



IITA  **FEBRUARY 2029**

SUMMIT

YOUR DESTINATION

Request for Proposal



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. IITA currently has **61 Inbound Operator** Members.

The annual IITA Summit brings together the inbound travel industry for business, education, and networking with their industry colleagues. It's more than a trade show or appointment marketplace. As the industry's membership trade organization, IITA provides robust education, updates on its advocacy efforts and industry issues, and opportunities for members to participate in determining the organization's direction.

Host cities will gain significant exposure to leading U.S. inbound operators and have opportunities to showcase their destination throughout the event.

This Request for Proposal seeks host destinations and facilities for the 2029 IITA Summit. Proposals should be prepared utilizing this document as a guideline. We hope you'll take this opportunity to bid to host the **IITA Summit 2029** as we work together to advance the inbound travel industry.



Best Regards,

Kim Fisher

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



NIAGARA FALLS[®]

USA

“Hosting the Inbound International Travel Association (IITA) Summit in February 2026 was an incredible opportunity for Niagara Falls USA and one that will have a lasting impact on our destination. Welcoming some of the travel industry's most influential inbound tour operators and receptive companies gave us the chance to showcase not only our iconic natural wonder but also the outstanding attractions, accommodations, culinary experiences, and hospitality found throughout Niagara County.

The enthusiasm and positive feedback we received from attendees reinforced what we've always known—that Niagara Falls USA offers an unforgettable visitor experience and is well-positioned for continued growth in international travel. More importantly, the relationships strengthened during the Summit will open new doors for our tourism partners and local businesses, helping us attract more international visitors, increase overnight stays, and generate meaningful economic impact throughout our community.

This event was a true team effort, and we're grateful to our tourism partners, local officials, and the hospitality community for helping us put our best foot forward. Together, we demonstrated that Niagara Falls USA is ready to welcome the world.”



- **John Percy, President & CEO, Destination Niagara USA**



REQUEST FOR PROPOSAL HOSTING SPECIFICATIONS SUMMIT 2029

I. ADHERENCE TO SPECIFICATIONS

Adherence to the specifications described in this Request for Proposal will maximize the Host'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 proposed alternative approaches to one or more of those specifications.

II. MEETING DATES/LOCATIONS

The show's pattern is Sunday through Thursday. An additional move-in day is required on Saturday. For **2029**:

Sunday, February 4 – Wednesday, February 7

or

Sunday, February 18 -Wednesday, February 21

III. DEADLINE

Proposals must be submitted by **August 14, 2026**. Note: Proposals shall be submitted by the DMO and shall include all hotel proposals. Hotel proposals submitted to IITA void of the DMO bid **shall not** be considered.

IV. HOST AND PARTNER BENEFITS

IITA is pleased to provide promotional benefits to the Host for hosting the Summit during the year. The Host benefits are outlined below. Please note that benefits are subject to change; if that occurs, alternative benefits will be provided.

V. HOST BENEFITS:

1. One-year complimentary IITA membership for the fiscal year in which the Summit is held.
2. Four complimentary Summit registrations for the Host organization (three of which may be financial partners).
3. Two Host organization Power Hour Networking slots for appointments with inbound operators. (Must be two of the four registrants noted in 2. above).
4. Complimentary exhibit space near the registration area in the year prior to hosting for promotion and during the hosting year to serve as an Information Center for promotion and managing Host programs, e.g., Dine Around, sightseeing tours, distribution of city/regional information, etc.
5. One reserved table at all seated luncheons during the Summit. The organization may use this opportunity to invite registered colleagues or other conference VIPs/attendees to sit with the Host staff.
6. One news item for inclusion in an issue of IITA's e-newsletter.
7. Monthly recognition in the e-newsletter leading up to the Summit, beginning six months prior to the Summit.
8. Opportunity to participate in a post-Summit wrap-up meeting via conference call/Zoom.
9. Sponsorship promotion on the official website.
10. Complimentary banner ad on the Summit website for the fiscal year leading up to the hosted IITA Summit.
11. Recognition in an event press release.
12. Ability to offer suppliers/DMOs/inbound operators located in Host City State 25% off FY29 membership dues (July 1, 2028 – June 30, 2029).
13. Platinum-level sponsor benefits the year prior to hosting. The list of current benefits is attached.

HOST AND PARTNER BENEFITS:

The Host and up to five of their supporting partners will be entitled to the following sponsorship benefits:

1. Complimentary delivery of sponsor gift bags to inbound operators. (Host must coordinate with partners so that one package/bag will contain all partner gifts.) This must be coordinated with IITA to be delivered on Sunday evening.
2. A digital promotional piece that will be provided to inbound operators via the IITA app.
3. Promotion of sponsorship via IITA's website (logo and link, beginning six months prior to the Summit).

VI. DELEGATE HOUSING

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

While estimated attendance is 220-240 (including 40 Operators), the approximate peak-night room requirement is 140. The actual number of peak-night rooms contracted may vary by location and will be based on the destination's market conditions.

The estimated room nights are as follows (627 total):

	FRI	SAT	SUN	MON	TUES	WED
Attendees		50	140	140	132	120
Staff	5	8	8	8	8	8

Rates - A two-tiered, flat rate (Inbound Operator vs. Supplier/DMO) is preferred, beginning with the 2029 Summit. Operators should receive a deeply discounted rate not to exceed a \$ 25-per-night differential from Supplier/DMO rates. Further, the hotels must recognize that the Supplier/DMO members, being in the travel industry, are accustomed to receiving rates well below traditional convention/meeting rates. The number of hotel properties within walking distance of the host hotel offering lower rates will also affect the block. The hotel must guarantee that the rates provided are the lowest published rates, including on all online booking engines (excluding government rates). Staff rooms shall be provided at a discounted rate or at the Operator rate.

The rates for past and future conferences are:

February 2026 - Seneca Resort & Casino, NY: \$129 + \$20 attendees, \$99 + \$20 Staff

February 2027 - Hyatt Regency Birmingham, AL: \$169 attendees, \$109 Staff

February 2028 – Okana Resort, Oklahoma City, OK: \$159 attendees, \$125 Staff

Rates shall be offered three days prior to and three days after the contracted dates.

Commission/Rebates – The hotel rooms shall be commissionable to IITA at 10%, and in addition, IITA shall receive a \$5.00 per room-night rebate. This may be credited to the Master Bill or refunded post-event (within 30 days).

Complimentary Room Allotment — IITA accepts the standard policy of at least one (1) complimentary room per forty (40) rooms picked up, per night, on a cumulative basis. These rooms are to be credited to the IITA Master Account.

In recognition, should the room block of 80% in total be met, the hotel shall provide:

- One complimentary parking pass at the hotel.
- Two VIP comps/upgrades to a one-bedroom suite
- Complimentary wireless internet in the meeting space
- Complimentary handling of up to thirty (30) 50-lb boxes shipped to the hotel no earlier than the Friday preceding the event.
- Four complimentary rooms for various site inspections/planning meetings prior to the event.

Factors considered in the selection of the hotel will include requirements met, location, meeting space, price/value, eagerness and enthusiasm, and additional perks such as complimentary rooms and suites beyond what is required.

VII. PROGRAM

While programs, activities, and functions may vary each year based on evolving member needs, the current IITA Summit is provided as an example.

Sunday		Monday	
12:00 - 1:00	Board Lunch	8:00 - 8:45	Operator Breakfast
12:00 - 5:00	Registration	9:00 - 12:15	General Sessions/Appointments
1:00 - 5:00	Board Meeting	12:30 - 1:30	Luncheon
2:00 - 5:00	Education Sessions	1:30 - 5:15	Education/Appointments
Evening	Welcome Reception*	5:15 - 6:30	Wine Reception
		7:00 - 9:00	Opening Event (Host City) *
*May be held off-site		*May be held off-site	

(Saturday/Sunday are move-in days)

Tuesday		Wednesday	
8:00 - 8:45	Breakfast (all attendees)	8:00 - 8:45	Operator Breakfast
8:45 - 12:30	Forums	9:00 - 12:15	General Sessions/Appointments
12:30	Sightseeing Lunch	12:15 - 1:15	Luncheon
1:00 - 5:00	Sightseeing Tours (Host City)	1:30 - 5:15	Education/Appointments
Dine Around/Open Evening		6:30 - 9:00	Closing Event (Host City) *
		*May be held off-site	

VIII. FUNCTION SPACE

IITA requires meeting space for its meetings, seminars, food-and-beverage functions, and Power Hour Networking Meetings. The space is to be provided at no cost, reserved for 24 hours for the selected dates, and includes tables, chairs, linens, staging, podiums, and easels. Minimum space requirements are:

General Session — A minimum of 4,500 square feet is available Sunday (move-in), Monday show day), and is held on a 24-hour basis through 6 p.m. on Meeting Day Three (Wednesday). - **Four days**

Power Hour Networking Sessions — A minimum of 4,500 square feet available Sunday (move-in), (Monday show day), and held on a 24-hour basis through 6 p.m. on Meeting Day Three (Wednesday). - **Four days**

Food Functions — Approximately 6,000 square feet, column-free, available for Sunday (move-in) (Monday show day), and held on a 24-hour basis through 3 p.m. on Meeting Day Three (Wednesday) - **Four days**

Breakout Rooms — One 2,250 sq. ft. room (Sunday Board Meeting, Operator Breakfasts), one 1,200 sq. ft. room (Sunday Board Lunch, Tuesday Operator Forum) and one 1,200 sq. ft. room (Student Program and Popup Meetings), available Sunday through Wednesday.

Office — One staff office is required, ranging from 800 to 1,000 square feet, available on Saturday and held on a 24-hour basis through 7:00 p.m. on Meeting Day 3 (Wednesday) – **Five days**

Registration/Tabletops — Area for Summit registration and check-in, preferably in a central location near the meeting rooms. The space should accommodate fifteen (15) tabletops, in addition to the registration area. Should be available Saturday for setup through Meeting Day 3 (Wednesday) at 6 p.m. – **Five days**

Welcome Reception – A designated area in the hotel for a reception on Sunday evening. This could be a ballroom, lounge, or breakfast area that accommodates 125-150 people in comfortable lounge seating. Must be able to ensure only IITA attendees have access to the event.

Other — While the current schedule does not require an additional meeting space, bids will be greatly enhanced by cities/facilities that can provide an opportunity for growth (sleeping rooms and meeting space) at no cost to IITA.

Note: Should a convention center be required to host the IITA Summit, the meeting space and all furnishings normally included in a hotel-hosted event shall be provided to IITA at no cost, including tables, chairs, linens, staging, podiums, and easels. In addition, shuttle transportation may be required if the facility is not adjacent to the headquarters hotel.

LABOR, CATERING & FACILITY SERVICES

The host must guarantee to IITA in writing that it will extend its full support to IITA and the Summit, and will intervene, when necessary, to ensure full cooperation from venue employees, the catering company, and other activities under the jurisdiction of the city government.

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 at no cost. Should the in-house A/V company be selected as the provider, the rates shall be discounted by at least 20%.

Proposals should indicate if the hotel/meeting space is a union or right-to-work facility and provide current labor rates/minimums.

All food and beverage charges to IITA's master account with the venue caterer should be discounted by at least 10% off published menu prices and guaranteed at least 6 months prior to the event. IITA will guarantee **\$45,000** in food and beverage revenue as a result.

IX. HOTEL CONTRACT REQUIREMENTS

IITA has attached a list of required hotel contract terms that must be agreed to prior to selecting the host hotel.

X. TRANSPORTATION

The host must agree to provide quality transportation and all necessary signage for Summit attendees as outlined below:

Event Shuttles — transportation is required for all scheduled off-site official events, including but not limited to pre- and post-tours, local sightseeing tours, and special events. Dine Around is an optional event, and transportation is not required.

Should the airport be located far enough away to require a 30-minute+ commute for attendees, the host city may be asked to provide shuttle service on the main arrival and departure dates (Sunday and Thursday).

The selected transportation company must comply with all applicable federal laws and regulations (e.g., the ADA) and be able to provide 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.

XI. REQUIRED EVENT/FUNCTION SPONSORSHIPS

The host's active involvement and promotion greatly help ensure the event's success for both the destination and the IITA Summit. Therefore, IITA requires various sponsorships during the Summit and the year prior to it.

To create exposure and excitement about the event, the selected host will be responsible for the following sponsorships/events during the host year of the IITA Summit:

- The host is responsible for co-sponsoring the Wednesday luncheon (the prior year of hosting), February 9, 2028 (\$16,500) *. With this level of commitment, Platinum-level sponsor benefits will be provided. A list of current Platinum sponsor benefits is included.
- Steps to Success - The host destination must provide at least one Steps to Success training session for industry members six to twelve months prior to the Summit. This training may be delivered in person or via Zoom.

Program pricing will be based on the current rate. Please refer to the attached pricing sheet for current rates and related expense details.

- Sightseeing tours on Tuesday between the hours of 1:00 – 5:00 p.m. Lunch shall be provided for each participant.
- A Welcoming Event for approximately 225 attendees (plus host's guests) on Monday evening at the venue of the host's choice. (If the Welcoming Event host does not provide heavy hors d'oeuvres/ food selections, additional dining options should be coordinated by the host.)
- Coordination of Dine Around events on Tuesday evening. This is optional, and if the city prefers not to coordinate a Dine Around program, the evening will be promoted as an 'Open Evening.'
- The closing Reception/Dinner/Dance for approximately 175 attendees (plus the host's guests) on Wednesday evening at the venue of the host's choice. The evening should begin with a cocktail reception. All food, beverage (including full bar), decor, audio/visual, and entertainment must be provided by the host.

*If IITA changes the program so that any function described in this section is significantly altered or eliminated from the schedule, the host would be expected to invest an equivalent amount of sponsorship dollars in a similar Summit sponsorship. IITA will make every effort to work with the host to find an acceptable alternative.

XII. PROMOTION

To assist IITA in promoting the host, the host should:

- Provide existing color photographs and editorial support for the development of brochures and promotional materials. IITA will write, design, and produce the materials.
- Engage in pre-Summit promotion. Two broadcast e-mails to IITA members promoting the destination/host and sponsored Summit events/services will also be required.
- Aid IITA in arranging for appropriate political leaders, e.g., governor or mayor, to address attendees during the Summit, and to secure welcome letters and photographs for inclusion in the official Summit program and/or website.

XIII. PRE-/POST-SUMMIT FAM TOURS

The host or state may elect to offer pre- or post-tours for Inbound Operators. Itineraries are subject to IITA's approval (Inbound Operator review) and must include at least one night of accommodations. **A professional tour guide must accompany each tour.** To help offset expenses, the host may charge a nominal fee for Fam tour registration. The host will handle all details and Fam tour registrations.

XIV. ADDITIONAL HOST SUPPORT AND PERSONNEL

The awarded host must be a member in good standing of the International Inbound Travel Association at the time of the award and must maintain this membership status through the year of hosting the IITA Summit.

The host should provide the following staff support during the IITA Summit:

- Staffing of Hospitality/Information Booth near IITA registration area – Sunday through Wednesday.
- Staffing a Hospitality/Information Desk at the airport for Sunday arrivals (if permitted).
- IITA recommends that at least one host staff member serve on the Summit Committee in the year prior to better prepare the host for their responsibilities.

XV. SELECTION PROCESS

Staff will make site visits to the most competitive bidders. IITA will pay for the visits but requests a complimentary room for sleeping.

Staff recommendations will be presented to the IITA Board for final selection/approval. The process may take until December to complete. The Board of Directors reserves the right, at its sole discretion, to postpone selection and to seek additional bids. Gifts to staff or Board members are not appropriate.

All questions and the bids 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:

- A. Platinum Level Benefits List
- B. Host Hotel Contract Language Requirements
- C. Steps to Success Program/Pricing Information

Make your Destination the Host City for IITA Summit 2029!





Summit Sponsorship Benefits – Platinum Level	Included
Logo on sponsor signage at event	✓
Logo on Summit web site	✓
Logo in Summit program/app	✓
Logo in IITA Newsletter	✓
Recognition on Social Media Sites	✓
Opportunity to address attendees at event	20 min.
Banner ad on website	✓
Member Directory Expanded Featured Listing	✓
Reserved table at luncheons	✓
Complimentary registration(s)	2
Chair drop (at sponsored event)	✓
Pre & Post e-Blast	✓



Hotel Contract Inclusion Requirements IITA Summit 2029

For a hotel to be considered as the host property for Summit 2029, 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 set forth an audit process one week prior to arrival, crediting the association for IITA attendee room nights booked/utilized outside of the official block. Rooms will be commissionable, and rebate will be credited to the Association.
- Must include a rate guarantee clause. Hotel must agree that it will not offer any rates below the negotiated group rate to the general public (OTAs/websites included). Government rates will be excluded. If the Hotel offers lower rates, the IITA group rate will be adjusted accordingly.
- 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 state that a block of rooms is being held and that, because the hotel may be chosen years in advance, IITA reserves the right (until one year out) to cancel without penalty room blocks that do not maintain an equivalent level of quality, cleanliness, and service as observed in the initial site inspection.
- 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 their own audio-visual equipment with no surcharge from hotel or from its in-house supplier(s) subject to hotel's standards for outside service providers. Standard and reasonable licensing and insurance will be required from any outside vendors. In addition, hotel shall cooperate fully with all such contractors and shall properly coordinate 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: _____

IITA MEMBER PRICE LIST



OPTION #1 - SUCCESS PLAN, FULL PROGRAM

INCLUDES:

- ✓ Steps 1-3 Training
- ✓ Office Hours - Group Discussion Sessions
- ✓ Individual Guidance Sessions - Tailored Support

PACKAGE RATES:

VIRTUAL		IN-PERSON	
• City/Municipality	\$19,500	• City/Municipality	\$20,500
• State/Region	\$23,500	• State/Region	\$24,500

ADD-ON OPTIONS

- | | |
|-------------------------------|---------|
| ✓ Pre Engagement Session | \$1,500 |
| ✓ STS Online Learning Package | Custom |

OPTION #2 - STARTER TRACK

INCLUDES:

- ✓ Step 1 Training
- ✓ Office Hours - Group Discussion Sessions
- ✓ Individual Guidance Sessions - Tailored Support

PACKAGE RATES:

VIRTUAL		IN-PERSON	
• City/Municipality	\$11,500	• City/Municipality	\$12,500
• State/Region	\$13,000	• State/Region	\$14,000

ADD-ON OPTIONS

- | | |
|-------------------------------|---------|
| ✓ Pre Engagement Session | \$1,500 |
| ✓ STS Online Learning Package | Custom |

OPTION #3 - A LA CARTE

OPTIONS INCLUDE:

- | | |
|--|----------|
| ✓ Pre-Engagement Session | \$ 1,500 |
| ✓ Step 1 Training (City/Municipality) | \$ 5,000 |
| ✓ Step 1 Training (State/Region) | \$ 6,500 |
| ✓ Steps 1-3 Training (City/Municipality) | \$13,500 |
| ✓ Steps 1-3 Training (State/Region) | \$18,000 |
| ✓ Office Hours - Group Sessions | \$ 3,000 |
| ✓ Individual Guidance Sessions | \$ 5,000 |
| ✓ Tourism Conference Session | \$ 3,500 |
| ✓ Sector-Specific Session | \$ 5,000 |
| ✓ Buyer Supplier Marketplace | Custom |
| ✓ Online Program Registrations | Custom |

Terms:

- In addition to the program fees, the host will pay travel and lodging expenses for one Alon trainer, one IITA representative, and selected panelists for in-person workshops.
- \$250 Operator Panelist Stipend
- \$500 extra if flight times require an extra day/overnight.
- \$1000 extra for any in person sessions where separate travel has to be arranged

Copyright © 2026 Alon Tourism Solutions for International Inbound Travel Association. All Rights Reserved. All materials prepared for the Inbound Insider Steps to Success program. Reproduction in whole or in part without written permission. Unauthorized copying may lead to legal penalties including but not restricted to injunctive relief and punitive damages.



INBOUNDTRAVEL.ORG

NONMEMBER PRICE LIST



OPTION #1 - SUCCESS PLAN, FULL PROGRAM

INCLUDES

- ✓ Steps 1-3 Training
- ✓ Office Hours - Group Discussion Sessions
- ✓ Individual Guidance Sessions - Tailored Support

PACKAGE RATES

VIRTUAL		IN-PERSON	
• City/Municipality	\$23,500	• City/Municipality	\$24,500
• State/Region	\$28,000	• State/Region	\$29,000

ADD-ON OPTIONS

- ✓ Pre-Engagement Session \$1,500
- ✓ STS Online Learning Package Custom

OPTION #2 - STARTER TRACK

INCLUDES:

- ✓ Step 1 Training
- ✓ Office Hours - Group Discussion Sessions
- ✓ Individual Guidance Sessions - Tailored Support

PACKAGE RATES

VIRTUAL		IN-PERSON	
• City/Municipality	\$14,500	• City/Municipality	\$15,500
• State/Region	\$16,000	• State/Region	\$17,000

ADD-ON OPTIONS

- ✓ Pre-Engagement Session \$1,500
- ✓ STS Online Learning Package Custom

OPTION #3 - A LA CARTE

OPTIONS INCLUDE:

- ✓ Pre-Engagement Session \$ 2,000
- ✓ Step 1 Training (City/Municipality) \$ 6,000
- ✓ Step 1 Training (State/Region) \$ 7,500
- ✓ Steps 1-3 Training (City/Municipality) \$16,500
- ✓ Steps 1-3 Training (State/Region) \$21,000
- ✓ Office Hours - Group Sessions \$ 4,000
- ✓ Individual Guidance Sessions \$ 6,000
- ✓ Tourism Conference Session \$ 4,500
- ✓ Sector-Specific Session \$ 6,000
- ✓ Buyer Supplier Marketplace Custom
- ✓ Online Program Registrations Custom

Terms:

- In addition to the program fees, the host will pay travel and lodging expenses for one Alon trainer, one IITA representative, and selected panelists for in-person workshops.
- \$250 Operator Panelist Stipend
- \$500 extra if flight times require an extra day/overnight.
- \$1000 extra for any in person sessions where separate travel has to be arranged

Copyright © 2026 Alon Tourism Solutions for International Inbound Travel Association. All Rights Reserved. All materials prepared for the Inbound Insider Steps to Success program. Reproduction in whole or in part without written permission. Unauthorized copying may lead to legal penalties including but not restricted to injunctive relief and punitive damages.



INBOUNDTRAVEL.ORG