nondeductible by members?		L	1	✓
2	Did the organization make only in-house lobbying expenditures of \$2,000 or less?			2	✓
3	Did the organization agree to carry over lobbying and political expenditures from the prior year? .			3 v	<u></u>
Part	Complete if the organization is exempt under section 501(c)(4), section 501(c)(501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OF	5), or s	ecti	on	
	answered "Yes."	l (b) Pa	rt III	-A, lin	e 3, is
1	answered "Yes." Dues, assessments and similar amounts from members	. 1			e 3, is 625,945
1 2	answered "Yes." Dues, assessments and similar amounts from members	. 1			
	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 1 of 2		11	
2	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 1		11	625,945
a b c	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total	. 1 of 22 22 22 22		11 4 1 5	625,945 137,235 266,227 403,462
2 a b c	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues.	. 1 of 2a . 2t . 2c . 3		11 4 1 5	625,945 137,235 266,227 403,462
a b c	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 1 of 22 2t 2t 2t 3 the		11 4 1 5	137,235 266,227 403,462 417,859
2 a b c 3 4	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of t excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	. 22 . 22 . 20 . 3		11 4 1 5	137,235 266,227 403,462 417,859
2 a b c 3 4	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of t excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year? Taxable amount of lobbying and political expenditures (see instructions)	. 22 . 22 . 20 . 3		11 4 1 5	137,235 266,227 403,462 417,859
a b c 3 4 5 Pari	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of t excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	. 22 . 2t . 2c . 3 he eng . 4 . 5	art II-	11 4 1 5 4	137,235 266,227 403,462 417,859 985,603 0
a b c 3 4 5 Pari	Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of t excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year? Taxable amount of lobbying and political expenditures (see instructions) EV Supplemental Information de the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5, Part II-A (affiliated group instructions); and Part II-B, line 1. Also, complete this part for any additional information.	. 22 2t 2c . 3 3 he eng . 4 5	art II-	11 4 1 5 4 A, line	137,235 266,227 403,462 417,859 985,603 0
a b c 3 4 5 Part	Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 22 . 2t . 2c . 3 he ng . 4 . 5	art II-	11 4 1, 5 4	137,235 266,227 403,462 417,859 985,603 0
a b c 3 4 5 Parity 2 (see	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of t excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year? Taxable amount of lobbying and political expenditures (see instructions) IV Supplemental Information de the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5, Part II-A (affiliated group instructions); and Part II-B, line 1. Also, complete this part for any additional information.	. 220 . 30 he ng . 4 5	art II-	11 4 1 5 4 A, line	137,235 266,227 403,462 417,859 985,603 0
a b c 3 4 5 Part Provide 2 (see	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 22 2t 2c 3 he ng . 4 5	art II-	11 4 1 5 4 A, line	137,235 266,227 403,462 417,859 985,603 0
2 a b c 3 4 5 Part Provice: (see	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year Carryover from last year Total Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of t excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year? Taxable amount of lobbying and political expenditures (see instructions) IV Supplemental Information the the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5, Part II-A (affiliated group instructions); and Part II-B, line 1. Also, complete this part for any additional information.	. 22 . 2t . 2c . 3 he ang . 4 . 5	art II-	4 1 5 4 A, line	137,235 266,227 403,462 417,859 985,603 0
a b c 3 4 5 Part	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 22 2t . 2c . 3 3 he ng . 4 5	art II-	11 4 1 5 4 A, line	137,235 266,227 403,462 417,859 985,603 0
a b c 3 4 5 Pari	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 22 2t . 2c . 3 3 he eng . 4 . 5	art II-	11 4 1 5 4	625,945 137,235 266,227 403,462 417,859 985,603 0 s 1 and
a b c 3 4 5 Pari	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 220 . 200 . 3 he ng . 4 5	art II-	11 4 11 5 4 A, line	137,235 266,227 403,462 417,859 985,603 0
a b c 3 4 5 Part Provide 2 (see	answered "Yes." Dues, assessments and similar amounts from members Section 162(e) nondeductible lobbying and political expenditures (do not include amounts political expenses for which the section 527(f) tax was paid). Current year	. 220 . 200 . 3 he ng . 4 5	art II-	11 4 11 5 4 A, line	137,235 266,227 403,462 417,859 985,603 0

SCHEDULE D (Form 990)

Supplemental Financial Statements

► Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

OMB No 1545-0047 2015

Open to Public Inspection

Department of the Treasury Internal Revenue Service ► Attach to Form 990.

► Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Employer identification number Name of the organization 53-0231139 **US TRAVEL ASSOCIATION** Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6. (a) Donor advised funds (b) Funds and other accounts Total number at end of year 1 2 Aggregate value of contributions to (during year) 3 Aggregate value of grants from (during year) . Aggregate value at end of year 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 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? Part II **Conservation Easements.** Complete if the organization answered "Yes" on Form 990, Part IV, line 7. Purpose(s) of conservation easements held by the organization (check all that apply). Preservation of land for public use (e.g., recreation or education) ☐ Preservation of a certified historic structure Protection of natural habitat ☐ Preservation of open space 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 2a 2b Number of conservation easements on a certified historic structure included in (a) 2c Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the Number of states where property subject to conservation easement is located ▶ Does the organization have a written policy regarding the periodic monitoring, inspection, handling of Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year 6 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) In Part XIII, 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. Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Part III Complete if the organization answered "Yes" on Form 990, Part IV, line 8. If the organization elected, as permitted under SFAS 116 (ASC 958), 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 XIII, the text of the footnote to its financial statements that describes these items. If the organization elected, as permitted under SFAS 116 (ASC 958), 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) Revenue included on Form 990, Part VIII, line 1 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 (ASC 958) relating to these items: Assets included in Form 990, Part X

Page	2

Cahadula	D /Ea-	990) 2015	=

Part	III Organizations Maintaining							
3	Using the organization's acquisition, a collection items (check all that apply):	accession, and o	ther recor	ds, chec	k any of th	e follow	ving that are a s	ignificant use of its
а	☐ Public exhibition		d	☐ Loan	or exchang	ge progr	rams	
b	☐ Scholarly research		e	Other				
C	☐ Preservation for future generations							
4	Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.							
5	During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?							
Part	IV Escrow and Custodial Arra							
	Complete if the organization 990, Part X, line 21.							
1a	included on Form 990, Part X?							ot 📋 Yes 🗌 No
b	If "Yes," explain the arrangement in Pa	art XIII and compl	ete the fo	llowing ta	able:			
							A	mount
C	Beginning balance					<u>1c</u>		
d	· .					1d	+	
е	Distributions during the year					1e		
f	Ending balance					<u>l 1f</u>		0 [] V [] N.
2a	Did the organization include an amount							
b Para	if "Yes," explain the arrangement in Pa	in XIII. Check nei	e if the ex	cpianatioi	n nas been	provide	on Part XIII .	· · · · · · · · · · · · · · · · · · ·
rai	Complete if the organization	answered "Ves	" on For	m 990 F	Part IV June	e 10		
	Complete ii tile organization	(a) Current year	(b) Pric		(c) Two year		(d) Three years back	(e) Four years back
1a	Beginning of year balance		 ``		 ``		··	 `
b	Contributions							
C	Net investment earnings, gains, and losses							
d	Grants or scholarships		<u> </u>	<u>_</u> .				
е	Other expenditures for facilities and programs							
f	Administrative expenses							
g	End of year balance							
2	Provide the estimated percentage of the	-	nd balanc	e (line 1g	ı, column (a	a)) held a	as:	
а	Board designated or quasi-endowmer	it -	%					
b	Permanent endowment	%						
С	Temporarily restricted endowment	%						
20	The percentages on lines 2a, 2b, and 2 Are there endowment funds not in the			zation the	at are hold	and ad	ministered for th	20
3a	organization by:	possession or t	ne organi	zation tri	at are neiu	and ad	ministered for tr	Yes No
	(i) unrelated organizations							3a(i)
	(ii) related organizations							3a(ii)
ь	If "Yes" on line 3a(ii), are the related or							3b
4	Describe in Part XIII the intended uses							
Part								
	Complete if the organization		on For	m 990, I	art IV, lin	e 11a.	See Form 990,	Part X, line 10.
	Description of property	(a) Cost or o (investr		· ·	or other basis		Accumulated epreciation	(d) Book value
1a	Land		0		0			0
b	Buildings		0		0		0	0
С	Leasehold improvements		0		2,494,230		432,215	2,062,015
ď	Equipment		0		2,451,111		801,753	1,649,358
e	Other		0	<u></u>	0	<u></u>	0	0
i otal.	Add lines 1a through 1e. (Column (d) m	nust equal Form 9	990, Part X	k, columr	າ (B), line 10	UC.)	<i>.</i> . ▶ [3,7 <u>1</u> 1,373

Part VII	Investments - Other Securities.				
	Complete if the organization answ	ered "Yes" on For			
	(a) Description of security or category (including name of security)		(b) Book value		hod of valuation -of-year market value
(1) Financial	derivatives				
(2) Closely-h	neld equity interests				
(3) Other	~				
(A)					
(B)					
(C)					
(D)					
(E)			·		
(F)					
(G)					
(H)					
	o) must equal Form 990, Part X, col. (B) line 12.)				
Part VIII	Investments—Program Related				
	Complete if the organization answ	vered "Yes" on For		ne 11c. See Form	990, Part X, line 13.
	(a) Description of investment		(b) Book value		thod of valuation -of-year market value
(1)					
(2)					
(3)					
(4)					
(5)		i			
(6)				<u> </u>	
_(7)				 	
(8)					
(9)	15 000 D 11 (D) (10 L)				
	o) must equal Form 990, Part X, col. (B) line 13.)			<u> </u>	
Part IX	Other Assets.		000 Dart IV I	444 O Farm	000 Dad V II 45
	Complete if the organization answ	Description	111 990, Part IV, II	ne 11a. See Forn	(b) Book value
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					
(7)		 			
(8)					
(9)	(h) COO Port V	1 (D) line 15)			
	mn (b) must equal Form 990, Part X, co	i. (B) line 15.)		. ▶	<u> </u>
Part X	Other Liabilities. Complete if the organization answ	iorad "Vaa" on Ear	000 Dort IV I	no 110 or 11f Co.	a Farm 000 Dart V
	line 25.	vered res on For	iii 990, Fait IV, ii	ne ne or in. Se	e moinii 990, mait A,
1.	(a) Description of liability	(b) Book value			
(1) Federal in		(b) Book value			
		2.00	06,874		
(3) Deferred	Trent	3,08	70,074		
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
	ol must equal Form 990, Part X, col. (B) line 25.1	3 00	6 874		

Part				Retur	n.
	Complete if the organization answered "Yes" on Form 990, F		V, line 12a.		
1	Total revenue, gains, and other support per audited financial statements			1	31,474,935
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:	1 - 1	 		
а	Net unrealized gains (losses) on investments	2a	-668,937		
b	Donated services and use of facilities	2b	0		
C	Recoveries of prior year grants	2c	0		
d	Other (Describe in Part XIII.)	2d	544,135	3.1	
e		• •		2e	-124,802
3	Subtract line 2e from line 1	i .		3	31,599,737
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:	40			
a	Investment expenses not included on Form 990, Part VIII, line 7b Other (Describe in Part XIII.)	4a 4b	0		
b	Add lines 4a and 4b	40		4c	0
5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line	12)		5	31,599,737
Part				للستسيا	
, a, .	Complete if the organization answered "Yes" on Form 990, F		=	,, ,,,,,	ur
1	Total expenses and losses per audited financial statements			1	30,818,374
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			600	30,010,314
- а	Donated services and use of facilities	2a	0	in from	
b	Prior year adjustments	2b	0		
c	Other losses	2c	0		
d	Other (Describe in Part XIII.)	2d	454,408	17.58	
e	Add lines 2a through 2d			2e	454,408
3	Subtract line 2e from line 1			3	30,363,966
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		!	1,30	
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a	0		
b	Other (Describe in Part XIII.)	4b	0		
C	Add lines 4a and 4b			4c	0
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line	e 18.)	<u> </u>	5	30,363,966
Part .					
	e the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and				
2; Part	XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part	to pro	vide any additional in	format	ion
	ule D, Part X, Line 2 - Under the provisions of Sections 501 (c)(6) and 501 (c)(3)				
	able income tax regulations of the District of Columbia, the Association is exer				
	e. Revenues related to advertising space in Association publications activities				
	IRC. The PAC is exempt from federal income tax under Internal Revenue Code				
	as unrelated business income. The PAC did not have any unrelated business i				
	Management evaluated the Association's tax positions and concluded that the			certair	tax positions that
reguir	e adjustments to the consolidated financial statements to comply with the prov	visions	s of this guidance.		
	ule D, Part XI, Line 2d - Revenue from US Travel PAC included in financial state				
	avel Industry Association of America Foundation is reported as a part of the co	onsono	dated financial stateme	nts bu	t this entity flies a
separa	ate form 990 (\$100). Imputed income and expense (\$225), Rounding (\$1)				·
School	ule D, Part XII, Line 2d - Expenses from the activity of the US Travel PAC not re	anorto	d on the form 000 hut i	ncludo	d in the audited
	ial statements (\$453,878). Expense of the Travel Industry Association of Ameri				
	lidated financial statements but this entity files a separate form 990 (\$302). Imp				

SCHEDULE J (Form 990)

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

Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
 ► Attach to Form 990.
 ► Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047 2015

Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

Employer identification number

US TR	RAVEL ASSOCIATION	53-023113	39		
Part	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 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these item	i on Form ns.			
		use			
	☐ Travel for companions ☐ Payments for business use of personal residents.	ence	; 1	1	
	☐ Tax indemnification and gross-up payments ☐ Health or social club dues or initiation fees				;
	☐ Discretionary spending account ☐ Personal services (e.g., maid, chauffeur, chef)			
			i (
b	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding]		
	or reimbursement or provision of all of the expenses described above? If "No," complete F	art III to	ĺ	. [
	explain		1b	✓	
					il.
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred directors, trustees, and officers, including the CEO/Executive Director, regarding the items check				
	1a?		2	✓	<u> </u>
				í	174 gg
3	Indicate which, if any, of the following the filing organization used to establish the compensation of t		Ť-		
	organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods u		'		
	related organization to establish compensation of the CEO/Executive Director, but explain in Part III.		,	!)
	✓ Compensation committee ✓ Written employment contract				
	☐ Independent compensation consultant ☐ Compensation survey or study		, ,		
	Form 990 of other organizations Approval by the board or compensation compensatio	mittee			
4	During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the fi	lina			i i
7	organization or a related organization:	iiig			
а	Receive a severance payment or change-of-control payment?		4a		1
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		1
•	If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Pa		70		V
	The test of this test of the time persons and provide the approache amounts for each terminal				
	Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.				
5	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any				
	compensation contingent on the revenues of:				
а	The organization?		5a		
b	Any related organization?		5b		
	If "Yes" to line 5a or 5b, describe in Part III.				
		ì			
6	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any				
	compensation contingent on the net earnings of:				
а	The organization?		6a		
b	Any related organization?		6b		
	If "Yes" on line 6a or 6b, describe in Part III.				
					r-
7	For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any				ļ
	payments not described on lines 5 and 6? If "Yes," describe in Part III		7		
8	Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was				
	to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes,"				
	in Part III		8		
_					
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure des	scribed in			1
	DECEMBER AND DECEMBER AND MEDICAL CONTRACTOR AND ADDRESS OF THE PROPERTY OF TH				

Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed. Part II

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the

(F) Compensation in column (B) reported as deferred on prior Form 990 Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual. 257,110 282,366 388,242 248,057 244,576 0 634,424 444,253 303,642 2,170,351 (E) Total of columns (B)(I)–(D) 21,783 18,644 23,223 23,247 18,485 10,367 10,307 10,367 21,661 (D) Nontaxable benefits 405,240 15,900 13,259 15,900 15,900 15,900 13,174 13,481 15,421 (C) Retirement and other deferred compensation 0 0 0 0 0 0 0 0 0 0 0 0 Note: The sum of columns (B)(t)-(iii) for each listed individual must equal the total amount of Form 990, (III) Other reportable compensation (B) Breakdown of W-2 and/or 1099-MISC compensation instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII. 500,000 18,672 17,676 18,205 0 0 201,203 50,000 50,000 48,762 14,008 (ii) Bonus & incentive compensation 0 398,677 355,130 299,095 250,585 207,816 204,599 202,745 1,243,328 210,261 (i) Base compensation EE Ξ EE EE **E** Ξ EE EE S 3 EE EE EE \in Ξ ΞΞ Jonathan Grella, Executive Vice Tian Xiaochua, Vice President Adam Vance, Executive Vice 5 Alma P Rojas, Vice President Erik Hansen, Vice President Roger J Dow, President and Malcolm Smith, Senior Vice Charles Staley, Senior Vice Gary Oster, Executive Vice List Attached, Directors (A) Name and Title Chief Executive Officer President President 3 President President 12 5 ₽, 4 16 Ξ

Schedule J (Form 990) 2015

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.
Schedule J, Part I, Line 1a - First class airfare was provided to Roger Dow on a limited basis where in compliance with the US Travel Association policy on travel, employees in certain
limited situations and on a case by case basis may travel at a class other than coach

Schedule J (Form 990) 2015

SCHEDULE L (Form 990 or 990-EZ)

Transactions With Interested Persons

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a,

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28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b.

► Attach to Form 990 or Form 990-EZ.

▶ Information about Schedule L (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Name	of th	e or	ganız	zation

(9)(10) Employer identification number

US TRAVEL ASSOCIATION 53-0231139 Excess Benefit Transactions (section 501(c)(3), section 501(c)(4), and 501(c)(29) 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. Part I (b) Relationship between disqualified person and (d) Corrected? 1 (a) Name of disqualified person (c) Description of transaction organization Yes No (1) (2)(3) (4) (5) (6)2 Enter the amount of tax incurred by the organization managers or disqualified persons during the year Enter the amount of tax, if any, on line 2, above, reimbursed by the organization 3 Part II Loans to and/or From Interested Persons. Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22. (a) Name of interested person (b) Relationship (c) Purpose of (d) Loan to or (e) Original (f) Balance due (g) In default? (h) Approved (i) Written with organization loan from the principal amount by board or agreement? organization? committee? To From Yes No Yes Yes No (1) (2)(3) (4) (5) (6) (7)(8)(9) (10)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 (c) Amount of assistance (e) Purpose of assistance (d) Type of assistance person and the organization (1) (2)(3)(4)(5)(6) (7)(8)

Part IV	Business Transactions Involution a Complete if the organization a	ving Interested Persons. nswered "Yes" on Form 99	0, Part IV, line 28a, 2	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) Sha organiz rever	aring of zation's nues?
					Yes	No
(1) In	terContinental Hotels and Resorts	Board member	510,776	Sale of industry related products	1	
(2)						
(3)						
(4)						
(5)						
_(6)						
(7)				_	_	
(8)					 	Ļ
(9)					┼	
(10) Part V	Supplemental Information Provide additional information	for responses to questions	on Schedule L (see	instructions).		<u> </u>
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		baaaabaaaaaaaa				
						
					-	
						-
						
						

SCHEDULE M (Form 990)

Noncash Contributions

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

► Attach to Form 990.

▶ Information about Schedule M (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization

Employer identification number

US TR	AVEL ASSOCIATION					53-0231139
Part	Types of Property					
<u>-</u>		(a) Check if applicable	(b) Number of contributions or items contributed	(c) Noncash cont amounts repo Form 990, Part V	rted on	(d) Method of determining noncash contribution amounts
1 2 3 4 5	Art — Works of art					
6 7 8 9 10 11	Cars and other vehicles Boats and planes					
12 13	Securities – Miscellaneous Qualified conservation contribution – Historic structures					
14	Qualified conservation contribution—Other					
15 16 17 18 19 20 21 22 23	Real estate—Residential Real estate—Commercial Real estate—Other					
24	Archeological artifacts					
25	Other ► (Industry related iterr)	<u> </u>	23	·		Fair Market Value
26 27 28	Other ► (PAC Related Itens) Other ► () Other ► ()	✓	66		92,682	Fair Market Value
29 30a	Number of Forms 8283 received which the organization completed During the year, did the organizat	Form 8283	B, Part IV, Donee Acknowled	dgement erty reported in I	 Part I, lines	
	28, that it must hold for at least the to be used for exempt purposes for the second s	or the entir		ontribution, and		ot required · · · · 30a ✓
ь 31	If "Yes," describe the arrangement Does the organization have a contributions?	gift accep				31 🗸
32a	Does the organization hire or use contributions?	e third part	=	s to solicit, prod	cess, or se	ell noncash 32a ✓
33	If "Yes," describe in Part II. If the organization did not report ar describe in Part II.	n amount ir	column (c) for a type of pro	perty for which	column (a)	ıs checked,

Page	2

Part II	Supplemental Information. Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.
*	
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	······································

SCHEDULE 0 (Form 990 or 990-EZ)

Supplemental Information to Form 990 or 990-EZ

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

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▶ Attach to Form 990 or 990-EZ. Department of the Treasury

Open to Public Inspection

Employer identification number

Internal Revenue Service Name of the organization ▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

US TRAVEL ASSOCIATION	53-0231139
Form 990, Part VI, Section A, Line 6 - U.S. Travel Association has more than 1,300 member organization	ons within the following categories of
travel service providers, destinations, allied/affiliates and travel associations	
Form 990, Part VI, Section B, Line 11b - The form 990 and supporting documentation is prepared by th	e Controller, it is then reviewed by
the Vice President of Finance, next reviewed by the Executive Vice President of Operations, and then	reviewed and signed by the
President/Chief Executive Officer. The form 990 is provided to the Executive Committee of the Board f	or review
Form 990, Part VI, Section B, Line 12c - Each director, officer and member of a committee with Board	delegated powers shall be required
annually to sign a statement which affirms such person: (a) Has received a copy of the conflict of inte	rest policy, (b)Has read and
understands the policy (c) Has agreed to comply with the policy, and (d) Understands the Organization	is a non-profit trade association and
in order to maintain its federal tax exemption it must engage primarily in activities which accomplish o	one or more of its tax-exempt purposes.
To ensure the Organization operates in a manner consistent with its tax-exempt purposes and does n	ot engage in activities that could
ieopardize its tax-exempt status, periodic reviews shall be conducted. The periodic reviews shall, at a	minimum, include the following
subjects: (a)Whether compensation arrangements and benefits are reasonable, based on competent s	survey information, and the result of
arm's length bargaining; and (b) Whether partnerships, joint ventures, contracts and arrangements wi	th management organizations or
vendors conform to the Organization's written policies, are properly recorded, reflect reasonable inve	
services, further the Organization's tax-exempt purposes and do not result in inurement, impermissib	le private benefit or in an excess
benefit transaction.	
Form 990, Part VI, Section B, Line 15 - Compensation for all employees is subject to a periodic compa	rison to industry standards based on
position and experience. This comparison is done on an employee by employee basis for all Associat	
reviewed and approved by upper-level management. All compensation is reviewed by a compensation	committee composed of members
from the Board of Directors who have no association or ties to employees other than their capacity as	Association Board members. The
President /Chief Executive Officer is the only employee with an employment contract	
Form 990, Part VI, Section C, Line 19 - Governing documents are made available to the public on requ	est
Form 990, Part IX, Line 11g - Professional fees for Research services \$571,361 and Other Professional	fees \$1,769,906
F. ACC Date VI. Live A. Observation and the M. T. Control DAO and the Control DAO and	
Form 990, Part XI, Line 9 - Change in Net Assets is due to US Travel PAC activity reported on financial	statements but not reported on form
990 · \$8 <u>9,</u> 927	

SCHEDULE R (Form 990)

Department of the Treasury Internal Revenue Service Name of the organization **US TRAVEL ASSOCIATION**

Part

Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

▶ Attach to Form 990.

Related Organizations and Unrelated Partnerships

▶ Information about Schedule R (Form 990) and its instructions is at www irs.gov/form990.

Identification of Disregarded Entities Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

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(g) Section 512(b)(13) controlled Schedule R (Form 990) 2015 (f)
Direct controlling
entity ŝ > entity? Identification of Related Tax-Exempt Organizations Complete If the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year. Yes (f)
Direct controlling and entity (e) End-of-year assets ξ 11a (e)
Public charity status
(if section 501(c)(3)) (d) Total income (d) Exempt Code section 501 (c)(3) (c)
Legal domicile (state
or foreign country) Cat No 50135Y (c)
Legal domicile (state
or foreign country) (b) Primary activity ည္တ (1) Travel Industry Association of America Foundation (52-0231139) Travel Industry Grants 1100 New York Ave NW Suite 450W, Washington, DC 20005 (b)
Primary activity For Paperwork Reduction Act Notice, see the Instructions for Form 990. (a)
Name, address, and EIN (if applicable) of disregarded entity 1100 New York Ave NW Suite 450W, Washington, DC 20005 (a)
Name, address, and EIN of related organization **(** Part II 8 ଅ <u>(2</u> Ξ 2 € 9 9 9 9 ල

(i) Section 512(b)(13) controlled entity? (k) Percentage ownership ŝ Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year. Yes Identification of Related Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year. (J) General or managing partner? Yes No (h) Percentage ownership amount in box 20 of Schedule K-1 (Form 1065) (g) Share of end-of-year assets Code V-UBI Share of end-of- Disproportionate year assets allocations? ŝ (f) Share of total Yes Income year assets (e)
Type of entity
(C corp, S corp, or trust) (f) Share of total Income (d)
| Direct controlling entity (e)
Predominant
income (related,
unrelated,
excluded from
tax under
sections 512-514) (state or foreign country) (c) Legal domicile (d)
Direct controlling
entity (b)
Primary activity (c) Legal domicile (state or foreign country) Primary activity (2) (a)
Name, address, and EIN of related organization (a) Name, address, and EIN of related organization (2) Part III Part IV ල € 9 8 Ξ 9 Ξ 2 ල € 9 9

Schedule R (Form 990) 2015

Transactions With Related Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36. Schedule R (Form 990) 2015

Part V Transactio

Note Complete line 1 if any entity is listed in Darts II III or IV of this schedule					Yes
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?	ransactions with one or mo	re related organ	izations listed in Part	s II–IV?	, ~·
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	olled entity				1a /
b Gift, grant, or capital contribution to related organization(s)					1b ~
c Gift, grant, or capital contribution from related organization(s)					10 ~
d Loans or loan guarantees to or for related organization(s)					- P
		•	•	•	10
					> ************************************
r Dividends from related organization(s)					>
					1g ^
h Purchase of assets from related organization(s)					→
i Exchange of assets with related organization(s)					-
j Lease of facilities, equipment, or other assets to related organization(s)					1j
k Lease of facilities, equipment, or other assets from related organization(s)					+ -
l Performance of services or membership or fundraising solicitations for related organization(s)	elated organization(s)				7
m Performance of services or membership or fundraising solicitations by related organization(s)	lated organization(s)		•		- T
	organization(s)	•		•	10
Charact of paid complayons with related organization(c)	(5)			· · ·	
					May K
p neimbursement paid to related organization(s) for expenses					> \
q Reimbursement paid by related organization(s) for expenses					1q \
r Other transfer of cash or property to related organization(s)					1r /
s Other transfer of cash or property from related organization(s)					1s /
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.	ation on who must compler	te this line, inclu	ding covered relation	ships and transaction	on thresholds.
(e)		(4)	(9)	Ð	
Name of related organization		Transaction type (a-s)	Amount involved	Nethod of determining amount involved	g amount involved
(1)					
(2)					
(3)					
Ą					
(5)					
(9)					
				Schedule F	Schedule R (Form 990) 2015

Unrelated Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 37. Part VI

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

or gross revenue, that was not a related organization. See instructions regarding exclusion for certain investment partitle simps.	gariizailori. See	I I ISIT UCITOTIS I	sgarding exclusi	טון יטי כבו ומו	IIIVestillelit pa	rileisiips.	ļ			
(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile		(e) Are all partners	(f) Share of		(h) Disproportionate	(I) Code V—UBI	(I) General or	(k) Percentage
		(state or foreign country)	income (related, unrelated, excluded from tax under	section 501(c)(3) organizations?	total income	end-of-year assets	allocations?	amount in box 20 of Schedule K-1 (Form 1065)	managing partner?	ownership
			sections 512-514)	Yes No	_		Yes No	1 -	Yes No	
(1)								,		
(2)										
(5)										
(4)					1)))		
(5)			,							
(9)										
(1)										
(8)										
(6)										
(10)							i .			
(11)										
(12)										
(13)										
(14)										
(15)				-		:				
(16)										

Schedule R (Form 990) 2015

Schedule R (f	Form 990) 2015	Page 5
Part VII	Supplemental Information Provide additional information for responses to questions on Schedule R (see instructions).	

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