

USA

United • Sustainable • Action

IITA  **FEBRUARY 9-12**
SUMMIT
2025
SALT LAKE CITY • UTAH



Welcome!



Chris Pilley
IITA Summit Chairman,
CEO, Rocky Mountain Holiday
Tours



Tribal Blessing

Steve Todachiny
Diné Tribe



Annual Meeting & General Sessions



SALT LAKE



Kaitlin Eskelson

President/CEO - Visit Salt Lake



SALT LAKE

Welcome!

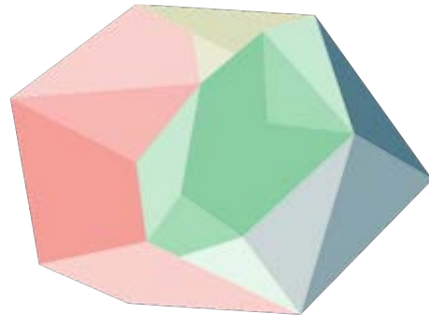


Chris Pilley
IITA Summit Chairman,
CEO, Rocky Mountain Holiday
Tours



2025 IITA Summit

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Holiday Tours

Committee Chair



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Tourism

Member



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Associate VP Tourism
Development, Visit Salt
Lake

Member



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VP of Contracting and
Product Partnerships,
AlliedTPro

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Jurgensen**
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Builders

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Worldwide Sales, BWH
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Member



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Director of Travel Trade
Sales, Destination
Niagara USA

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COO, America 4 You

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Alicia Stellhorn
Group Sales Manager,
Gateway Arch &
Riverboats

Member



Rafael Villanueva
CEO, Travel Nevada

Member

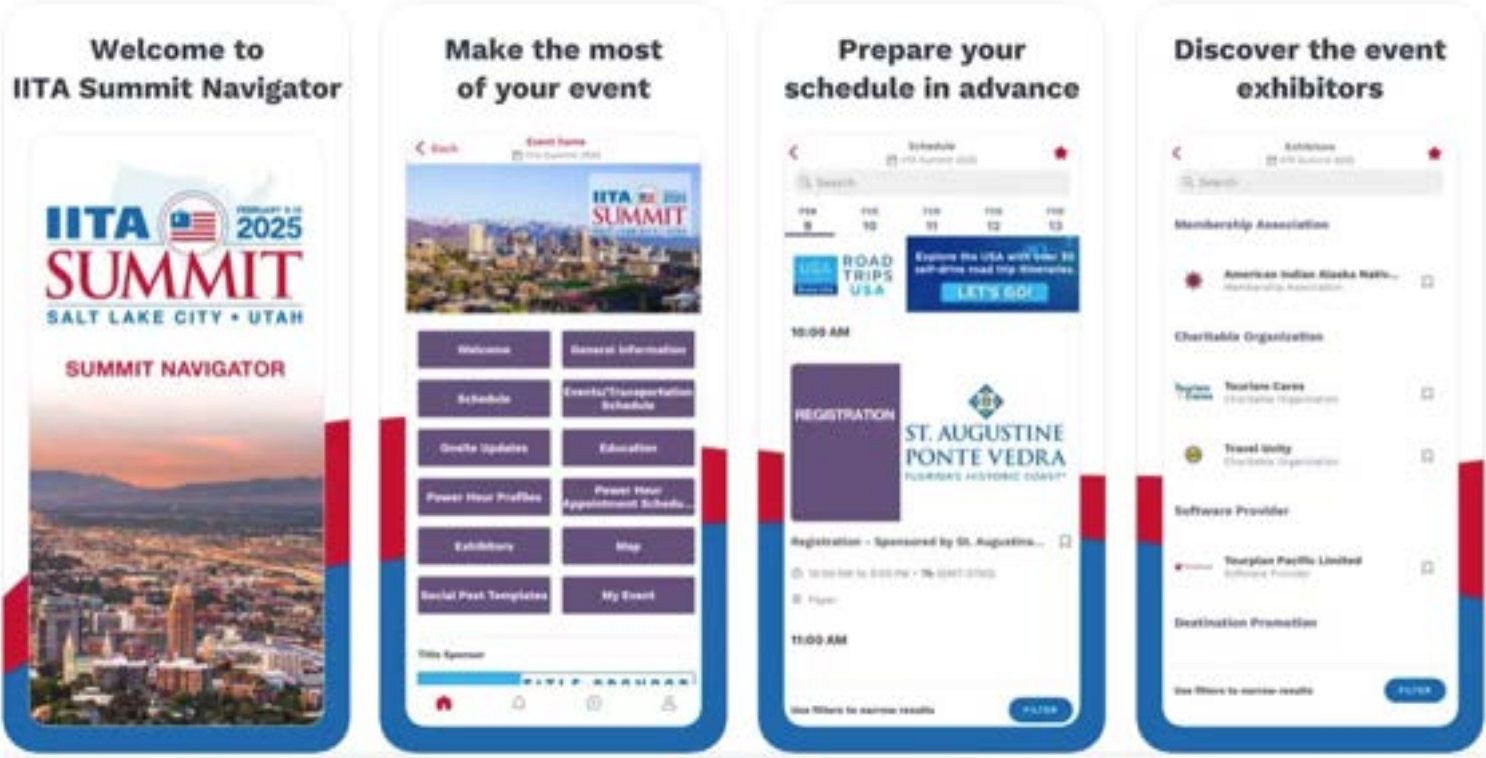


Roie Zuk
President, Amadeo Travel
Solutions

Member

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Carbon Neutral Summit



CARBON OFFSETS FOR
BUSINESSES

MSA

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IITA Chairman & COO, America 4 You

Annual Meeting & General Sessions



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Lena Ross

IITA Chairman & COO, America 4 You

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 for the Future

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



Approved by Board of Directors August 2023

Strong Relationships with Federal Agencies



U.S. Customs and
Border Protection



INTERNATIONAL
T R A D E
ADMINISTRATION



U.S.
COMMERCIAL
SERVICE

United States *of* America
Department *of* Commerce



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Partnerships with Key Organizations



U.S. TRAVEL
ASSOCIATION®



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***Driving International
Inbound Travel
to the USA***



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Education is Priority Number One



Education is Priority Number One



International Inbound Travel Association



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Education is Priority Number One



INBOUND INSIDER
**STEPS TO
SUCCESS**™

International Inbound Travel Association

Powered by  **ALON**
TOURISM SOLUTIONS



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Our Partners: The Key to Success



SALT LAKE

Membership Growth



Get More Business

Driving more international business to our members.



Industry Education

Educating the industry about the important contributions of the receptive market in increased travel to the US.



Advocating for You

Addressing legislative issues which directly impact the receptive sector of the travel industry.



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**Lisa
Simon**
IITA CEO

Advisory Council



Hubertus Funke
EVP/Chief Tourism
Officer, San Francisco
Travel Association

Advisory Council
Chairman



Quintin Blair
Chief Marketing
Officer, Blair Hotels

Member



Grey Brennan
Deputy Director,
Alabama Tourism
Department

Member



**Makiko Matsuda
Healy**
Senior Vice President,
Tourism Market
Development, New
York City Tourism +

Member



Sandi Lackey
Associate Director,
Worldwide Sales, BWH
Hotels

Member



Evelyn Lopez-Kelley
Director of Leisure
Sales, St.
Augustine/Ponte Vedra
VCB

Member



Paul Mason
Senior Manager Global
Trade Development,
Visit Lauderdale

Member



Rafael Villanueva
CEO, Travel Nevada

Member



Letizia Sirtori
Vice President, Global
Tourism, Washington,
DC/Destination DC

Member



Thomas Moser
Global Sales Manager,
Travel Oregon

Member



Elizabeth Bittner
President & CEO ,
Travel South USA

Member



Brian Wright
Director of Trade &
Group Business, Visit
California

Member

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COO, American Tours
International LLC

Director - Inbound Operator



Umang Malbari
President, Discover
Destinations LLC

Director - Inbound Operator



Julie Katz
Managing Director,
TourMappers North
America

Director - Inbound Operator



Jason Murray
President, Southwest
Adventure Tours

Director - Inbound Operator



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Associate Director,
Worldwide Sales, BWH
Hotels

Director - Supplier



Richard Kerekes

Director - Emeritus



Mindy Shea
Director, International
Sales, Visit Savannah

Director - DMO



Hubertus Funke
EVP/Chief Tourism
Officer, San Francisco
Travel Association

Director - Advisory Council



Tony Lyle
Executive Director, Visit
Galveston

Director - At-Large



Jeff Ment
Ment Law Group, PC

Director - At-Large



Jackie Ennis
VP, Global Trade
Development, Brand USA

Director - Honorary

ITA Board of Directors

Executive Committee



Lena Ross
COO, America 4 You

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CEO - Founder, Easy
Time Travel LLC

Vice Chairman



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American Ring Travel,
Inc.

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Senior Vice President,
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**Russ
Hedge
CEO
Hostelling
International**



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U.S. Government Updates:

National Travel and Tourism Strategy, Visas, and the Entry Experience



Lena Ross
IITA Chairman & COO,
America 4 You



Brian Beall
Director, National
Travel & Tourism
Office, International
Trade Administration,
National Travel &
Tourism Office



U.S. Customs and
Border Protection

Ryan Hutton
Acting Port
Director, San
Francisco Area
Port



U.S. Customs and
Border Protection

Ryan Twito
Acting Assistant Port
Director, San
Francisco Area Port



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MONDAY 9:00 - 10:30 AM

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Anton Eckert
Associate VP Tourism Development
Visit Salt Lake