



ONE WEST
TOURISM ALLIANCE

DMO MEMBERSHIP GUIDE

2026-2027



ABOUT US

FIND YOUR PEOPLE HERE.

Finally—an industry community that actually feels like one.

If you've ever walked into a conference and felt like just another name badge... you're not alone.

Big rooms. Surface-level conversations. Endless noise.

That's not what we do.

At One West, we do things differently. We keep it smaller. More intentional. More human.

Because this is where you don't just show up, you belong.



**WE ARE
YOUR PEOPLE**

This is where destination leaders, partners, and change makers across the West come together—not just to network, but to connect.

- ▶ Where conversations go deeper
- ▶ Where relationships last longer
- ▶ Where people actually remember your name

This is your industry family.



WHY ONE WEST?

Because membership here means more than access—it means real opportunities to learn, grow, and connect in ways that actually move your career forward.



EDUCATION THAT ACTUALLY MOVES YOU FORWARD

We don't do surface-level content. Our education is built for real-world impact:

- ▶ **Monthly Webinars** – Stay current with timely topics and practical insights you can apply immediately
- ▶ **Think Tank Sessions** – Small-group, peer-driven conversations that go deeper into the challenges you're facing
- ▶ **One West Quarterly Programs** – Focused education series (like Finance, Sports, Advocacy, and more) designed to build real expertise over time

This is education you'll actually use—not just listen to.



SIGNATURE EVENTS DESIGNED FOR CONNECTION

Our events are intentionally smaller so they feel better—and work better:

- ▶ **Leadership Summit** – A CEO/executive-level experience focused on high-level strategy, leadership challenges, and meaningful peer connection
- ▶ **MarTech Summit** – Built for marketing leaders navigating the evolving digital, data, and AI landscape

No massive crowds. No getting lost. Just real conversations with the right people.



RESEARCH BUILT FOR WESTERN DMOS

We invest in research that actually helps you make better decisions, such as:

- ▶ **Visitor Guide User Study** – Understand how travelers engage with your print and digital guides
- ▶ **Website Conversion Study** – Learn what's working (and what's not) when it comes to turning interest into action

Through the One West Education & Research Foundation, we're delivering insights that are relevant, actionable, and built specifically for destinations like yours.



LEADERSHIP DEVELOPMENT THAT PREPARES YOU FOR WHAT'S NEXT

We're not just talking about leadership—we're building it:

- ▶ **CEO Ready Program** – A small-group, high-impact experience designed for aspiring CEOs, rising executives, and newly appointed CEOs (two years or less in the role), offering direct access to industry leaders and real-world executive insights

Whether you're stepping up or already leading, this is where you sharpen your edge.





SCHOLARSHIPS & INDUSTRY INVESTMENT

We believe access matters.

Through the **One West Education & Research Foundation**, we provide **scholarships and funding support** to ensure more professionals can attend, learn, and grow—no matter their budget.

COMMITTEES THAT PUT YOU IN THE ROOM WHERE IT HAPPENS

This isn't a passive membership—you have a voice here.

Get involved in committees like:

- ▶ Education & Programming
- ▶ Research
- ▶ Summit Planning
- ▶ Membership & Marketing
- ▶ Partner Advisory
- ▶ Public Lands
- ▶ Smoke & Wildfire
- ▶ Mountain Destinations
- ▶ Wine Destinations

This is where ideas turn into action—and where you help shape what's next.



THE BOTTOM LINE

Everything we do is designed to be:

- ▶ More relevant
- ▶ More personal
- ▶ More impactful

Because when you're in the right room, with the right people—**everything changes.**

A DIFFERENT KIND OF EXPERIENCE

We've built One West with intention:

- ▶ Smaller rooms
- ▶ Better conversations
- ▶ Stronger relationships
- ▶ No overwhelming crowds
- ▶ No fighting for attention
- ▶ No feeling like an outsider

Just a community that gets it.

MORE THAN MEMBERSHIP—IT'S MOMENTUM

When you join One West, you're not just gaining access to programs and events.

You're gaining:

- ▶ A trusted network of peers
- ▶ A space to grow and lead
- ▶ A community that shows up for you

And you're helping support the future of our industry through **research, education, and scholarships across the West.**



READY TO FIND YOUR PEOPLE?

If you've been looking for a place where you can show up as yourself, build real relationships, and grow alongside people who truly understand your work—

You've found it. Join One West.

Because the right community changes everything.



MEMBERSHIP BENEFITS

EDUCATIONAL PROGRAMS.

MARTECH SUMMIT & VENDOR SHOWCASE

Where innovation meets real-world application. The MarTech Summit & Vendor Showcase brings together the latest tools, trends, and tech shaping destination marketing today. Explore fresh strategies, connect with forward-thinking vendors, and discover solutions that actually make your job easier—and your impact bigger. Typically held in February or March.

LEADERSHIP SUMMIT

This is where leaders grow together. Designed for CEOs and senior leaders, the Leadership Summit dives into the real conversations—navigating challenges, leading teams, working with boards and stakeholders, and staying ahead in a rapidly evolving industry. It's honest, collaborative, and built for those ready to lead with confidence. Typically held in June or July.

CEO READY PROGRAM

Ready to take the next step? The CEO Ready Program, held in conjunction with Leadership Summit, is your launchpad into executive leadership. This small-group experience gives rising professionals direct access to real conversations, real challenges, and real strategies from today's industry leaders—so you can step into leadership with confidence.

WEBINARS

Stay sharp, stay connected. Our monthly webinars deliver timely insights, practical takeaways, and fresh perspectives from industry experts—without ever leaving your desk.

THINK TANK SESSIONS

Big ideas. Real conversations. Think Tank Sessions, led by industry experts, are interactive, peer-driven discussions where members come together to tackle challenges, share ideas, and learn from each other in a collaborative setting.

ONE WEST ACADEMY – QUARTERLY EDITION

Deep dives that make a difference. Each quarterly session focuses on a key area of destination marketing—from finance to strategy—giving you practical tools and knowledge you can immediately put into action.

LEADERSHIP 360 ACADEMY

Grow from every angle. Leadership 360 Academy is designed to build well-rounded leaders through immersive learning, self-reflection, and real-world application—helping you lead with clarity, confidence, and impact.

PROFESSIONAL DEVELOPMENT.



NETWORKING

This is where you find your people.

At One West, networking isn't overwhelming—it's intentional. You'll build real relationships with DMO peers and trusted partners across the West. The kind of connections that turn into phone calls, collaborations, and lifelong industry friendships.



MENTORSHIP

Because no one grows alone.

Our mentorship program connects experienced leaders with emerging professionals to create meaningful, lasting relationships. It's about sharing knowledge, building confidence, and helping each other navigate what's next—together.



COMMITTEES

Want to get more involved? Pull up a chair.

Our committees are where ideas turn into action—and where your voice matters. Whether you're shaping our summits or diving into key industry topics, there's a place for you to contribute, grow, and lead.



MEMBER RESOURCES

TOOLS YOU'LL ACTUALLY USE

Because sometimes you just need the answers.

As a One West member, you get access to practical, real-world resources designed to support your day-to-day work and long-term strategy.

- ▶ **Salary & Budget Survey** – Benchmark with confidence and make informed decisions
- ▶ **Benefits Survey** – Understand how your organization stacks up and supports your team
- ▶ **Resource Library** – A curated hub of guides, templates, and industry insights
- ▶ **Podcast (Where We Goin'?)** – Fresh perspectives and real conversations from industry leaders
- ▶ **Job Board** – Find your next opportunity—or your next great hire

ONE WEST EDUCATION & RESEARCH FOUNDATION



INVESTING IN YOU— AND THE FUTURE OF OUR INDUSTRY

This is where we give back to our people.

The One West Education & Research Foundation exists to support the growth, sustainability, and success of destination organizations across the West—by investing directly in you.



RESEARCH THAT MOVES YOU FORWARD

We don't just talk about trends—we study them.

Through impactful research like visitor-behavior studies, website-conversion insights, and industry benchmarking, members gain access to data that helps inform smarter decisions, stronger strategies, and better results.



SCHOLARSHIPS THAT OPEN DOORS

Opportunity should never be out of reach.

The foundation provides scholarships to help members attend events, participate in programs, and continue their professional development—so you can grow, no matter where you are in your career.

Membership Dues Categories – 2026/2027

\$0 to \$499,999	\$811.00
\$500,000 to \$999,999	\$1,042.00
\$1 Million to \$2.5 Million	\$1,390.00
\$2.5 Million to \$5 Million	\$2,316.00
\$5 Million to \$10 Million	\$3,126.00
More than \$10 Million	\$4,052.00



**THANK
YOU**



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