

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.

	STRATEGIC OBJECTIVES	MEASURES OF SUCCESS
1	Provide consistent education opportunities and resources that help members grow professionally and address real-world industry challenges	Webinar participation and engagement
2	Develop and strengthen mentorship and leadership development opportunities for tourism professionals	Participation in leadership development opportunities, including iLEAD and mentorship programs
3	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
4	Expand scholarship and professional development opportunities that increase industry participation and access to national conferences and events	Scholarship participation and geographic distribution of awards
5	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.

	STRATEGIC OBJECTIVES	MEASURES OF SUCCESS
1	Define and execute strong state legislative priorities through a coordinated advocacy program	Member participation in advocacy efforts and events
2	Support members through advocacy education and local government engagement	Participation in advocacy education and engagement opportunities
3	Maintain and strengthen alignment with the Iowa Tourism Strategic Plan and Iowa Tourism Office priorities	Alignment and collaboration with Iowa Tourism Office initiatives
4	Build relationships with elected officials, agency leadership, media, and industry stakeholders	Engagement with elected officials, media, and industry stakeholders
5	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.

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