



2027 Inbound Operator Retreat & Board of Directors Meeting

Request for Proposal



HOST

IITA INBOUND OPERATOR
RETREAT & BOARD
MEETING



BLACK DESERT RESORT, UTAH

Quick Facts



IITA helps inbound operators create and facilitate travel to the USA by connecting U.S. destinations and suppliers to develop product-specific offerings for inbound markets.



IITA is the only association dedicated to inbound operators and their DMO and supplier partners, focused on developing inbound travel to the U.S.



Inbound operators are the critical link in the distribution chain between international buyers and USA destinations and suppliers.



IITA trains DMOs and suppliers to build international business to their destinations through its custom **Inbound Insider Steps to Success Program™**.

The International Inbound Travel Association is the national, nonprofit trade association representing the USA's international inbound travel industry. IITA members include inbound operators, DMOs (national, state, and local destination marketing organizations), and suppliers (accommodations, transportation, attractions, restaurants, etc.) from across the country.

IITA inbound operators (also known as receptive tour operators) are U.S.-based companies that specialize in creating and facilitating international travel and tourism to the U.S., serving as the critical link between international buyers worldwide and U.S. destinations and suppliers.

The IITA Board of Directors Strategic Planning Meeting and Inbound Operator Retreat brings together our association's leaders - leaders who are shaping the travel industry daily through their industry positions. As the official host for the summer meeting, Supplier/DMO Members will receive substantial exposure to these leaders in the international inbound travel and tourism industry.

This Request for Proposal seeks host destinations and facilities for the **2027 IITA Summer Inbound Operator Retreat/Board of Directors Strategic Planning Meeting**. Proposals should be prepared utilizing this document as a guideline. We hope you will take this opportunity to bid for this event.



Best Regards,

Kim Fisher

Kim Fisher, COO
Kim.Fisher@InboundTravel.org
Mobile: 678.772.5051
www.InboundTravel.org



RFP | 2027 INBOUND OPERATOR RETREAT & BOARD OF DIRECTORS MEETING

I. ADHERENCE TO SPECIFICATIONS

Adherence to the specifications described in this Request for Proposal will maximize the host destination's potential for a successful bid. However, circumstances, resources, and opportunities can vary among different cities. Therefore, while IITA strongly encourages proposals to address all specifications as stated in the RFP, consideration will be given to alternative approaches to one or more of the stated specifications.

In considering any such proposed deviation from stated specifications, IITA will weigh the circumstances necessitating the deviation, the relative value between the specification and the alternative approach, and the merits of the overall proposal.

Given these considerations, any deviation from a stated specification should be noted in the proposal and explained, including the reason for the deviation and the value the Meeting will receive from it.

II. MEETING DATES/LOCATIONS

Three options: **Year 2027**

August 3 - 5 | August 17 - 19 | August 31 – September 2

III. DEADLINE

Proposals must be submitted by **August 14, 2026**.

IV. HOST AND PARTNER BENEFITS

IITA is pleased to provide promotional benefits to the host Supplier/DMO Member.

The benefits the host will receive are outlined below. Please note that benefits are subject to change, but the host will be notified, and alternative benefits will be offered.

Host Benefits:

IITA will provide the following sponsorship and promotional benefits to the host:

1. One submission of an immediate news item to be considered for print in an upcoming issue of the IITA e-newsletter.
2. Complimentary membership dues for hotel and DMO partner (assumes major sponsorship) for the year of hosting FY28.
3. Complimentary Summit exhibitor table and one complimentary exhibitor registration at Summit 2027 (Birmingham, Alabama – January 31-February 3) for promotional purposes.
4. Sponsorship promotion in the IITA Newsletter and website (from the date of announcement).
5. Social media recognition.
6. Opportunity to speak (10 minutes) at the start of the Meeting and at sponsored events.
7. Inclusion of up to five supporting partners, which will be recognized as part of the sponsorship.
8. Opportunity to supply Inbound Operator attendees with marketing materials. (Host must coordinate with partners so that a single package/bag contains all partner materials.)

V. HOUSING

All sleeping rooms shall be first-class in hotels/resorts located on the same property as the meeting space or adjacent to it.

Estimated attendance is 42–45, including 22-25 Operators and the balance of attendees being Advisory Council/Board of Directors (Supplier/DMO), staff members, and presenter(s).

Rates - Complimentary Rooms are requested for Inbound Operator Members, Board of Directors, and Advisory Council for selected meeting dates are requested. If complimentary rooms are not available for all groups, Advisory Council members and staff (15) should receive deeply discounted room rates. Total estimated room block: 153 room nights.

Monday	Tuesday	Wednesday	Thursday	Friday
10	45	45	45	8

All properties should be in full compliance with local, state/provincial, and federal laws and must be equipped with the latest safety and security devices, including sprinklers, fire alarms, and smoke detectors. In addition, each hotel must warrant compliance with the Americans with Disabilities Act (or equivalent federal legislation in countries outside the U.S.).

All hotels must state they are holding a tentative block of rooms. They should include rate information and **should agree to IITA hotel contracting guidelines** (see attached Hotel Contract Requirements). **The signed agreement must be returned with the bid to be considered.**

VI. PROGRAM

While the program, activities, and functions are subject to change due to evolving business needs, the tentative schedule of events (Retreat 2025 Schedule) is attached to the RFP.

VII. FUNCTION SPACE

IITA requires limited meeting space for its summer retreat. The four-wall rental of this space is to be free of charge to IITA and reserved on a 24-hour basis for the dates selected.

Minimum space requirements are:

- **Wednesday** – Member Issues Meeting – Accommodate 45 individuals in half rounds
 - **Breakfast** - To be set in the room
 - **Lunch** - Separate room/location (after lunch meeting resumes)
- **Thursday** – Member Issues Meeting – Same room/set as Wednesday
- **Friday** – Board of Directors Meeting – Set hollow square (22)
 - **Breakfast** – To be set in the room

VIII. LABOR, CATERING & FACILITY SERVICES

Proposals should include information on the facility's technological capabilities, i.e., audio-visual capabilities, wireless communications, Internet connectivity, etc. It is expected that wireless (or at the very least, high-speed) Internet services will be provided on a complimentary basis.

Audio Visual Requirements – screen, projector (may require mics/recording capabilities), flip charts/markers. Proposals should indicate if the hotel/meeting space is a union or right-to-work facility and provide current labor rates.

IX. TRANSPORTATION

Airport Transfers – Transportation is preferred but not required unless the airport is 25+ minutes away.

Event Shuttles — Transportation is required for all scheduled off-site official events, including but not limited to local sightseeing tours and special events.

The selected transportation company must comply with all applicable federal laws and regulations (e.g., the ADA) and be capable of providing service to attendees with disabilities. The selected company will provide late-model equipment and be willing to name IITA as an additional insured on all vehicle insurance policies. The selected company must also provide on-site staff and coordinate the shuttle service. The host must also provide all necessary transportation signage.

X. REQUIRED EVENT/FUNCTION SPONSORSHIPS

To create exposure for the host city and excitement about the meeting, the selected host will be responsible for the following events during the retreat:

- **Monday** – Early arrivals – No Events
- **Tuesday** – Arrivals/Registration – Optional activity mid-afternoon (may offer activities on a pay-to-play basis).
 - Evening event/dinner for approximately 40 attendees
- **Wednesday** – Breakfast/lunch sponsorships (note: spouses are not included)
 - Evening event/dinner for approximately 45 attendees
- **Thursday** – Breakfast
 - A morning fun event and lunch for approximately 40 attendees
 - IITA will sponsor the closing evening event
- **Friday** – Optional sightseeing /FAM-tour for Inbound Operators (departure day)
 - Breakfast sponsorship for Board Meeting (afternoon departures)

SELECTION PROCESS

A short PowerPoint or video presentation of 5 minutes or less may be submitted with the proposal. A written report will be compiled by staff and submitted to the IITA Board of Directors. Presentations by the host to the Board of Directors are not permitted.

A decision will be made no later than December 2026. Upon acceptance of a proposal, a formal contract will be sent to the host destination for execution. The Board of Directors reserves the right, at its sole discretion, to postpone selection and to seek additional bids.

All questions and the bids (one copy only) should be directed to:

Kim Fisher, COO, IITA
PO Box 22451, Hilton Head Island, SC 29925
Kim.fisher@inboundtravel.org
Mobile: 678.772.5051

Please See Attachments:

- 2025 Inbound Operator Retreat & Board of Directors Meeting Schedule
- Hotel Contract Requirements





2025 Inbound Operator Retreat & Board of Directors Meeting Black Desert Resort, Ivins, Utah (Example Schedule)

Tuesday, August 19	
5:30 - 7:00 p.m.	Registration • <i>Flo Foyer</i>
6:00 - 7:00 p.m.	Welcome Reception • <i>Flo Foyer</i>
7:00 - 9:00 p.m.	Dinner • <i>Latitude Restaurant</i>
Wednesday, August 20	
7:45 - 8:30 a.m.	Breakfast • <i>Black Diamond</i>
8:30 a.m. - 12:00 p.m.	Inbound Operator Meeting • <i>Black Pearl</i>
12:30 - 1:30 p.m.	Lunch • <i>Black Diamond</i>
1:30 - 2:00 p.m.	Break
2:00 - 4:00 p.m.	Inbound Operator Meeting • <i>Black Pearl</i>
6:45 p.m.	Depart for Reception, Dinner & Stargazing • <i>Lobby</i>
7:00 - 7:30 p.m.	Reception • <i>Visitor Center</i>
7:30 - 8:45 p.m.	Dinner • <i>Visitor Center</i>
8:45 - 10:15 p.m.	Stargazing • <i>Fire Lake</i>
Thursday, August 21	
7:30 - 8:30 a.m.	Breakfast • <i>Black Diamond</i>
8:30 a.m. - 12:30 p.m.	Excursion (E-biking, Snow Canyon Tour) • <i>Lobby</i>
1:30 - 4:00 p.m.	Inbound Operator Meeting • <i>Black Pearl</i>
6:00 - 9:00 p.m.	Closing Dinner • <i>East Terrace Foyer / Obsidian 2</i>
Friday, August 22	
7:00 - 8:00 a.m.	Board Breakfast • <i>Black Diamond</i>
8:00 a.m. - 12:00 p.m.	Board Meeting • <i>Black Pearl</i>
10:30 a.m.	Inbound Operator Zion FAM Departures • <i>Lobby</i>



Hotel Contract Inclusion Requirements

2027 Inbound Operator Retreat & Board of Directors Meeting

For a hotel to be considered as the host property, the hotel must agree to the contract inclusions below. The hotel must attest to the agreement by signing this document and including it in the proposal submitted in partnership with the local/ regional Destination Marketing Organization. Proposals received without the signed agreement will not be considered.

Hotel contract:

- Will include ADA compliance language
- Must include language stating full compliance with local, state/provincial, and federal laws as well as being equipped with the latest safety and security devices, sprinklers, fire alarms, smoke detectors, etc.
- Will include a statement denoting hotel has a Disaster and a Sustainability Plan
- Must include local, state, and federal laws compliance language
- Will provide mutual indemnification clauses
- Must include a Cancellation Clause stating IITA will not be penalized should the Government mandate a shutdown that would prohibit members from attending for whatever cause, including an epidemic/pandemic.
- Will include a Renovation Clause that allows IITA to cancel and the hotel to refund deposits if the planned work will materially affect the event.
- Will denote all current taxes and fees that will be charged to the attendees and to the Association
- Must include that Group acknowledges there are exclusive services provided by hotel, which can include but are not limited to, catering, in-house electrical service, and rigging. Group reserves the right to utilize the vendor of its choice for services or rentals in the areas of (but not limited to) audio-visual, exhibit decorating, security, floral, transportation, tours, computer rental, additional

tables, additional chairs, pipe and drape, poster boards, etc., with **no surcharge or fees** from hotel or from its in-house supplier(s), subject to hotel's standards for outside service providers. Group also reserves the right to bring its own audio-visual equipment with no surcharge from the hotel or from its in-house supplier(s), subject to the hotel's standards for outside service providers. Standard and reasonable licensing and insurance will be required from any outside vendors. In addition, the hotel shall cooperate fully with all such contractors and shall properly coordinate the hotel's services with theirs.

- Must state there shall not be any other additional fees (e.g., facility service fees, branding fees, resort fees, mandatory gratuities, etc.) applied beyond what is set out in the Agreement and Addendum, if applicable, except for those agreed to by Group or imposed by government entities.

The undersigned representative of (hotel name) _____ located at (address) _____, covenants and warrants that they are fully authorized by the company's governing body to execute and deliver this Agreement, and that this Agreement is legally binding upon the company.

By: _____

Print Name: _____

Title: _____

Date: _____