

**iTIP**  
Iowa Travel Industry Partners

HOW DOES iTIP  
BENEFIT IOWA'S  
TOURISM  
INDUSTRY?

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*July 2024*  
*IMA Unplugged*

1

**HOW DOES  
TOURISM AFFECT  
THE ECONOMY?**

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## ECONOMIC IMPACT OF TOURISM (2022)



**\$10.4 BILLION**

Total Economic Impact of Tourism in Iowa in 2022



**\$6.9B**

Direct Visitor Spending



**\$10.4B**

Total Economic Impact



**68,607**

Total Jobs Generated



**\$1.1B**

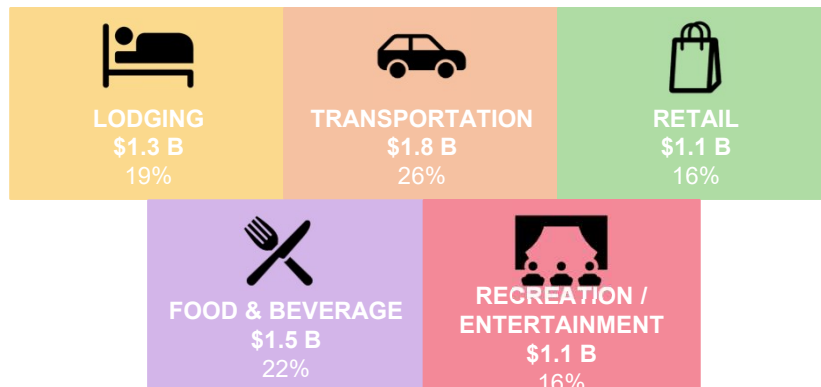
State & Local Taxes Generated

Tourism Economics, October 2023



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## VISITORS TO IOWA SPENT \$6.9 BILLION ACROSS A RANGE OF SECTORS



Tourism Economics, October 2023



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**HOW MUCH TAX WOULD YOU OWE  
TO THE STATE OF IOWA WITHOUT  
TOURISM DOLLARS?**

**\$847**

Tourism Economics, October 2023



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**IOWA TOURISM  
OFFICE**

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## **IOWA TOURISM OFFICE RESOURCES**

- Marketing Support – *attracting leisure travelers*
  - Travellowa.com website listings
  - Localhood
  - Soul of Iowa & This is Iowa Campaigns
  - Social media
  - Influencers
  - Iowa Travel Guide
- Connections
  - Tourism Insider Meetings
  - Iowa Tourism Conference
  - Bi-monthly webinar series
- Grants
  - 5 grant programs
- Research
  - Arrivalist
  - Economic Impact Report
  - STR Dashboard
  - Visitor Profile Study
  - State of the Tourism Industry Report
- Partnerships
  - Co-op marketing program
  - Passport programs
  - Travel Iowa Tradeshow booth
  - Welcome Centers Program



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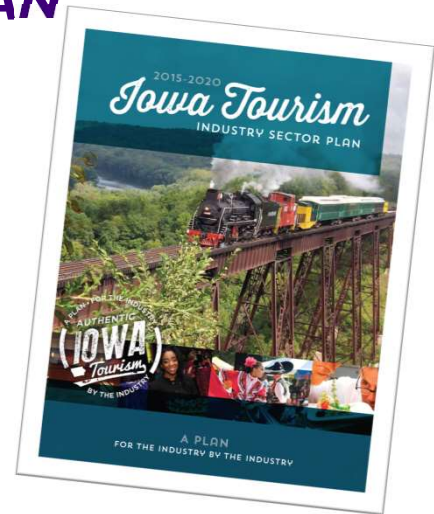
# **IOWA TRAVEL INDUSTRY PARTNERS (iTIP)**

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## IOWA TOURISM SECTOR PLAN

The plan sets out **FIVE** priority outcomes and competitive factors *shared* by the tourism industry:

- Increase economic growth through targeted marketing
- Enhance unique tourism experiences
- **IMPROVE COLLABORATION, PARTNERSHIPS & EXPERTISE AMONGST STAKEHOLDERS**
- Increase level of support and resources for tourism industry
- Elevate understanding and responsiveness to changing visitors' needs, offerings and Iowa's competitive position



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## TIMELINE



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**VISION**  
A united team of travel professionals, providing resources to foster diverse communities that inspire travelers.

**MISSION**  
**Tourism's Champion;** increasing visitation and improving Iowa's economy through partnerships.

**VALUES**  
COLLABORATE  
INNOVATE  
WE, NOT ME  
BE DIRECT  
GIVE IT A CHANCE  
LEAD

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## **STRATEGIC PLAN GOALS & OBJECTIVES**

FY24 – FY26

**EXPANDING VALUE**

**AMPLIFYING INDUSTRY VOICE**

**SUSTAINING THE ORGANIZATION**



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# DEVELOPMENT

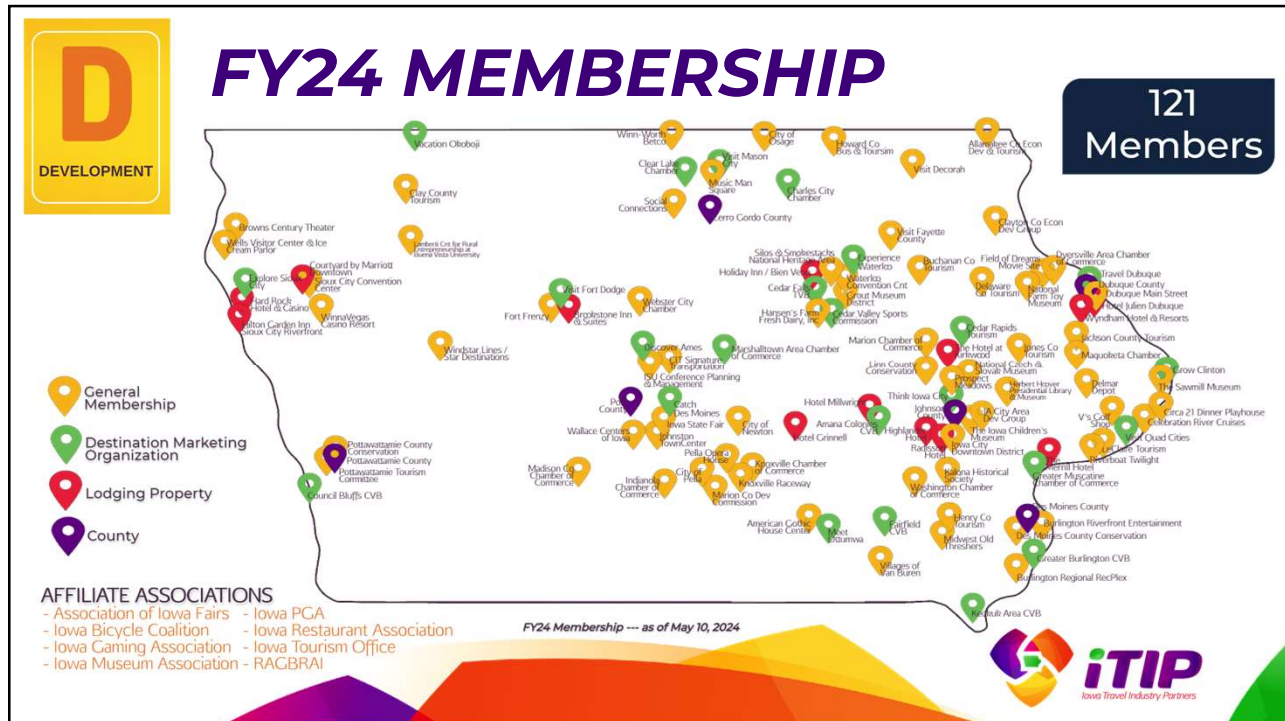


Development:  
nurturing relationships  
and collaboration



The slide features a large purple 'DEVELOPMENT' header. On the right, there is a yellow square icon with a large orange 'D' and the word 'DEVELOPMENT' underneath. Below this is a photograph of three people standing behind an ITIP booth. The booth has a white tablecloth with the ITIP logo and 'Iowa Travel Industry Partners' text. Various brochures and informational materials are displayed on the table. To the right of the photo, the text 'Development: nurturing relationships and collaboration' is written in red and purple. Below this text is a black icon of two hands shaking. At the bottom right, the ITIP logo is repeated.

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# RESOURCES

**R**  
RESOURCES

Resources  
Providing technical tools

**iTIP**  
Iowa Travel Industry Partners

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# ECONOMIC IMPACT CALCULATOR



Model Results						Event Information
Economic Contribution Summary From Total Spending						
	Direct	Indirect	Induced	Total	Multiplier	
Output	\$ 2,765,257	\$ 633,129	\$ 384,390	<b>\$ 3,782,776</b>	1.37	Okoboji Tourism - Model Webinar
Labor Income	\$ 867,319	\$ 161,999	\$ 96,945	\$ 1,126,263	1.30	Winter Games 2022
Jobs	42.0	5.0	3.1	50.2	1.20	1/29/2022
Economic Impact Summary From Spending by Non Residents*						
	Direct	Indirect	Induced	Total	Multiplier	
Output	\$ 1,989,154	\$ 456,791	\$ 272,498	<b>\$ 2,718,443</b>	1.37	
Labor Income	\$ 610,390	\$ 119,302	\$ 68,727	\$ 798,419	1.31	
Jobs	29.1	3.7	2.2	35.0	1.20	

*\* This is a subset of the economic contribution values displayed first. Do not add these tables together.*

[Economic Impact Calculator](#)



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# EDUCATION



**Education**  
 Developing networking opportunities and statewide professional development



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# ADVOCACY



**Advocacy**  
Leading and inspiring a legislative agenda that prioritizes tourism



**\$34,445,000**  
Funding Received  
FY23 & FY24



**Communities / Projects in Storied & Scenic receiving support:**

- **Destination Iowa**
  - African American Museum of Iowa: museum renovations
  - America's First Great Dam Foundation: 1913 Hydro-Electric Turbine Visitor Center project
  - Cinema Paradiso, LLC: The Last Picture House
  - City of Cedar Rapids: Lightline Loop
  - City of Davenport: Main St Landing, Davenport Skybridge, Figgee Museum
  - City of Fort Madison: Fort Madison River Landing project
  - City of Keosauqua: Lower Des Moines Water Trail
  - City of Maquoketa & Jackson County Conservation: Prairie Creek Recreation Area
  - City of Marion: Marion's Central Plaza
  - City of Muscatine: Muscatine Indoor Sports Complex
- **Community Attraction & Tourism**
  - Bettendorf
  - Burlington
  - Cedar Rapids
  - Davenport
  - Keota
  - Midwest Old Settlers & Threshers Association
  - Marengo
  - North Liberty
  - Washington
- **Meet In Iowa**
  - Anamosa
  - Burlington
  - Cedar Rapids
  - Coralville
  - Davenport
  - DeWitt
  - Grinnell
  - Iowa City
  - Le Claire
  - Maquoketa
  - Ottumwa
  - Riverside
- **Tourism Marketing Grant**
  - Burlington
  - Cedar Rapids
  - Clinton
  - Coralville
  - Davenport
  - Fairfield
  - Iowa City
  - Island City
  - Keosauqua
  - LeClaire
  - Maquoketa
  - Muscatine
  - Oskaloosa
  - Ottumwa
  - Quad Cities
- **Regional Sports Authority District**
  - Cedar Rapids Tourism
  - Greater Burlington
  - Think Iowa City
  - Visit Quad Cities
- **Art Project Grant**
  - Bettendorf
  - Cedar Rapids
  - Chariton
  - Coralville
  - Corydon
  - Davenport
  - Fairfield
  - Iowa City
  - Maquoketa
  - Moline
  - Mount Vernon
  - West Liberty
- **Sports Tourism Fund**
  - Bettendorf
  - Washington County
- **Iowa Great Places**
  - Cedar County: Hardacre Theater



# MARKETING



**Marketing**  
Sharing iTIP's story and promoting niche markets



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# TRADESHOW MARKETING



1000 rice krispies



## FY24 Accomplishments

- 5 national tradeshows
- 122 one-on-one planner conversations
- 270 profile sheet packets delivered
- 1604 planners exposed to Iowa
- 160 leads to membership
- 97 partner sponsorships

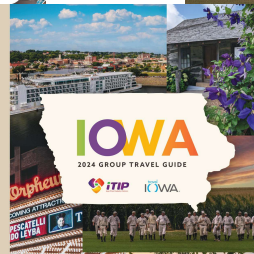
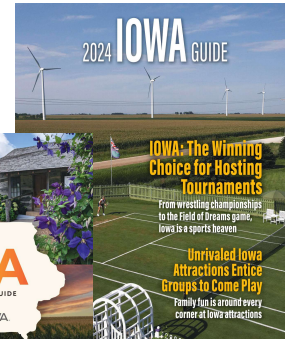


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# MARKETING

## FY24 Accomplishments

- Iowa Tour Guide
- Iowa Meetings Guide
- Iowa Sports Guide
- materials & strategy to attract student travel to Iowa



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**YOU'RE INVITED TO**

**BECOME A MEMBER**  
[IowaTravelIndustry.org/membership](http://IowaTravelIndustry.org/membership)

**Learn More**  
[IowaTravelIndustry.org](http://IowaTravelIndustry.org)

**JOIN A COMMITTEE**  
 Development, Resources, Education, Advocacy, Marketing




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**FY25 MEMBERSHIP RATES**

<p>General Membership</p> <p><b>\$180</b></p> <p>(through June 30, 2025)</p> <p><i>0 - 10 Full Time Employees</i></p>	<p>General Membership</p> <p><b>\$300</b></p> <p>(through June 30, 2025)</p> <p><i>11 - 24 Full Time Employees</i></p>	<p>General Membership</p> <p><b>\$600</b></p> <p>(through June 30, 2025)</p> <p><i>25+ Full Time Employees</i></p>
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- relationships with aligned partners
- economic impact calculator & mentorship program
- professional development & leadership training opportunities
- unified voice for issues effecting Iowa's tourism industry
- promotion of niche markets in group travel, sports, and meetings



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# ***THANK YOU***

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