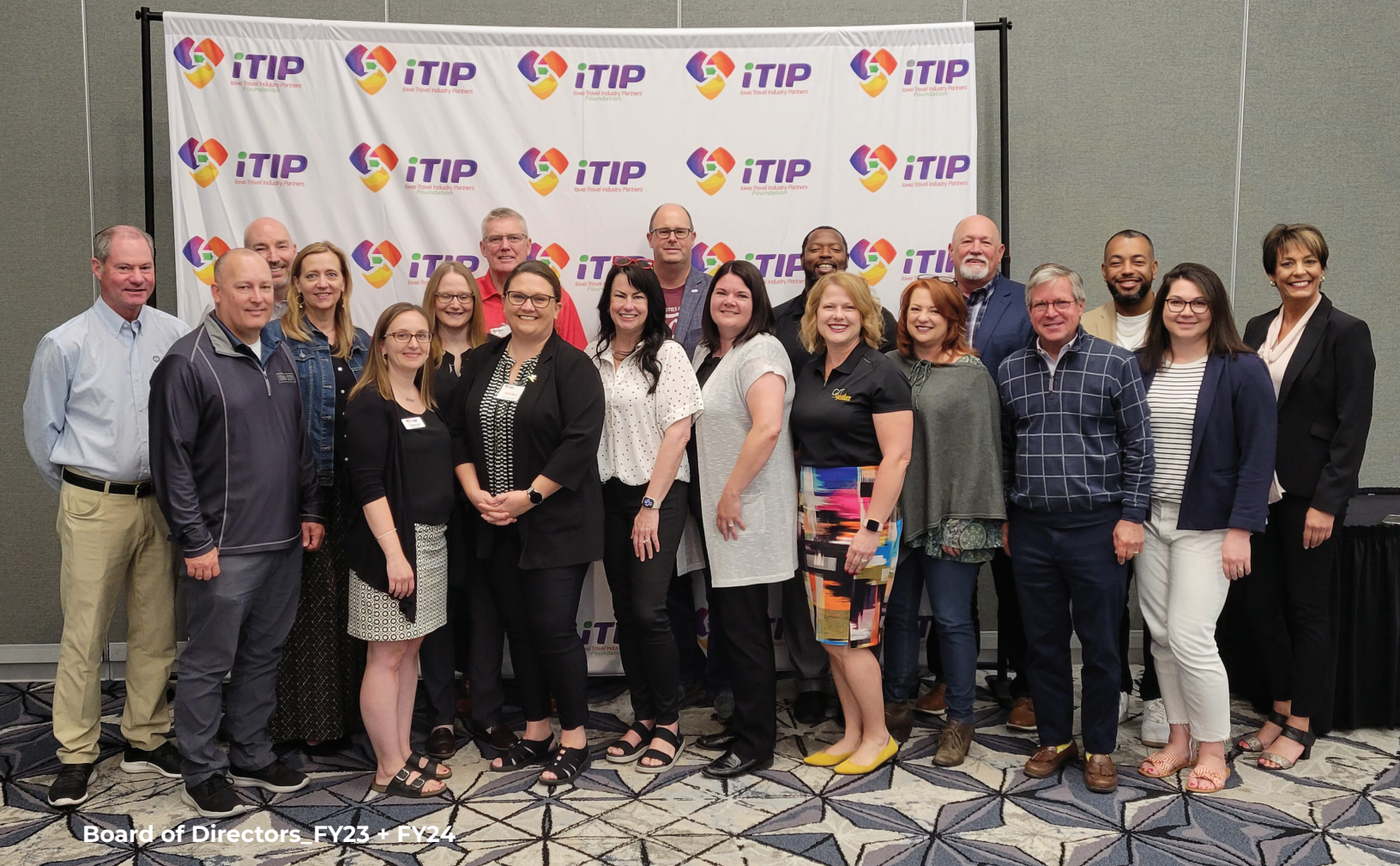




FY24 ANNUAL REPORT



Board of Directors FY23 + FY24

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

IOWA TRAVEL INDUSTRY PARTNERS BOARD OF DIRECTORS

KIM GRZYWACZ, President
CIT Signature Transportation

DAVE HERRELL, Vice President
Visit Quad Cities

KEVIN BOURKE, Treasurer
Discover Ames

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MARK ECKMAN, Council Bluffs Convention
& Visitors Bureau

WES EHRECKE, Iowa Gaming Association

KRISTI FRANZ, Explore Sioux City

TAVIS HALL, Experience Waterloo

CARRIE KOELKER, Travel Dubuque

REBECCA PETERS, Vacation Okoboji

JENNIFER PICKAR, Cedar Falls Tourism
& Visitors Bureau

NICK PFEIFFER, Think Iowa City

JULIE STOW, Cedar Rapids Tourism

JOHN VALLERIE, Iowa PGA

KOREY WOODBURY, Hotel Millwright

ITIP STAFF & SUPPORT

CHELSEA LERUD, Executive Director

DAVID ADELMAN, Lobbyist
Cornerstone Government Affairs



MESSAGE FROM THE
EXECUTIVE DIRECTOR
.....
CHELSEA LERUD

iTIP members, partners and friends

Thank you for entrusting Iowa Travel Industry Partners (iTIP) to support you and your organization's work in advancing Iowa's tourism industry. Fiscal Year 2024 marks the third year of our operation, and it has been a period of significant development and growth, ensuring we continue to shape a sustainable future for our association.

One of our major achievements this year was securing a second year-long vendor contract from the Iowa Economic Development Authority (Iowa Tourism Office) to execute a comprehensive niche marketing campaign. This initiative encompassed statewide participation in three national trade shows, creation of niche magazines, the utilization of statewide sports software, and the production of a group tour highlights video. These initiatives provided our members with numerous opportunities to promote their destinations and attractions to national planners, significantly increasing exposure and awareness for the state.

In addition, we have continued to nurture each of the D.R.E.A.M. committees, enhancing programming opportunities to deliver greater value to the industry. The FY24 Annual Report details the various ways in which our state association has worked tirelessly to be a powerful resource for Iowa's tourism sector.



The future of tourism in Iowa is indeed bright. Iowa Travel Industry Partners is committed to continuing the growth and development of programs that meet the evolving needs of Iowa's tourism industry, ensuring competitive and respected growth. By fostering unity, collaboration, and partnerships, we believe the travel industry can achieve remarkable milestones.

Yours in tourism,

Chelsea M Lerud
Chelsea Lerud

Executive Director
clerud@iowatravelindustry.org
515-207-0009

5 PILLARS

DEVELOPMENT | RESOURCES | EDUCATION
ADVOCACY | MARKETING



DEVELOPMENT

Nurturing relationships and collaboration

- Achieved 20% year-over-year membership growth by welcoming 121 member organizations, representing all membership levels across the state.
- 8 Affiliate Partners foster relationships with industry sectors and associations, while 10 Vendor Partners facilitate tourism partnerships for members.
- Secured over \$60,000 in sponsorships to host statewide events and support Iowa's presence at national events.
- Hosted a booth at the Iowa Tourism Conference, educating attendees about iTIP and co-presented a breakout session on the Economic Impact Calculator's benefits.

RESOURCES

Providing technical tools

- Continued promotion of the Economic Impact Calculator to members remains a priority. This FY, 330 event scenarios were processed, helping analyze the impact on the community.
- Coordinated six mentorship pairings to exchange industry knowledge among partners.
- Initiated the development of member toolkits.
- Collaborated with the Iowa Tourism Office to collect data and analyze the Iowa Travel Organizations' Annual Salary and Budget Report.



EDUCATION

Developing networking opportunities and statewide professional development

- Networked with over 500 industry professionals across 21 virtual and in-person events organized by the association.
- Hosted the iLEAD Leadership Symposium, attended by 23 participants, to enhance leadership skills. The symposium covered topics such as placemaking, leadership communication, handling difficult conversations, building successful career foundations, peer-to-peer learning, and self-care.
- Delivered ten webinars for industry partners on diverse topics to support their work in the tourism industry. The webinars covered legislative updates, website development, marketing strategies, and promotional efforts.



iLEAD LEADERSHIP SYMPOSIUM

ADVOCACY

Leading and inspiring a legislative agenda that prioritizes tourism

- Continued collaboration with Cornerstone Government Affairs to ensure the tourism industry remains a top priority with legislation advancement.
- Activated the industry grassroots membership to maintain Iowa's school start date law of August 23.
- Increased visibility of the industry through two Capitol Visits during session to advocate for tourism appropriations funding.



Hosted Tourism Night Legislative Reception for 150 industry partners and elected officials, fostering new connections and deeper conversations.





MARKETING

Sharing iTIP's story and promoting niche markets

- Partnered with Travel Iowa to execute a comprehensive niche marketing campaign targeting meeting planners, group tour operators, and sporting event rights holders.
 - Engaged in 97 one-on-one planner conversations and interacted with thousands of trade show attendees at the Iowa booth during three national trade shows.
 - Developed an enhanced version of the 10th edition of the Iowa Tour Guide in collaboration with The Group Travel Leader.
 - Launched the inaugural edition of the Iowa Meetings Guide in partnership with Small Market Meetings Magazine.
 - Conducted a statewide sports tourism market analysis with Huddle Up Group, aiming to refine Iowa's sports market strategy based on the findings.
 - Produced the Iowa Group Tour Highlights Video for use in both in-person and online promotions.
- Continued to enhance the association's website and social media channels to keep stakeholders informed.
- Actively participated in Global Meetings Industry Day and National Travel and Tourism Week promotions.



iTIP in Action

The Iowa Travel Industry Partners Board of Directors and Staff have dedicated significant effort over the past year to build a strong, sustainable association for the long-term success of both the organization and the tourism industry. Our niche marketing campaign to recruit group tour operators, sporting event rights holders, and meetings/convention planners to Iowa has been particularly successful, drawing increased attention and business to the state. These targeted efforts have not only boosted tourism but have also strengthened Iowa's reputation as a premier destination for diverse events and gatherings.

5

showcased Iowa at
national tradeshows



39

members attend
shows with iTIP

160

leads to membership

97

partner sponsorships
with iTIP to gain
additional exposure



1604

planners exposed to
opportunities in Iowa

Tradeshaw
giveaways:

300 400 374
flying pigs stress balls bags

122

one-on-one niche
market appointments



1,000

rice krispie treats
distributed at American
Bus Association

270

Iowa profile sheet
packets distributed

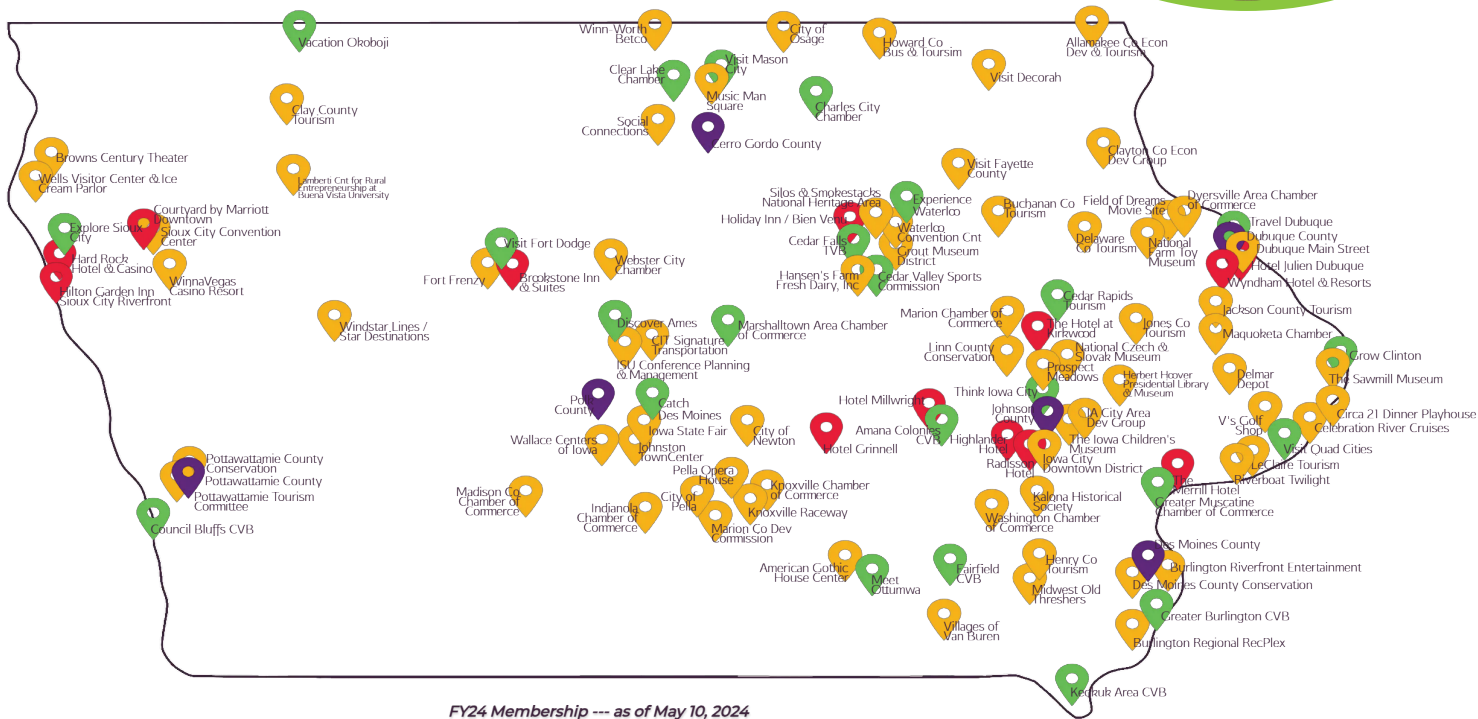
Membership Strength

Thank you to each of the 121 organizations that engaged with iTIP on membership with the association. All membership types provided statewide representation.

We extend our heartfelt gratitude to each member organization for their invaluable contributions towards advancing Iowa's tourism industry. iTIP is dedicated to providing resources that enrich the efforts of tourism organizations. Expanding your network opens new avenues for enhancing tourism promotion.



FY24 MEMBERSHIP



FY24 Membership --- as of May 10, 2024

-  **General Membership**
-  **Destination Marketing Organization**
-  **Lodging Property**
-  **County**

AFFILIATE ASSOCIATIONS:

Association of Iowa Fairs
Iowa Bicycle Coalition
Iowa Gaming Association
Iowa Museum Association
Iowa PGA
Iowa Restaurant Association
Iowa Tourism Office
RAGBRAI

MEMBERSHIPS:

General Members	70
Lodging Properties	13
County Partners	6
Affiliate Associations	8
Destination Marketing Organizations	24
Vendor Partners	11

VENDOR PARTNERS:

CTM Media Group
de Novo Marketing
Group Tour Magazine
Huddle Up Group
Madden Media
McDaniel's Marketing
Neapolitan Labs
Premier Travel Media
Shrpa
Small Market Meetings Magazine

Key Goals for FY25

In FY24, iTIP embarked on the inaugural year of its ambitious three-year strategic plan. This blueprint aims not only to foster the association's growth but also to cultivate financial resilience and bolster Iowa's hospitality sector's influence. The strategic framework categorizes all iTIP initiatives under three key pillars: Expanding Value, Amplifying Industry Voice, and Ensuring Organizational Sustainability. We invite all members to actively participate in achieving the strategic plan's objectives and collectively advancing our shared mission. iTIP will continue the work of the strategic plan in FY25 with the following goals and benchmarks.

EXPANDING VALUE

1. Collaborate with Affiliate Associations to offer tourism programming for statewide year-long business leadership programs.
2. Promote co-op opportunities among members for trade show participation.
3. Investigate virtual workshop series with consultants to support partners in enhancing their work.

SUCCESS BENCHMARKS:

- Attain **20%** annual growth in membership.
- Increase overall event participation by **25%**.
- **Monitor lead generation** for niche business opportunities in Iowa

AMPLIFYING INDUSTRY VOICE

1. Boost iTIP media coverage to further amplify the iTIP PR voice.
2. Enhance visibility with elected officials to cultivate and support tourism champions among legislators.
3. Maintain alignment with and leadership of the Iowa Tourism Strategic Plan.

SUCCESS BENCHMARKS:

- Achieve **15%** annual growth in membership attendance at the statewide legislative reception.
- Increase member engagement with elected officials by **15% year over year.**

SUSTAINING THE ORGANIZATION

1. Assess the dues structure for General and Lodging categories.
2. Increase funding contributions.
3. Identify and apply for national grants to support current programming.

SUCCESS BENCHMARKS:

- Achieve **30% year-over-year growth** in county-level involvement.
- Diversify the budget by increasing fundraising efforts by **20% annually.**

Foundation

The Iowa Travel Industry Partners Foundation, a 501c3 nonprofit organization, is committed to empowering the Iowa travel and tourism industry through education, research, advocacy, and workforce development. It serves as a support organization for Iowa Travel Industry Partners.

The Foundation honored 14 industry leaders and organizations for their exceptional achievements over the past year at an awards ceremony in Sioux City on June 11, 2024. Congratulations to all the recipients!

EXCELLENCE AWARDS

Arts, Culture & Heritage (small):

Town of Colors - Charles City Art Center, Charles City

Arts, Culture & Heritage (medium):

Fort Dodge Grain Silo Mural, City of Fort Dodge

Only in Iowa (small):

Surf Ballroom & Museum, Clear Lake

Only in Iowa (medium):

Boone & Scenic Valley Railroad, Boone

Rising Star (medium):

Dylan Does, Meet in Marshalltown

Rising Star (large):

Kristen Heimgartner, Explore Siouxland

Service Excellence (small):

Petite Café & Pammel Park Coffee Co., Winterset

Service Excellence (medium):

Wright on the Park, Mason City

Service Excellence (large):

CIT Signature Transportation, Ames

Sustainability Initiative (small):

Wilson's Orchard & Farm, Iowa City & Des Moines



INDIVIDUAL AWARDS

- Joe Taylor Vision Award:
Mark Shoemaker, Pottawattamie County Conservation
- Abby Kisling Leadership Award:
Lindsey James, Visit Mason City
- Elected Official of the Year:
John Wills, State Representative, Okoboji
- iTIP Partner of the Year:
Ginger Williams, Charles City Chamber & Tourism



2023 - 2024 Foundation Work

- Supported the iLEAD Leadership Symposium to promote leadership development within Iowa's tourism industry.
- Enhanced the comprehensive awards program.
- Sponsored and judged the annual Iowa ProStart Management Competition hosted by the Iowa Restaurant Association.

Iowa Travel Industry Partners Board of Trustees

MARK ECKMAN, President,
Council Bluffs Convention &
Visitors Bureau

NICK PFEIFFER, Vice President,
Think Iowa City

LINDSEY JAMES, Treasurer,
Visit Mason City

LIBBEY HOHN, Secretary,
Clear Lake Chamber of
Commerce

LAURA CARRELL, Director at
Large, Meet Ottumwa

DAVE HERRELL, Visit Quad Cities

iTIP Foundation Staff

CHELSEA LERUD,
Executive Director



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