



iTIP DMO Membership

Supporting Iowa's destination leaders through advocacy, resources, education, and statewide partnerships.

Membership Eligibility: Destination Marketing Organizations, Convention & Visitors Bureaus, Chambers of Commerce, and Economic Development Organizations employing at least one full-time individual dedicated to tourism.

Who is iTIP?

Iowa Travel Industry Partners (iTIP) is Iowa's statewide tourism association, bringing together organizations and professionals from across the state to strengthen tourism through a unified industry network.

Growing Network

150+ member organizations representing 600+ tourism professionals.

Statewide Reach

Serving tourism organizations in every region of Iowa.

Industry Leadership

Bringing tourism professionals together to share knowledge, address common challenges, and strengthen Iowa's visitor economy.

Your Statewide Tourism Partner

Destination organizations are expected to do a lot, often with limited staff and resources. From promoting their communities to demonstrating tourism's economic value, their responsibilities extend well beyond marketing.

iTIP helps make that work more manageable. Through practical resources, professional development, statewide advocacy, and coordinated niche-market initiatives, we provide support that individual destinations may not have the time, expertise, or budget to pursue independently. Membership extends to your entire team, allowing staff to take advantage of opportunities relevant to their roles.





*Helping your destination do more
with the resources you have.*

Resources & Opportunities for Your DMO

A Voice for Iowa Tourism

iTIP represents tourism interests at the State Capitol and helps destination professionals confidently advocate for tourism funding and support in their own communities.

Advocacy 101 | Iowa Tourism Night | Legislative Calls to Action | Legislative Newsletter

Education Built for Tourism

Education and professional development help your team strengthen skills, address challenges, and apply industry best practices without starting from scratch.

Webinars + Recording Library | iDISCOVER | Summer Celebration

Tools for Your Organization

Research, how-to guides, and practical resources save staff time and help demonstrate tourism's economic value to local decision-makers.

Resource Library | Economic Impact Calculator | Job Board | Mentorship Program

Taking Iowa to Targeted Markets

Statewide sales and marketing initiatives offer opportunities for destinations to reach sports, group travel, and meetings audiences that can be costly to pursue independently.

Trade Show Representation | Leads | Niche Marketing Placements | Niche Guides

Annual Investment

DMO Membership dues are based on your organization's yearly tourism budget. Membership is valid through **June 30, 2027**. To become a DMO Member, complete the registration form on the iTIP website.

DMO	DMO	DMO	DMO	DMO
\$817	\$1087	\$2663	\$5437	\$8158
yearly budget under \$150,000	yearly budget \$150,001 - \$250,000	yearly budget \$250,001 - \$500,000	yearly budget \$500,001 - \$1M	yearly budget \$1M+



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