



## Application for NTA Destination Marketing Organization (DMO) Membership

**Requirements for NTA Destination Marketing Organization (DMO) Membership**

All applicants must meet and/or submit the following requirements for membership. See [www.ntaonline.com](http://www.ntaonline.com) for specific description of requirements.

- a. Be a destination marketing organization for a city, state/province, region, area or country whose primary purpose is the promotion of the destination.
- b. Be representative of at least three of the multiple components (lodging, attractions, restaurants, etc.) of the travel and tourism industry within a city, state/province, region, area or country.
- c. Be a nonprofit organization. **Please note: a copy of your mission statement or bylaws that reflects your nonprofit status MUST be submitted along with your application.**

**Important Information and Dates:**

- a. Application information is valid for six months.
- b. All applicants will be notified upon completion of the application process.
- c. Upon approval of your membership application, membership dues and initiation fees become non-refundable.
- c. Membership is held by the Destination Marketing Organization, not an individual representative.
- d. Applications must be received with all required documentation and payment prior to the last working day in *February* to be listed in NTA's *Tour Supplier/DMO Member Directory*.
- e. Registration for the Annual Convention begins in April, and tour supplier/DMO members are not guaranteed pre-scheduled appointments in the Tour & Travel Exchange. Registration is based solely on a first-received, first-confirmed basis, and because space is limited, the space for pre-scheduled appointments may fill before the registration deadline. Also, please note that membership is not contingent upon a company receiving pre-scheduled appointments in the Tour & Travel Exchange, and refunds (for either dues or initiation fees) will not be given to those companies who were not able to pre-schedule appointments.
- f. Applications must be received by the last working day of September in order to participate in the Destination Station at the Annual Convention.

**What prompted you to join NTA?**

- Publication – please name: \_\_\_\_\_
- Industry colleague – name: \_\_\_\_\_ Company: \_\_\_\_\_
- Guest program – location: \_\_\_\_\_
- Web site ([www.ntaonline.com](http://www.ntaonline.com))
- Met NTA representative at trade show – name of show: \_\_\_\_\_
- NTA solicitation by mail, fax, phone, or e-mail
- Other \_\_\_\_\_

**Initiation fee:** **\$1,000**

**Annual Dues:**

**Individual** – Annual dues: **\$575\***

**Individual** – Annual dues (half year): **\$287.50\*** -applies only to applications received between July 1 and December 31

\*This amount includes a \$50 tax-deductible contribution to the National Tourism Foundation. If you do not wish to contribute, deduct \$50 from the total amount.

**Total Amount Due:** \_\_\_\_\_ (Must be U.S. funds and accompany the application.)

**Payment:**

Check/money order is enclosed.

Charge this NTA membership to my (circle one): Discover    Visa    American Express    MasterCard

Card Number: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_ Name on Card: \_\_\_\_\_

**General Information** (Please type or print.)

Applicant's (Organization's) Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Physical Address (if different): \_\_\_\_\_

Country: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Identify name(s) of Applicant's CEO/Owner: \_\_\_\_\_

Nature of business/company description: \_\_\_\_\_

List any trade affiliations: \_\_\_\_\_

Please indicate the federal tax form number annually submitted to the Internal Revenue Service (your organization must be a nonprofit organization): \_\_\_\_\_ 90/990-T \_\_\_\_\_ 1120 \_\_\_\_\_ Other \_\_\_\_\_

List, by specific companies, the names of three types of entities represented by your organization (e.g., attractions, restaurants, hotels, etc.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**NTA Code of Ethics and Professional Responsibility**

NTA's Code of Ethics consists of the following general codes. Each general code has several specific subdivisions, which set forth clarifications and specific principles of the general code (which are too lengthy to be set forth, however, which are incorporated by this reference). The entire NTA Codes of Ethics and Professional Responsibility can be found on NTA's Web site ([www.ntaonline.com](http://www.ntaonline.com)).

Preamble: The NTA's Code of Ethics and Professional Responsibility is established to guide its members in their relationship to one another and in providing professional and courteous quality services to the traveling public.

**An NTA Member Shall:**

- Be guided in all professional and personal activities by truth, accuracy, honesty, fairness, and integrity.
- Exercise truth, integrity, and fair dealings with his/her/its customers and/or consumers.
- Promote public confidence in NTA.
- Keep informed on the latest techniques, developments, and knowledge pertinent to the packaged travel industry.

**Sign and Return to NTA Headquarters**

Applicant, by its duly authorized representative, hereby declares that the statements contained in this form are true and correct and that Applicant has not suppressed or misstated any facts, or omitted to state any facts necessary to make the statements set forth herein not misleading. Applicant, by its duly authorized representative, acknowledges and is aware that to knowingly give misinformation or false information is to commit fraud, which is in direct conflict with the NTA's Code of Ethics and Professional Responsibility.

Applicant understands the requirements of NTA Destination Marketing Organization Membership and agrees to support the ideas of NTA, its bylaws and Code of Ethics and Professional Responsibility.

\_\_\_\_\_  
Signature of Authorized Representative of Applicant \_\_\_\_\_  
Title

\_\_\_\_\_  
Printed Name \_\_\_\_\_  
Date

**Return completed application and payment to:  
National Tour Association • Attn: Member Services • 546 E. Main St. • Lexington, KY 40508**

## Checklist

### Application for Destination Marketing Organization (DMO)

#### Did you remember to...

- Complete and sign application.
- Include a copy of your organization's mission statement or bylaws.
- Include payment for initiation fee
- Include payment for dues