

Invest in Your Future

Print Guide
Plus **NEW**
E-newsletter!



Your Bridge to Rebuilding **International Inbound Business**

INBOUND
insider

INSITE

PTM **PREMIER**
TRAVEL MEDIA

INVEST IN THE FUTURE of International Inbound Tourism

As international returns, America will once again welcome visitors from around the world. Be on the forefront of recovery as part of the international Inbound Travel Association. Your membership provides unparalleled reach and affordable marketing services to leading receptive operators and the overseas trade.

• INBOUND •
insider

IITA'S INBOUND INSIDER

This annual guide features members across the broad spectrum of the inbound travel market with a fresh perspective on visiting the USA. Used by thousands of tour operators, travel agents and MICE planners in both print and digital format.

INSITE ON AMERICA

INSITE ON AMERICA

InSite on America is a bi-weekly e-newsletter that exclusively targets the overseas trade with news, views and insider advice on unique destinations and activities that appeal to international tourists.

Get a leg up on the competition and tell your “welcome back” story by aligning with IITA membership and marketing services. It’s a targeted, affordable way to get your brand or destination back in the market.



INBOUND INSIDER



Published to coincide with IPW, this event is a launching point for “the guide to inbound tourism.” Complete with forward-thinking editorial, member profiles and trending content, this publication serves as a blueprint for thousands of overseas travel buyers.



• **EXCLUSIVE DISTRIBUTION**
5,000 print, 5,000 digital

• **TRADE SHOWS & CONFERENCES**
Be seen at leading inbound travel events such as IITA's Summit, IPW, La Cita, Go West, plus major international trade shows like WTM and ITB.

• **DIRECT MAIL**
Sent to qualified inbound tour operators (receptives/dmc's) across North America.

• **DIGITAL EDITION**
Inbound Insider is featured prominently year-round at Inboundtravel.org in both digital page flip and downloadable pdf format with the digital download promoted extensively via the InSite e-newsletter.

IITA NEWS DIRECTORY

ADVERTISING PARTNER

NYC
New York City, NY
The official destination marketing organization for the four boroughs of New York City. From iconic attractions to hidden gems, NYC offers travel to the Big Apple in the most vibrant, fun, and exciting way possible. Visit our website at www.nyc.gov and tagline the city. 212-686-1320, www.nyc.gov

ADVERTISING PARTNER

OKLAHOMA
Oklahoma Tourism and Recreation Department
Oklahoma City, OK
Oklahoma City is rich in culture, history, art and scenic views and provides a wide range of experiences. From historic downtown to modern amenities, Oklahoma City has plenty of opportunities to explore. Visit our website at www.oklahomastate.gov and tagline the state. 405-505-1000, www.oklahomastate.gov

San Diego Tourism Authority • San Diego, CA
San Diego, California is a world-class destination for those seeking the opportunity to explore the city from historic events to trending, coastal and downtown neighborhoods. 619-233-3911, www.sandiego.gov

San Francisco Travel Association • San Francisco, CA
San Francisco Travel offers a wide variety of things to do and sights to see, including the Golden Gate Bridge, Alcatraz Island, the San Francisco Cable Car and much more. 415-397-2000, www.sfta.com

Salt Lake City Convention & Visitors Bureau • Salt Lake City, UT
Salt Lake City is a vibrant, scenic destination with a rich history and a wide variety of activities. From outdoor adventures to cultural experiences, Salt Lake City has something for everyone. Visit our website at www.slcvb.com and tagline the city. 801-462-1515, www.slcvb.com

St. Augustine - Ponte Vedra VCB • St. Augustine, FL
St. Augustine is a historic city with a rich heritage and a wide variety of activities. From outdoor adventures to cultural experiences, St. Augustine has something for everyone. Visit our website at www.staugustine.com and tagline the city. 904-328-4433, www.staugustine.com

Travel Oregon • Portland, OR
Travel Oregon works to enhance your experience by providing information, assistance and inspiration for those who travel to Oregon. 503-757-9000, www.traveloregon.com

Travel South USA • Atlanta, GA
Travel South USA is a leading destination marketing organization for the Southern United States with the goal of promoting, inspiring and encouraging travel to and within the member states. 404-221-7100, www.travelsouthusa.com

Tupelo Convention & Visitors Bureau • Tupelo, MS
The heart of the South is in Tupelo, Mississippi. Visit our website at www.tupelovisitors.com and tagline the city. 662-841-0300, www.tupelovisitors.com

Ad Space Deadline: March 15, 2023

Publish Date: May 2023

Contact your regional Business Development Manager for more information. Call 630.794.0696

INSITE ON AMERICA



Over the last two years, so much has changed in the Visit USA market. Now more than ever, overseas operators need reliable information and innovative ideas to motivate their travelers. Enter IITA's InSite on America, a fresh new e-newsletter built to reconnect the market by promoting what there is to see and do across the United States.

Focusing on IITA members and destinations, the newsletter will provide inspiring editorial stories, exclusive content, in-market product updates and brand promotions from destinations coast-to-coast.

With an initial publishing schedule of every other week, InSite will reach the inboxes of **2,500** TRADE PROFESSIONALS.

Published: Bi-weekly

Ad Space Deadline: 30 days prior to run date

Contact your regional Business Development Manager for more information. Call 630.794.0696

INSITE ON AMERICA



Get Started Rebuilding Your Inbound Business!

IITA's publication and e-newsletter provide unparalleled coverage at affordable rates.

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Ad Space Deadline:
March 15, 2023

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Publishing & Billing Date:
May 2023

INSITE ON AMERICA

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Published:
Bi-weekly

Ad Space Deadline:
30 days prior to run date

LOOKING TO BECOME AN IITA MEMBER?

Learn more about the IITA Advantage at inboundtravel.org/membership

FOR MORE INFORMATION

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