

# Invest in Your Future

Print Guide  
Plus Bi-weekly  
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, 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.
- **DIGITALEDITION**  
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.

**Ad Space Deadline:** March 15, 2024  
**Publish Date:** May 2024

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

**IITA MEMBERS DIRECTORY**

**ADVERTISING PARTNER**

**NYC**  
New York City, NY  
NYC & Company  
The official destination marketing organization for the five boroughs of New York City. From iconic attractions to hidden gems, NYC offers travel to the Big Apple in the most exciting, fun, and unforgettable way.  
312-228-2262, www.nyc.com

**ADVERTISING PARTNER**

**OKLAHOMA**  
Oklahoma Tourism and Recreation Department  
Oklahoma City, OK  
Discover the heart of the West, culture, outdoor recreation and scenic views in the heart of the American West. From the heart of the American West, Oklahoma City is the gateway to the heart of the West.  
405-505-1000, www.okla.com

**ADVERTISING PARTNER**

**San Diego Tourism Authority • San Diego, CA**  
San Diego, California is a world-class destination that offers the opportunity to explore the city's rich history, scenic views, and vibrant culture. Contact and discover more about San Diego.  
619-233-3911, www.sandiego.gov

**ADVERTISING PARTNER**

**San Francisco Travel Association • San Francisco, CA**  
San Francisco Travel offers a wide variety of travel and sightseeing options for visitors to the City by the Bay. From the Golden Gate Bridge and Fisherman's Wharf to the Golden Gate Park and more.  
415-397-3100, www.sfta.com

**ADVERTISING PARTNER**

**Salt Lake City Convention & Visitors Bureau • Salt Lake City, UT**  
Salt Lake City Convention & Visitors Bureau is the official destination marketing organization for Salt Lake City, Utah. From the heart of the American West, Salt Lake City is the gateway to the heart of the West.  
801-462-1515, www.slcvb.com

**ADVERTISING PARTNER**

**St. Augustine - Ponte Vedra VCB • St. Augustine, FL**  
St. Augustine - Ponte Vedra VCB is the official destination marketing organization for St. Augustine, Florida. From the heart of the American South, St. Augustine is the gateway to the heart of the South.  
904-825-4433, www.staugustine.com

**ADVERTISING PARTNER**

**Tour of the South • Atlanta, GA**  
Tour of the South is the official destination marketing organization for the Southern United States. From the heart of the American South, Tour of the South is the gateway to the heart of the South.  
404-251-7100, www.tourofthesouth.com

**ADVERTISING PARTNER**

**Tupelo Convention & Visitors Bureau • Tupelo, MS**  
Tupelo Convention & Visitors Bureau is the official destination marketing organization for Tupelo, Mississippi. From the heart of the American South, Tupelo is the gateway to the heart of the South.  
662-841-0300, www.tupelovisits.com



# INSITE ON AMERICA



Over the last three 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.

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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1/6 Page	\$1,195	\$1,595

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March 15, 2024

**Ad Materials Deadline:**  
March 23, 2024

**Publishing & Billing Date:**  
May 2024

### INSITE ON AMERICA

DISPLAY BANNER	
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30 days prior to run date

## LOOKING TO BECOME AN IITA MEMBER?

Learn more about the IITA Advantage at [inboundtravel.org/membership](http://inboundtravel.org/membership)

### FOR MORE INFORMATION

Contact a Business Development Manager today:

#### TOM TOBIASON

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