



**International Inbound Travel Association**

**INSIDER KNOWLEDGE**

**MEANINGFUL CONNECTIONS**

**POWERFUL ADVOCACY**

**PARTNERS THAT PRODUCE**

## WHAT IS IITA?

IITA is the International Inbound Travel Association—the only professional association devoted exclusively to the advancement of the U.S. inbound travel industry through the business-to-business travel trade.

*Our mission is to grow inbound travel to the U.S. by providing the best and widest range of product, services and information to the international travel trade.*

IITA members are experts on the extensive variety of U.S. travel product. They bring insider knowledge and established partnerships with not only the country's most well-known cities and regions, but lesser known and highly desirable destinations. Working with IITA, international operators have the opportunity to build strong and productive one-on-one relationships with inbound operators, DMOs and suppliers.

IITA serves as the bridge to international inbound business and is committed to serving the needs of its members and to advancing the industry as a whole.

## WHO CAN JOIN?

IITA members include inbound tour operators, destination marketing organizations, suppliers and industry service providers from across the country.

For more information on IITA membership, please visit [inboundtravel.org](http://inboundtravel.org).



"America 4 You joined IITA to become more involved in the Inbound community. IITA focuses on important issues facing inbound international travel and the association uses the strong voice of its leaders to advocate for the industry as a whole."

**LENA ROSS, AMERICA 4 YOU**  
IITA Board Member



## INBOUND INSIDERS MEET AT IITA SUMMIT

The U.S. inbound travel industry gathers annually at **IITA's Summit** to discuss trends, share ideas and best practices—all in preparation of being the best at what they do... creating experiences and providing services for international visitors.

The education program is designed specifically for inbound travel on timely topics like changing distribution channels, emerging markets and best practices. Additionally, inbound tour operators and suppliers meet in business appointments to develop new products as well as enhance existing partnerships.

## STEPS TO SUCCESS IN INBOUND TRAVEL

IITA's **Inbound Insider Steps to Success** program includes a series of seminars and workshops designed to educate U.S. travel suppliers about how to grow international visitation by working with inbound tour operators. The program is presented by ALON Marketing Group—the nation's leading inbound travel training organization.

## THE EXPERIENCED VOICE ON INBOUND TRAVEL ISSUES

IITA actively engages in **Advocacy** to ensure the U.S. continues to welcome international visitors with open arms. Whether its access to national parks or visa and entry issues, IITA educates government officials and other policymakers on inbound travel and its impact on the nation's economy.

Learn more at [INBOUNDTRAVEL.ORG](http://INBOUNDTRAVEL.ORG)



"International Inbound Travel is very important and valuable to Las Vegas and being able to work and share information with those inbound operators who facilitate that, is why we are active members of IITA."

**RAFAEL VILLANUEVA**, LAS VEGAS CONVENTION AND VISITORS AUTHORITY  
*IITA Board Member*

IITA's inbound community leads the field in inbound expertise because they have the advantages of specific, industry-focused education; shared best practices; and a network of knowledgeable and experienced experts they can trust.



"Being a member of an organization like IITA is an invaluable resource for a company like ours. Their annual Summit is something that I look forward to every year because it not only allows us the opportunity to interact with the top suppliers from all over the United States but also provides top notch educational sessions and the chance to network with the best of the best in our industry. All of these reasons are why 'I'm an Inbound Insider.'"

**ELLIOT CALLOWAY**, BONOTEL EXCLUSIVE TRAVEL  
*IITA Board Member*



**INBOUNDTRAVEL.ORG**

If you would like more information about IITA, we would be happy to help you!

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