

# 2030 Blueprint for the Future

*IITA's Plan for Advancing  
Inbound Travel to the USA*



*Approved by Board of Directors August 2023*

# 2030 Blueprint for the Future



## Focus:

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

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## 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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**Education.** Educate and train the USA travel industry...

- Deliver Steps to Success in every state
- Develop online STS learning system / automate certificate
- Deliver highly-rated education at Summit and other events
- Provide other learning opportunities as possible, e.g. webinars

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**Advocacy.** Ensure IOs are represented in critical policy discussions

- Garner support from inbound operator leadership
- Nominate IOs to serve on industry boards/committees
- Advise NPS on issues/policies affecting IOs and international visitors
- Sponsor and participate in Destination Capitol Hill annually

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**Business Opportunities...** with buyers in mature and emerging/re-emerging markets.

- Promote IITA members to international buyers
- Consider in-country training and establish IITA as the go to authority for overseas operators
- Secure opportunities for members at other events
- Hold membership events periodically

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**Sustainability.** Urge members to embrace sustainability in their businesses, destinations, products.

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"(UNWTO)*

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**Sustainability.** Urge members to embrace sustainability in their businesses, destinations, products.

- Provide education on sustainability
- Drive the role of IOs into TTAB's recommendations to Secretary of Commerce
- Connect members with resources and orgs
- Engage with underserved communities
- Work with industry partners on sustainability initiatives



# Partnership: AIANTA & IITA



- Goal:** Grow international visitation to Tribal destinations and properties
- Increase awareness of Tribal destinations and products among IOs
  - Educate IOs on how to do business with Tribes and sell Tribal products
  - Strengthen linkage between AIANTA and IITA to help their members make connections

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**Membership.** Grow membership through engagement.  
Develop non-dues revenue.

- Connect members via Summit appointments, networking, member forums, online
- Connect STS-trained suppliers with member IOs
- Recruit members in all categories
- Enhance member and prospect communications about benefits of membership