



BACKGROUND

Travel generates over \$9.26 billion in visitor spending each year in **IOWA**. Over 70,700 people are employed within the travel sector in Iowa. *Iowa's state travel budget ranks #42 out of 50 states.*

The Iowa travel industry is currently organized by regional associations which deliver education, networking and programs. In addition, there are statewide organizations that focus on specific niche market activities. As part of an industry wide strategic sector plan in 2015, a goal was outlined to **IMPROVE COLLABORATION, PARTNERSHIPS AND EXPERTISE AMONGST STAKEHOLDERS**. Stakeholders have worked for the last several years to mold this concept into the **IOWA TRAVEL INDUSTRY PARTNERS ASSOCIATION AND FOUNDATION**. This new association aligns with the recommendation from the Governor's Economic Growth Subgroup of Hospitality and Tourism industry professionals to develop a public/private organization to represent the interests of Iowa's tourism industry as part of a statewide strategic plan for tourism, including investment strategy.

In December 2020, 501c6 and 501c3 filings were submitted to begin the formation of the new organization. Full implementation of Iowa Travel Industry Partners launched July 1, 2021.

MISSION

Iowa Travel Industry Partners mission is to be the **UNIFIED DRIVING FORCE** of the travel and tourism industry promoting Iowa and its communities to positively impact the economy and quality of life for all Iowans.

VISION

For Iowa to be a vibrant travel destination with thriving diverse communities which inspire visitors, **LED BY A RECOGNIZED BRAND** and a united Association of travel professionals leading the way to make Iowa a destination of choice.

PURPOSE

The goal of the Iowa Travel Industry Partners is to:

- Increase **TRAVELER SPENDING** in Iowa.
- **UNITE** segments of the travel industry.
- Enhance the travel industry's **POLITICAL STRENGTH** and program impact.
- Elevate **PROFESSIONALISM** within the industry.
- Position travel as a **RESPECTED REVENUE GENERATOR** in Iowa.
- Build **PRIVATE AND PUBLIC** funding resources for travel efforts.
- Represent Iowa's **DIVERSE** level of tourism entities, which is inclusive of size, geography, culture, business segment, etc.
- Serve as a leading travel and tourism **INDUSTRY RESOURCE** for key stakeholders and the public.
- Serve as a vehicle for the **EXCHANGE OF INFORMATION AND IDEAS** pertinent to the Iowa travel industry.

KEY BENEFITS

The key benefits of a united statewide travel organization include:

- **GREATER EFFICIENCIES** of resources, staff, volunteers, programs and advocacy.
- **STREAMLINED** communications, marketing and advocacy under one voice for the entire industry.
- **CONNECTING** more entities to all programs without having to join multiple organizations.
- The intent is to **BUILD** on successful existing programs and partnerships while looking for additional opportunities.

ONE INDUSTRY | ONE MISSION | ONE VOICE

PROGRAMS

The program areas identified are not a plan, but rather a blueprint for how together the travel industry can identify opportunities and take action on critical issues for the purpose of growing travel in Iowa.

DEVELOPMENT	RESOURCE	EDUCATION	ADVOCACY	MARKETING
Develop and promote a membership program	Identify data and conduct research to quantify the impact of travel in Iowa	Design an education plan which delivers training across the state and uses technology to increase access	Provide a unified voice for state and federal issues which effect the travel industry	Develop a strategic marketing plan for external and internal audiences
Encourage membership that reflects the diversity of the travel industry	Build mentoring relationships to elevate professionalism	Provide education on best practices, trends and strategies that enhance the travel industry	Identify key issues threatening Iowa's travel industry and coordinate legislative events	Develop niche partnerships in areas of group travel, sports, leisure travel, meetings and other niche markets
Identify funding sources and partnerships to further the mission of the organization	Provide technical and professional services to members	Coordinate networking opportunities for members	Build support through coalitions for appropriate public policy to address key issues or opportunities	Collaborate with the Iowa Economic Development Authority
Build relationships both within the travel industry and externally with aligned partners from other sectors	Develop grant programs that meet member needs	Implement a professional development and leadership training program	Empower members with information to advocate for policies at the federal, state, and local levels	Foster a culture of public-private partnerships
	Design resources to assist members through an online library	Education committee collaborates with 501c3 to develop programming		Cultivate innovations amongst members

MEMBERSHIP & OPERATIONS

Anyone interested in advancing the Iowa travel industry can become a member of Iowa Travel Industry Partners. Membership fees are based on the type and size of the organization. The organization is governed by a 18-member board of directors elected from the membership representing various industry perspectives. The board of directors elects officers to guide the board and staff. Staff manages the day-to-day operations of the organization.

UNITE WITH ITIP

Get involved with ITIP to help advance the travel and hospitality industry of Iowa.

United, the travel and hospitality industry can accomplish great things.

IowaTravelIndustry.org | info@iowatravelindustry.org

