



2025

# Member Benefits

DISCOVER THE VALUE OF YOUR MEMBERSHIP

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### Educational Programs

#### TECH SUMMIT & VENDOR SHOWCASE

Creative and energizing, the Tech Summit & Vendor Showcase includes dozens of technology strategies and solutions to benefit your staff and your organization.

Meet with vendor representatives at the Vendor Showcase and preview the newest tools, products and services available. The Tech Summit is typically scheduled in March.

#### LEADERSHIP SUMMIT

The Leadership Summit provides CEO's with strategies for thriving at the top—and includes discussions about solving management issues, working with volunteer and elected leaders, marketing strategies and understanding issues in the meetings and travel industries. The Leadership Summit is typically scheduled for June or July.

#### EDUCATION SUMMIT & VENDOR SHOWCASE AND BEST IDEA PROGRAM

The Education Summit sessions focus on creative and resourceful marketing and sales strategies, innovative technologies and tips for adapting to industry trends and organizational demands. The Vendor Showcase features trade publications, technology, marketing and research firms. The Best Idea Program highlights members' innovative techniques or imaginative approaches to promoting their destinations and managing their organizations. The Education Summit is typically scheduled for September or October.

### Professional Development



#### NETWORKING

Our members frequently highlight the incredible value of building personal networks with fellow DMO professionals and expert vendor partners across the Western United States. By joining One West, you become part of a dynamic and supportive community, united in our mission to shape the successful future of destination marketing

#### COMMITTEE'S

Whether you're a seasoned pro or just looking to dive into something new, there's a spot with your name on it. Committee opportunities include Summit Planning Committees, Mountain Destination Committee, Wine Destination Committee, Leadership Development Committee.



#### MENTORSHIP

Designed to foster growth and development within the tourism industry by pairing experienced professionals with emerging talent and businesses. The mentorship program focuses on creating meaningful, long-term partnerships that promote knowledge sharing, skill development, and strategic guidance.





## Directory & Resources

### MEMBERSHIP DIRECTORY (ONLINE)

One West's online membership directory includes an organization profile format, which lists key senior staff and includes DMO information such as budget range, number of full-time staff, room/lodging tax rate and more.

### NEWSLETTER (ONLINE)

Our newsletter highlights One West activities and features industry and member news. The publication includes several ongoing columns such as "DMO News," "People on the Move" and "Awards/Kudos."

### RESOURCE LIBRARY (ONLINE)

Members looking for sample materials—such as bylaws, job descriptions, annual reports and marketing plans—are invited to download online library materials. The items are contributed by members and are available to assist in managing operations and planning marketing strategies.

### JOBS AND CAREERS (ONLINE)

The Job Board is available, at a minimal cost, to both member and nonmember DMOs seeking to fill CEO and staff vacancies.

## Research & Surveys

The One West Tourism Alliance invests in tourism research to provide valuable insights and data that help its members stay competitive and informed. By funding studies on market trends, visitor behaviors, and economic impacts, the alliance equips its members with actionable intelligence to make strategic decisions. This research empowers them to enhance marketing efforts, improve customer experiences, and foster sustainable tourism development, ultimately contributing to regional growth and success.

### PROFESSIONAL IN RESPONSIBLE TOURISM

One West Tourism Alliance is now accepting applications for its Professional in Responsible Tourism (PRT) program. This certification course provides tourism professions with the knowledge and skills to navigate the intricate travel industry and empowers them to responsibly lead their communities—ensuring tourism benefits both destinations and their residents.

### ONLINE LEARNING CENTER

Access to on-demand video trainings with the latest learning experience technology through our partnership with Learn Tourism.

### DMO BUDGET SURVEY (ONLINE)

DMA West annually sponsors a DMO Budget Survey with results available to participating member DMOs. The survey is designed to determine member budget classifications and provide a focus on those items affecting a DMO's budget.

### CEO & STAFF SALARY/BENEFITS SURVEY (ONLINE)

The purpose of this survey is to determine the salary and benefit schedules of CEO's and staff members, as well as to collect data on such items as employment contracts and benefits. The survey provides valuable data for member DMOs to use in allocating resources and benefits. Participating CEO's can prepare reports based on selected criteria such as DMO budget, type of DMO, number of full-time employees, etc.

## Scholarships

The Foundation's scholarship programs offer DMO personnel (CEO's and staff members) the opportunity to attend One West's education programs as well as other approved industry conferences and educational opportunities. See specific scholarship programs for details.

### TECH SUMMIT SCHOLARSHIP

This program offers DMO personnel the opportunity to attend One West's Spring Tech Summit. Each scholarship includes registration and lodging.

### CEO & EXECUTIVE-LEVEL STAFF TRAINING (ROSALIND WILLIAMS MEMORIAL SCHOLARSHIP)

This Foundation program offers scholarships to DMO CEO's and senior-level executives to attend training programs (e.g., workshops and industry conferences, university classes, etc.). The executive training programs must be presented by professional organizations or accredited institutions.

### EDUCATION SUMMIT SCHOLARSHIP

This program offers CEO's and staff personnel the opportunity to attend One West's fall Education Summit. Each scholarship includes registration and lodging.

### BRAD BURLINGAME HONORARY SCHOLARSHIP

In recognition of Brad Burlingame's commitment to the destination marketing industry, the One West Foundation established a legacy scholarship in his name in 2016.

*The Brad Burlingame Honorary Scholarship is awarded annually to a sophomore or junior studying at Cal Poly Pomona in California. Burlingame served as President & CEO of what now is the West Hollywood Travel + Tourism Board for 18 years. He passed away in December 2015. Burlingame served six years on the WACVB (now One West) Board of Directors, including service as its Board President. He also served as President of the Board of Trustees of the WACVB (now One West) Education & Research Foundation. The scholarship program celebrates Burlingame's contributions to the destination marketing industry and his commitment to encouraging young people to explore career paths in the industry.*

