



Join iTIP as an Affiliate Association Member

Bringing Iowa's tourism sectors together through shared resources, coordinated advocacy, and industry collaboration.

Who is iTIP?

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

➤ Statewide Reach

- Serving tourism organizations in every region of Iowa.

➤ Growing Network

- 150+ member organizations representing 600+ tourism professionals.

➤ Meaningful Connections

- Opportunities to exchange expertise and collaborate with leaders representing different sectors of Iowa tourism.

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.

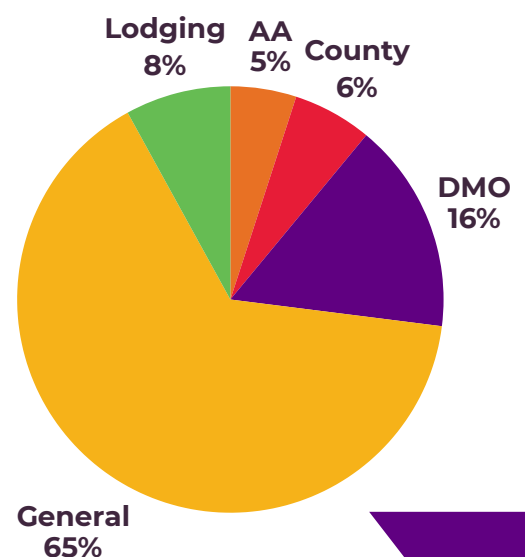
● Destination Marketing Organization (16%) *organizations with dedicated tourism staff*

● 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 (6%) *County governments*





Strong associations strengthen Iowa tourism. Working together makes that impact greater.

Working Together for Iowa Tourism

- ▶ **Aligning Our Advocacy Efforts**
 - Each association brings its own legislative priorities and industry expertise. Staying connected helps us identify shared issues, coordinate messaging, and support one another's priorities when interests align.
- ▶ **Sharing Education & Resources**
 - Collaboration allows us to share expertise, coordinate educational opportunities, and cross-promote relevant programming rather than duplicating efforts.
- ▶ **Bringing Industry Voices Together**
 - Affiliate Association representatives are invited to participate in iTIP committees, sharing their sector's expertise and perspectives as we develop programs and resources for Iowa tourism.

Your Membership Includes

- ▶ Connections with tourism leaders across Iowa
- ▶ Legislative updates and advocacy information
- ▶ Economic Impact Calculator & member resources
- ▶ Opportunities for collaborative programming
- ▶ Participation in iTIP committees and industry initiatives

Annual Investment

\$318

*identified as trade assoc.
representing 3 or more
counties*



JOIN TODAY



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IowaTravelIndustry.org