

# ITIP STRATEGIC PLAN

FY27 - FY29

*(JULY 1, 2026 - JUNE 30, 2029)*



*adopted June 8, 2026*



***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

Who We Are

**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

## What We Do

### 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

What We Focus On



**EXPANDING  
VALUE**

**AMPLIFYING  
INDUSTRY  
VOICE**

**SUSTAINING  
THE  
ORGANIZATION**

# EXPANDING VALUE

*Growing the value of tourism and iTIP membership.*

	<b>STRATEGIC OBJECTIVES</b>	<b>MEASURES OF SUCCESS</b>
<b>1</b>	Provide consistent education opportunities and resources that help members grow professionally and address real-world industry challenges	Webinar participation and engagement
<b>2</b>	Develop and strengthen mentorship and leadership development opportunities for tourism professionals	Participation in leadership development opportunities, including iLEAD and mentorship programs
<b>3</b>	Represent Iowa in key niche markets, including sports, meetings, and group travel opportunities	Engagement in niche market opportunities, including trade shows and planner outreach efforts
<b>4</b>	Expand scholarship and professional development opportunities that increase industry participation and access to national conferences and events	Scholarship participation and geographic distribution of awards
<b>5</b>	Create opportunities for members to connect, collaborate, and learn from one another	Member satisfaction with networking and peer-learning opportunities

# AMPLIFYING INDUSTRY VOICE

*Advancing tourism through advocacy, relationships, and industry leadership.*

	<b>STRATEGIC OBJECTIVES</b>	<b>MEASURES OF SUCCESS</b>
<b>1</b>	Define and execute strong state legislative priorities through a coordinated advocacy program	Member participation in advocacy efforts and events
<b>2</b>	Support members through advocacy education and local government engagement	Participation in advocacy education and engagement opportunities
<b>3</b>	Maintain and strengthen alignment with the Iowa Tourism Strategic Plan and Iowa Tourism Office priorities	Alignment and collaboration with Iowa Tourism Office initiatives
<b>4</b>	Build relationships with elected officials, agency leadership, media, and industry stakeholders	Engagement with elected officials, media, and industry stakeholders
<b>5</b>	Position iTIP as a trusted voice for tourism through consistent public relations and industry engagement	Public relations opportunities, media mentions, and industry visibility

# SUSTAINING THE ORGANIZATION

*Ensuring iTIP has the resources and capacity to support the industry.*

	<b>STRATEGIC OBJECTIVES</b>	<b>MEASURES OF SUCCESS</b>
<b>1</b>	Evaluate and strengthen membership structure to align member value, engagement, sponsorship opportunities, and long-term sustainability	Membership retention, growth, and engagement
<b>2</b>	Develop and implement strategies to improve member engagement, retention, and participation	Participation in programs, committees, and events
<b>3</b>	Strengthen staffing and operational capacity to support organizational growth and reduce reliance on volunteers	Increased staffing, contracted support, and operational capacity
<b>4</b>	Maintain and diversify revenue through membership, sponsorship, fundraising, public funding, and county partner investment	Diversified and sustainable revenue streams
<b>5</b>	Review and refine organizational processes and systems to support long-term sustainability and scalability	Organizational effectiveness and capacity to implement strategic priorities