


Navigating Tomorrow: Tourism's Changing Environment

IITA  **FEBRUARY 11-14**
2024
SUMMIT
MEMPHIS • TENNESSEE



Member Forum Facilitators

DMOs/Suppliers/ISPs



Julie Heizer
IITA Ambassador

Inbound Operators



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Longwoods International



2030 Blueprint

IITA Focus:

Industrywide **awareness of and an appreciation for the inbound operator distribution** channel as being necessary to build international travel business to the U.S. destinations and travel industry.




2030 Blueprint

Strategies:

- **Education.** Educate and train the industry to build international business and understand the industry's challenges and opportunities.
- **Advocacy.** Ensure inbound operators and by extension the overseas operators' needs and insights are represented in critical policy discussions.
- **Business Opportunities.** Identify and strengthen business opportunities for members with an emphasis on emerging/re-emerging markets.
- **Sustainability.** Urge IITA members to embrace sustainability in their businesses, destinations and travel products.
- **Membership.** Grow membership by engaging with members, creating connections between members, and developing networking opportunities.

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Last Year's Changes:

- Workforce/workplace:
 - Newcomers/inexperience
 - Remote work and meetings
- Budgets and sources of funding changed
- Travelers: More domestic, more high-end, more leisure than business, more demand for sustainable and indigenous experiences
- Sustainability: More demand and expectation for sustainable products & services
- Less airlift
- Shorter booking windows

Last Year's Issues:

- Pent Up Demand and Visa Backlog
- Costs – airfares, hotel prices,
- Perception of the U.S.: Safety (gun violence), politics
- Competitiveness – is U.S. keeping up in global market share?
- Lack of airlift
- Staff shortages – everywhere
- Daunting process and paperwork to come to USA