



# IOWA TRAVEL INDUSTRY PARTNERS

**Uniting Iowa's Tourism Industry to Drive Growth**  
Iowa Travel Industry Partners (iTIP) is Iowa's only statewide association dedicated to supporting tourism organizations through resources, education, advocacy, and marketing initiatives.



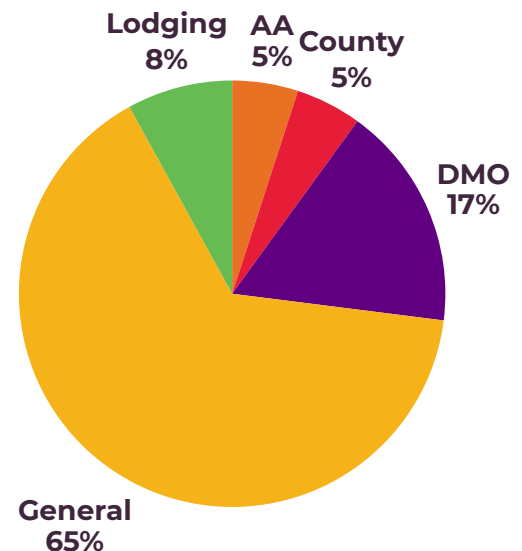
## iTIP At a Glance

- **Statewide Reach**
  - Serving tourism organizations in every region of Iowa.
- **Strong Network**
  - 150+ member organizations representing 600+ tourism professionals.
- **Meaningful Connections**
  - Year-round opportunities to build relationships through education, networking, and industry events.

## Who Are iTIP Members?

iTIP's membership represents a diverse cross-section of Iowa's tourism industry, with organizations of all types located throughout the state.

- **Destination Marketing Organization (17%)**  
*organizations with dedicated tourism staff*
- **General (65%)**  
*Attractions, museums, chambers, venues, Main Street organizations, and other tourism entities.*
- **Lodging Properties (8%)**  
*Hotels, resorts, and other lodging properties.*
- **Affiliate Association (5%)**  
*Statewide / regional tourism and industry associations.*
- **County (5%)**  
*County governments*





## iTIP Mission

To be the unified driving force of the travel and tourism industry promoting Iowa and its communities to positively impact the economy and quality of life for all Iowans.

## iTIP Vision

For Iowa to be a vibrant travel destination with thriving diverse communities which inspire visitors, led by a recognized brand and a united association of travel professionals leading the way to make Iowa a destination of choice.

## Five Pillars of iTIP

### DEVELOPMENT



Strengthening Iowa's tourism network through membership, partnerships, and collaboration.

### RESOURCES

Providing research, tools, and industry insights to support tourism organizations.



### EDUCATION



Offering professional development, training, and industry best practices.

### ADVOCACY

Representing Iowa's tourism industry on legislative and policy issues.



### MARKETING



Promoting Iowa in the group tour, sports, and meetings markets while sharing the story of Iowa tourism.

## Member-Driven. Industry-Led.

iTIP is governed by an 18-member Board of Directors representing diverse sectors of Iowa's tourism industry.

