



For Immediate Release

January 12, 2026

Contact: Lisa Simon, CEO
lisa.simon@inboundtravel.org
859-351-0805

Visit Oklahoma City Selected to Host IITA Summit in 2028

Oklahoma City, OK – The International Inbound Travel Association (IITA) Board of Directors selected Visit Oklahoma City to host its 2028 Summit, February 6-9. Visit Oklahoma City was one of six destinations bidding on the Summit.

Visit Oklahoma City, the city's official Destination Marketing Organization, is an active member of IITA and submitted the winning bid in collaboration with the OKANA Resort & Indoor Waterpark. Bids are evaluated based on a number of variables, including level of city/state support, destination location and appeal, meeting space and hotel rates.

The IITA Summit brings hundreds of travel organizations – inbound tour operators, destinations, hotels, attractions and more – together to do business and put together USA itineraries and travel services for international travelers visiting the U.S. from around the world.

“The honor of hosting this IITA meeting validates our growing profile on the global stage, said Oklahoma City Mayor David Holt. “From our unique Native American story, to our presence on Route 66, to our world champion Thunder, and to our role hosting seven events during the 2028 Los Angeles Olympics, there is much about Oklahoma City that will continue to draw people from around the world. We are thrilled to have this opportunity to share that story with IITA's members in 2028.”

According to the U.S. National Travel and Tourism Office (NTTO), more than 72 million international travelers visited the U.S. in 2024, spending \$254 billion. The travel trade, e.g. IITA inbound tour operators and their international partners, generated about a quarter of all international visitation and travel spend and

nearly 30% of overseas travelers (excluding Canada and Mexico) and their spending, underscoring the vital role of inbound travel trade.

“Oklahoma City is experiencing strong growth in international tourism as global travelers discover our City’s world-class attractions, marquee annual events and, overall, welcoming spirit,” said Zac Craig, President, Visit Oklahoma City. “From this year’s Route 66 Centennial Celebration to welcoming the world as part of the LA28 Olympics, OKC is poised to draw overseas visitors for years to come. We are honored to be the chosen location for the International Inbound Travel Association’s 2028 Summit and look forward to welcoming IITA’s members and partners to experience all that our destination has to offer.”

In addition to its annual Summit, IITA delivers education and training designed to help the industry grow international travel. As part of hosting the Summit, Visit Oklahoma City brought IITA’s Inbound Insider Steps to Success travel trade training program to the area last year to help prepare the local travel suppliers for working with international markets.

“Our friends at Visit Oklahoma City have demonstrated their commitment to growing international visitation and will have the advantage of preparedness as a result of the training,” said Lisa Simon, CEO/Executive Director, IITA. “Then, they’ll bring it full circle by bringing the international inbound tour operators to the city to experience the destination’s rich heritage first-hand. We look forward to bringing IITA’s Summit to Oklahoma City in 2028.”

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About International Inbound Travel Association

The International Inbound Travel Association is the trade association of the United States’ inbound travel industry. Its members are the leading U.S.-based inbound operators, which are companies providing B2B travel services to international tour operators and travel buyers around the world. Other members include U.S. destinations and suppliers that work in partnership with the international inbound travel trade.

For more information on the International Inbound Travel Association, please visit inboundtravel.org or email headquarters@inboundtravel.org.

About Visit Oklahoma City

Visit Oklahoma City (Visit OKC) is a division of the Greater Oklahoma City Chamber. Visit OKC is the tourism information source for visitors to and the citizens of Oklahoma City, as well as the home of OKC Sports. As the City’s official destination marketing organization, the mission of Visit OKC is to advance economic growth and vitality for Oklahoma City through innovative branding, inspiring travel and welcoming the world to explore our unique stories, flavors and experiences.