

Invest in Your Future

Print Guide
Plus Bi-weekly
E-newsletter!



Your Bridge to Building International Inbound Business

INBOUND
insider

INSITE

PTM PREMIER
TRAVEL MEDIA

INVEST IN THE FUTURE of International Inbound Tourism

Be on the forefront of international arrivals as part of the International Inbound Travel Association. Your membership provides unparalleled reach and affordable marketing services to leading receptive operators and the overseas trade.

• INBOUND •
insider

IITA'S INBOUND INSIDER

This annual guide features members across the broad spectrum of the inbound travel market with a fresh perspective on visiting the USA. Used by thousands of tour operators, travel agents and MICE planners in both print and digital format.

INSITE ON AMERICA

INSITE ON AMERICA

InSite on America is a bi-weekly e-newsletter that exclusively targets the overseas trade with news, views and insider advice on unique destinations and activities that appeal to international tourists.

**Get a leg up on the competition and tell your story
by aligning with IITA membership and marketing services. It's a targeted,
affordable way to get your brand or destination back in the market.**



INBOUND INSIDER



Published to launch at IPW, IITA's Inbound Insider is "the guide to inbound tourism." Complete with forward-thinking editorial, member profiles and trending content, this publication serves as a blueprint for thousands of overseas travel buyers.



• **EXCLUSIVE DISTRIBUTION**
5,000 print, 5,000 digital

• **TRADE SHOWS & CONFERENCES**

Be seen at leading inbound travel events such as IITA's Summit, IPW, Go West, plus major international trade shows like WTM and ITB.

• **DIRECT MAIL**

Sent to qualified inbound tour operators (receptives/dmc's) across North America.

• **DIGITAL EDITION**

Inbound Insider is featured prominently year-round at Inboundtravel.org in both digital page flip and downloadable pdf format with the digital download promoted extensively via the InSite e-newsletter.

Ad Space Deadline: April 1, 2025

Publish Date: May 2025

Contact your regional Business Development Manager for more information. Call 630.794.0696

INBOUND
insider
Official Publication of the International Inbound Travel Association



INSITE ON AMERICA



Now more than ever, overseas operators need reliable information and innovative ideas to motivate their travelers. Enter IITA's InSite on America, a fresh e-newsletter built to reconnect the market by promoting what there is to see and do across the United States.

Focusing on IITA members, visitor trends and destinations, the newsletter will provide inspiring editorial stories, exclusive content, in-market product updates and brand promotions from destinations coast-to-coast.

With an initial publishing schedule of every other week, InSite will reach the inboxes of **2,500** TRADE PROFESSIONALS.

Published: Bi-weekly

Ad Space Deadline: 30 days prior to run date

Contact your regional Business Development Manager for more information. Call 630.794.0696

INSITE ON AMERICA



Get Started Building Your Inbound Business!

IITA's publication and e-newsletter provide unparalleled coverage at affordable rates.

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INSITE ON AMERICA

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LOOKING TO BECOME AN IITA MEMBER?

Learn more about the IITA Advantage at inboundtravel.org/membership

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