

# ITIP STRATEGIC PLAN

FY24 - FY26

*(MAY 2023 - JUNE 30, 2026)*



**iTIP**  
*Iowa Travel Industry Partners*

*adopted May 16, 2023*



***ITIP***  
*Iowa Travel Industry Partners*

## **MISSION**

Tourism's Champion; increasing visitation and improving Iowa's economy through partnerships.

## **VISION**

A united team of travel professionals, providing resources to foster diverse communities that inspire travelers.



# VALUES

**COLLABORATE**

: partner with one another

**INNOVATE**

: try new things

**WE, NOT ME**

: make decisions good for  
the whole

**BE DIRECT**

: bring issues to the table

**GIVE IT A CHANCE**

: make it happen

**LEAD**

: make decisions, get results



# 5 PILLARS

## DEVELOPMENT



nurturing relationships  
and collaboration

## RESOURCES

providing technical  
tools



## EDUCATION



developing networking opportunities  
and statewide professional development

## ADVOCACY

leading and inspiring a legislative  
agenda that prioritizes tourism



## MARKETING



sharing iTIP's story and  
promoting niche markets

# GOALS & OBJECTIVES



**EXPANDING  
VALUE**

**AMPLIFYING  
INDUSTRY  
VOICE**

**SUSTAINING  
THE  
ORGANIZATION**

# EXPANDING VALUE

## Expanding Value

### Year 1

Educating the industry on the value iTIP provides

Take pulse of the industry to be informed of the value they expect

Develop program in partnership with 1 affiliate member organization

### Year 2

Develop programming & format for year long leadership program

Develop & launch leisure co-op trade show program in partnership with ITO booth

Launch consultant batching programming: strategic planning

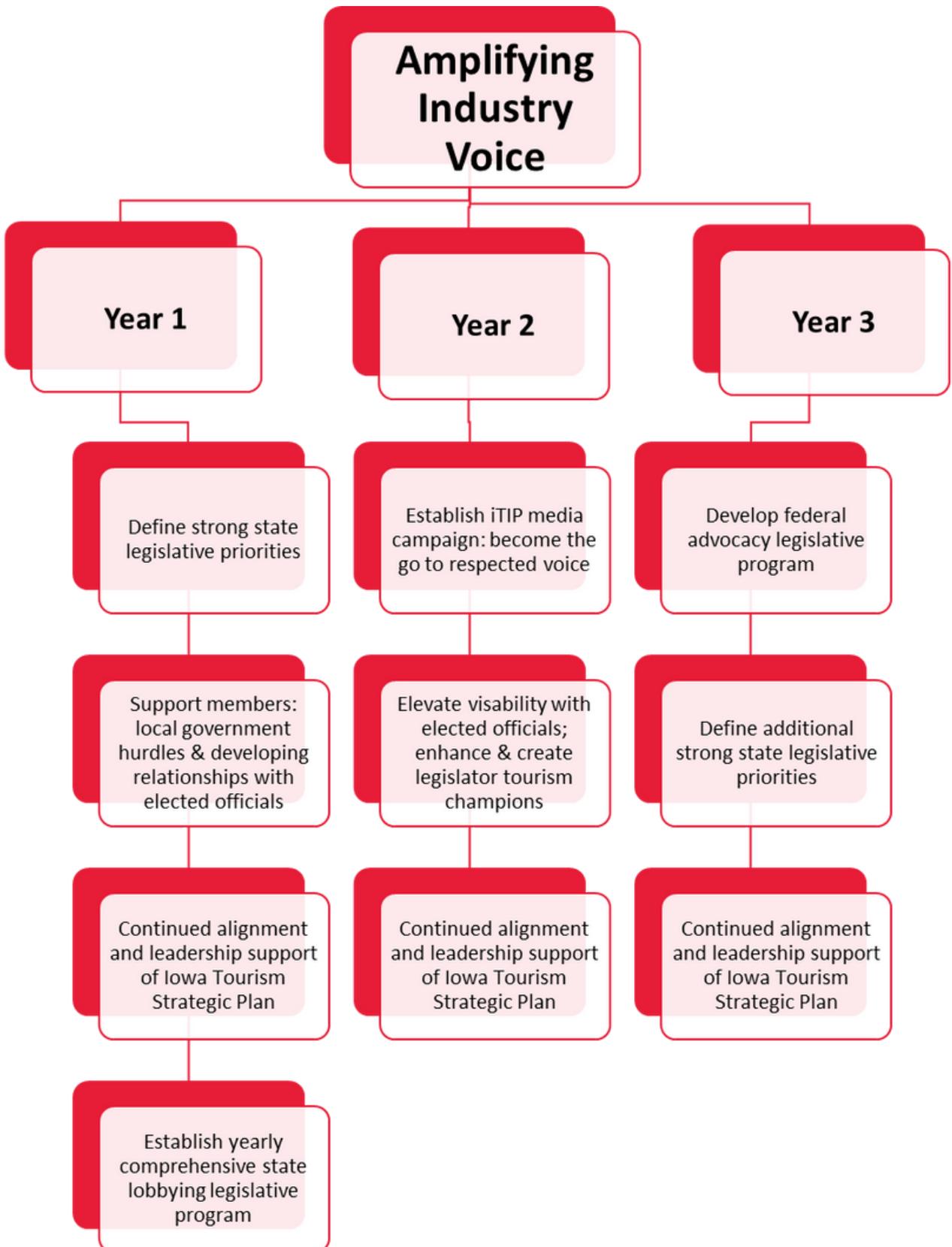
### Year 3

Add additional staff: event management & sponsorship

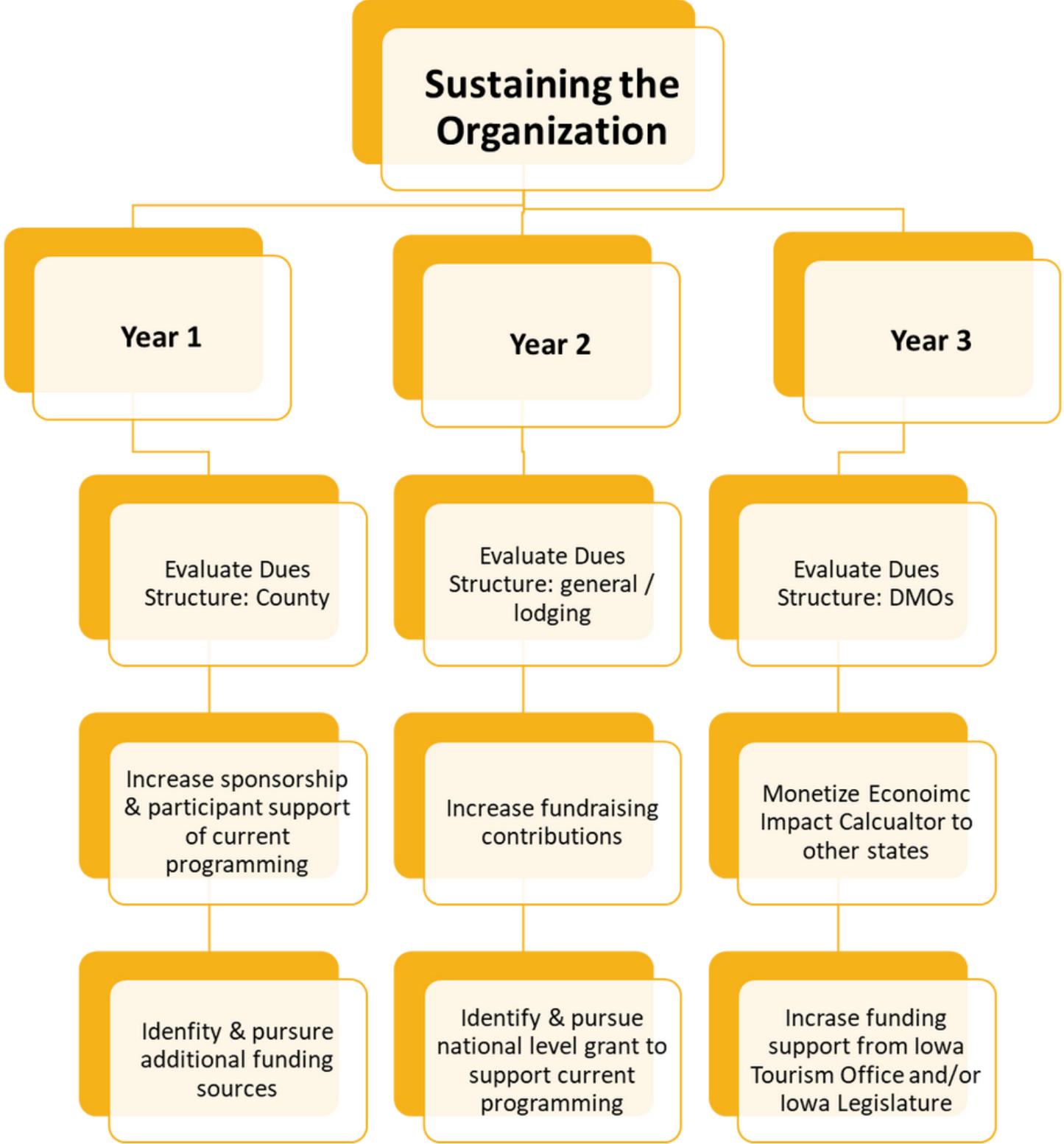
Offer scholarships to encourage additional partners to attend national trade shows

Begin offering grants & scholarships for attendance at national industry conferences

# AMPLIFYING INDUSTRY VOICE



# SUSTAINING THE ORGANIZATION



# SUCCESS BENCHMARKS

## EXPANDING VALUE

- 20% year over year membership growth
- 50% active member participation
- Niche Market Trade Show Vendor Funds
  - Year 1: Attend sports, meetings, group travel trade shows
  - Year 2: track success rate of these planners bringing business to Iowa. Determine what is/not working
  - Year 3: add additional services/ideas to improve success rate by XYZ%

## AMPLIFYING INDUSTRY VOICE

- 60% of membership attend statewide legislative events
  - 15% year over year attendance growth
- 30% of membership attend Capitol Visits
  - 15% year over year attendance growth

## SUSTAINING THE ORGANIZATION

- Gain County Level Membership
  - 10 counties in year 1
  - 30% year over year growth for next 2 years
- Diversify the budget through fundraising
  - 20% growth year over year