


Navigating Tomorrow: Tourism's Changing Environment

IITA  **FEBRUARY 11-14**
2024
SUMMIT
MEMPHIS • TENNESSEE





Memphis
HOME OF BLUES,
SOUL & ROCK 'N' ROLL

Memphis
HOME OF BLUES,
SOUL & ROCK 'N' ROLL



2024 IITA Summit

brought to you by...



&



Host and Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



MSA

United • Sustainable • Action

Carbon Neutral Summit

Event Carbon Footprint Estimate



Carbon Footprint Breakdown

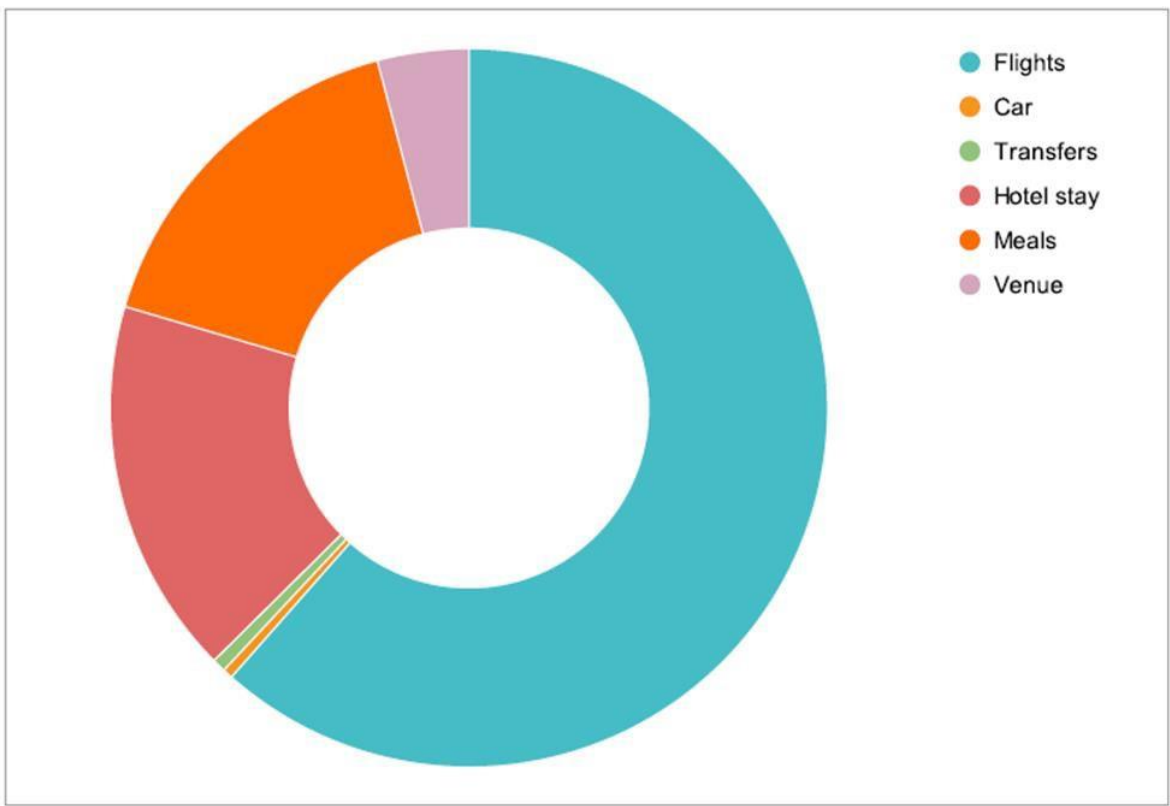
Emissions Type	Total CO2e (MT)	# of Transactions	Units
Flights	45.61	144	round-trip short, medium, long-haul flights
Car	0.34	60	average miles driven by 20 people
Transfers	0.45	15	minute transfers from airport \leftrightarrow venue
Hotel stay	12.58	473	nights in a 4-star hotel in Memphis
Meals	12.11	12	total combo meals per guest
Venue	3.0502	18	hours in 18,000 square feet
Total	74.14		metric tons of CO2e

Offset \$/MT Rate	\$16.00
MT per attendee	0.44
Cost to offset per attendee	\$6.98
Total carbon footprint (MT)	74.14
Total cost to offset	\$1,186.28

Offset Now

Your contribution supports our project portfolio, you can learn more about each project [here](#).

Event Name: IITA Summit
Event Date: 2/1/2024
Client Name: IITA
Number of Attendees: 170



CARBON OFFSET CERTIFICATE

February 12, 2024 | Certificate Number: 240212-02

presented to

IIITA Summit 2024

for offsetting

74.14 MT of CO₂ emissions

By offsetting through Sustainable Travel International, you are supporting verified carbon offset projects that reduce greenhouse gas emissions, mitigate climate change impacts, and lead to healthier environments and communities around the globe.



Paloma Zapata
CEO, Sustainable Travel International



EIN: 37-1461679



Summit Committee



Rafael Villanueva
Chair
Travel Nevada



Lisa Catron
Memphis Tourism



Quintin Blair
Blair Hotels



Anton Eckert
Visit Salt Lake



Benjamin Eastman
San Diego Tourism
Authority



**Gisa Kusserow-
Hanson**
Allied TPro



Alfonso Hernandez
Five Star Tours



Ivar Hottentot
Meeting Point North
America



Viviane Jurgensen
Destination Vacation
Builders



Sandi Lackey
BWH Hotel Group



Lena Ross
America 4 You



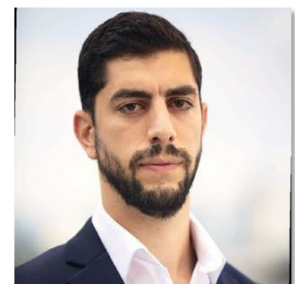
Daniel Schwartz
San Francisco Travel
Association



Mindy Shea
Visit Savannah




Alicia Stellhorn
Gateway Arch and
Riverboats




Roie Zuk
Amadeo Travel
Solutions










IITA Summit Navigator



Event Navigator 



IITA FEBRUARY 11-14 **2024**
SUMMIT
MEMPHIS • TENNESSEE

-  [Welcome Letters](#)
-  [General Information](#)
-  [Sponsors](#)
-  [Event Schedule](#)
-  [Education Sessions](#)
-  [Speaker Bios](#)
-  [Attendee List](#)
-  [Power Hour Profiles](#)
-  [Maps](#)

inboundtravel.org/summit-2024

Event Schedule 

Monday, February 12

7 AM - 5 PM: Registration
Lower Lobby Foyer
Sponsored by [Colorado Tourism Office](#)

8 - 8:45 AM: Inbound Operator Breakfast
Ballroom 4
Sponsored by [Visit YOLO, California](#)

**9 - 10:30 AM: Annual Meeting/
General Sessions**
Ballrooms 9-10
Sponsored by [Visit Savannah](#)

[IITA Annual Meeting](#)
[U.S. Government Updates](#)

10:30 - 10:45 AM: Break
Sponsored by [Louisiana Office of Tourism](#)

**10:45 - 11:15 AM: Brand USA:
International Tourism Outlook**
Ballrooms 9-10

**11:15 AM - 12:15 PM:
[Navigating Tomorrow: USA's Roadmap
in the Face of Disruption](#)**






















Power Hour Profiles 

Inbound Operator Profiles

Click on the Inbound Operator name to view their profile information.

AlliedTPro	Inside Out Tours
Amadeo Travel Solutions	JTB USA
America 4 You	Kaleidoscope Adventures
American Ring Travel	Meeting Point North America
AmericanTours International (ATI)	OnStage by Aloha of America
Bonotel Exclusive	Oparks Travel
Discover Destinations	RMP Travel
dnata Travel Group / Emirates Holidays	Rocky Mountain Holiday Tours
Dream Vacation Builders	SeeUSAtours
Easy Time Travel	Southwest Adventure Tours
Five Star Tours	TeamAmerica
H.I.S. International Tours (NY)	Tour America


















Power Hour Profiles 

DMO/Supplier Profiles

Click on the name of the DMO/Supplier to view their profile information and one-pager.

Alabama Tourism Department	Choose Chicago
ALON Tourism Solutions	Circle Wisconsin
Arlington Convention & Visitors Bureau	Colorado Tourism Office
Atlanta Convention & Visitors Bureau	Comfort Inn Downtown Memphis Hotel
Best Western - Savannah Historic District	Destination DC
Greater Birmingham Convention & Visitors Bureau	Destination Niagara USA
Blair Hotels	Discover Long Island
Bloomington, Minnesota CVB	ette hotel
BWH Hotels	Explore St. Louis
Capital Region USA	Explore Tualatin Valley
	Food on Foot Events, Sports, Tastings & Tours









Peter van Berkel

IITA Chairman & President, Travalco

Navigating Tomorrow: Tourism's Changing Environment

IITA  **FEBRUARY 11-14**
2024
SUMMIT
MEMPHIS • TENNESSEE



The logo for the IITA Summit 2024 is positioned in the upper left corner. It features a stylized map of the United States in the background. The text "IITA" is in a large, bold, sans-serif font, with a circular emblem containing the American flag to its right. Below "IITA" is the word "SUMMIT" in a larger, bold, serif font. To the right of the emblem, the text "FEBRUARY 11-14" is written in a small, sans-serif font, and "2024" is written in a larger, bold, sans-serif font. At the bottom of the logo, "MEMPHIS • TENNESSEE" is written in a medium-sized, sans-serif font.

IITA FEBRUARY 11-14
SUMMIT 2024
MEMPHIS • TENNESSEE

The background of the image is a nighttime photograph of the Memphis skyline. The Harahan Bridge, a large steel truss bridge, is the central focus, illuminated with vibrant purple, pink, and yellow lights. The bridge's structure is reflected in the water below. In the background, the city skyline is visible with various skyscrapers and buildings lit up against the dark night sky. The overall scene is a panoramic view of the city from a high vantage point.

**Annual Meeting &
General Sessions**

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

2030 Blueprint

IITA Focus:

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



2030 Blueprint

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.

IITA's Pillars of Opportunity

Education



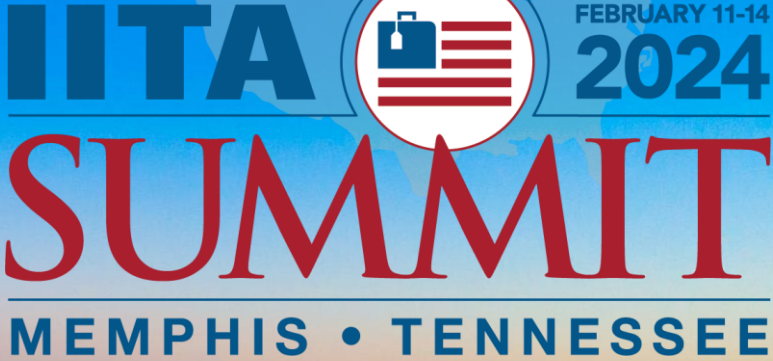
Advocacy




Business



Navigating Tomorrow: Tourism's Changing Environment



IITA  **FEBRUARY 11-14**
2024
SUMMIT
MEMPHIS • TENNESSEE



Advisory Council



Quintin Blair
Blair Hotels



Grey Brennan
Alabama Tourism
Department



Loma Davis
Travel Oregon



Hubertus Funke
San Francisco Travel
Association



Makiko Matsuda Healy
New York City Tourism +
Conventions



Evelyn Kelley
St. Augustine,
Ponte Vedra & The Beaches



Sandi Lackey
BWH Hotel Group



Paul Mason
Visit Lauderdale

IITA Board of Directors

Executive Committee



Peter van Berkel
Chairman
Travalco



Lena Ross
Vice Chair
America 4 You



Makiko Matsuda Healy
Treasurer
New York City Tourism +
Conventions



Richard Groesz
Secretary
American Ring Travel



Gary Schluter
Past Chairman
Rocky Mountain
Holiday Tours

IITA Board of Directors



Gerrit De Vos
AmericanTours International



Jackie Ennis
Brand USA



Oswaldo Freitas
Easy Time Travel



Hubertus Funke
San Francisco Travel
Association



Julie Katz
TourMapper North America



Richard Kerekes
Gray Line City
Sightseeing NY



Sandi Lackey
BWH Hotel Group

IITA Board of Directors



Jeff Ment
Ment Law Group



Jason Murray
Southwest Adventure Tours



Mindy Shea
Visit Savannah



Letizia Sirtori
Destination DC

New Board Members



Nick Hentschel
American Tours
International



Umang Malbari
Discover
Destinations



Sandi Lackey
BWH Hotel Group



Tony Lyle
Visit Galveston

New Officers

Secretary



Makiko Matsuda Healy

New York City Tourism +
Conventions

Treasurer



Richard Groesz

American Ring Travel

Vice Chair



Oswaldo Freitas

Easy Time Travel

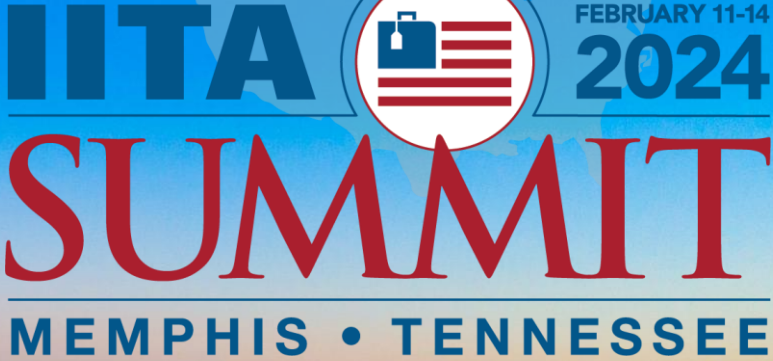
Chairwoman




Lena Ross

America 4 You

Navigating Tomorrow: Tourism's Changing Environment



IITA  **FEBRUARY 11-14**
2024
SUMMIT
MEMPHIS • TENNESSEE

