



FREQUENTLY ASKED QUESTIONS

WHY IS A NEW STRUCTURE NEEDED?

There are a number of key benefits of creating a unified travel organization in Iowa.

- **Greater efficiencies** of resources, staff, volunteers, programs and advocacy.
- **Streamlined** communications, marketing and advocacy under one voice for the travel industry.
- **Connecting** more entities to all programs without having to join multiple organizations.
- **Build** on successful existing programs and partnerships while looking for additional opportunities to encourage the growth of Iowa's hospitality industry.

WHO IS INVOLVED?

The organizations who have already transitioned into iTIP include Iowa Destination Marketing Alliance, Iowa Group Travel Association, and Team Iowa. Eastern Iowa Tourism Association membership is supportive of the unified approach and is developing ways to collaborate with iTIP. Additional industry organizations are encouraged to join in augmenting the travel industry through a unified voice. The goal is to have as many organizations as possible within the travel industry united. This may take some time to achieve, but this is the first step in achieving the goal.

WHO SHOULD JOIN?

Anyone interested in advancing the Iowa travel industry can become a member of the Iowa Travel Industry Partners. This new association aligns a recommendation from the Governor's Economic Growth Subgroup of Hospitality and Tourism to develop a long-range and integrated tourism plan for Iowa by engaging organizations that include, but are not limited to, tourism and travel, entertainment and attractions, arts and culture, restaurants, hospitality, special events, retail, transportation, and gaming.

HOW DID iTIP GET TO WHERE IT IS NOW?

Discussions of a unified travel association for Iowa have been taking place since 2015 with [the Iowa Tourism Sector Plan](#). In November 2017, the Iowa Destination Marketing Alliance started leading discussions while incorporating multiple industry wide brainstorming and planning sessions. The interested organizations developed a Steering Committee to lay the organization framework. In September 2020, the first Board of Directors was established based on the elected leadership of the transitioning organizations. iTIP officially launched July 1, 2021.

WHO IMPLEMENTS DAY-TO-DAY OPERATIONS OF iTIP?

The Iowa Travel Industry Partners plan of work calls for five pillars of programming: **DEVELOPMENT, RESOURCES, EDUCATION, ADVOCACY, AND MARKETING**. Staff will manage the day-to-day operations of the Iowa Travel Industry Partners and support the work of the committees. Initial staffing will include an executive director and lobbyist as a hired consultant. The association will build towards hiring additional staff to manage programming. Staff will plan to work remotely in order to have a presence in all parts of the state.



ONE INDUSTRY | ONE MISSION | ONE VOICE

WILL REGIONAL EDUCATION OPPORTUNITIES BE AVAILABLE?

The goal is to deliver educational opportunities throughout the state, promoting all opportunities to the entire membership. In addition, the goal is to augment training with webinars that could be viewed when convenient for members. All members will also benefit from resources developed, funds raised, education, new public-private partnerships, and advocacy activities of the organization.

WHAT ARE THE MEMBERSHIP DUES?

The Board of Directors has approved the following dues structure, including four classifications of membership with multiple investment levels within each classification.

- **General Membership** (identified as Attractions, Museums, Restaurants, Services, Chamber of Commerce, Economic Development Organizations, Individuals and all others)
 - \$150 (0 - 10 FTE)
 - \$250 (11 - 24 FTE)
 - \$500 (25+ FTE)
- **Affiliate Association** (identified as an industry trade association)
 - \$250
- **Lodging properties**
 - \$150 (100 or fewer rooms)
 - \$250 (101+ rooms)
- **County**
 - \$500
- **Destination Marketing Organization** (identified as Destination Marketing Organization / Convention & Visitors Bureau, Sports Commission, Chamber of Commerce, or Economic Development Organization that employs at least 1 full time individual dedicated to tourism)
 - \$750 (budget under \$150,000)
 - \$1,000 (budget \$150,001 - \$250,000)
 - \$2,500 (budget \$250,001 - \$500,000)
 - \$5,000 (\$500,001 - \$1 million)
 - \$7,500 (budget \$1,000,000+)

WHO HAS A VOICE IN THIS NEW ORGANIZATION?

Organizations and individuals who join will have a voice. Members will have the option to become involved in the committee(s) that are of interest to them, but also receive the benefit of being connected to other areas of the travel industry. Iowa Travel Industry Partners is governed by a board of 18 members, elected from the membership and representative of the entire state of Iowa. These directors can come from any part of the state, including the small rural areas that make Iowa special.

Those who choose to take an active role in the organization will have a voice.

ARE PROGRAMS AVAILABLE FOR MARKETING NICHE MARKETS SUCH AS SPORTS, GROUP TRAVEL, LEISURE TRAVEL, ETC.?

There are opportunities for members interested in niche markets to participate in committees to develop marketing strategies, partnerships, and collaborations. These niche strategies will include a statewide, unified presence at shows like Sports ETA Symposium, Circle Wisconsin Midwest Marketplace, ABA Marketplace, and others to be determined.

WHAT WILL THIS ORGANIZATION DO THAT IS NEW?

A united travel industry will have a strong proactive voice in advocating for the travel industry, in building opportunities for collaboration, and in creating new public-private partnerships. The synergy both within the travel industry and with entities from outside the travel industry with aligned goals will heighten the ability to grow traveler expenditures in Iowa. The plan includes developing grant funds to assist member needs and provide elevated training for the entire travel industry. **The power for where the organization goes lies in the united mission of the entire travel industry.**