

iTIP is a state-wide tourism association dedicated to supporting our tourism partners around the state through resources, education, advocacy, and marketing initiatives.



- relationships with aligned partners
- economic impact calculator & mentorship program
- professional development & leadership training opportunities
- unified voice for issues effecting lowa's tourism industry
- promotion of niche markets in group travel, sports, and meetings

SHARE KNOWLEDGE, GAIN POWER

IowaTravelIndustry.org

MISSION

Tourism's Champion:

increasing visitation and improving lowa's economy through partnerships.

VISION

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



COLLABORATE
INNOVATE
WE, NOT ME
BE DIRECT
GIVE IT A CHANCE
LEAD

Create a partnership with lowa Travel Industry Partners to help evolve lowa's tourism and hospitality industry. Members of iTIP are always looking for new vendors to enhance and streamline their work to grow their local tourism initiatives.

VENDOR MEMBER BENEFITS:

- listing on vendor partner page of <u>lowaTravelIndustry.org</u>
- access to iTIP membership list (104 members as of 6.30.23)
- ability to host virtual webinar session with iTIP membership
- invitation to participate in all iTIP education and networking events
 - (*some events require additional registration costs)

\$770 for 1-year membership (year runs through June 30, 2024)

Additional Sponsorship Opportunities:

- monthly newsletter ad & blurb (\$350)
- Tourism Legislative Night: January 17, 6 9 PM, Des Moines
- iLEAD Leadership Symposium: February 7 9, location TBD
- iTIP Summer Celebration: June 10 11, location TBD



ONE MISSION ONE VOICE