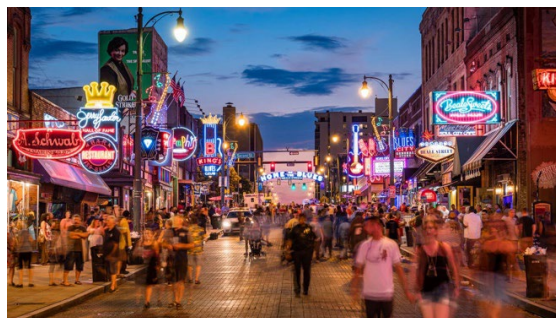




International Inbound Travel Association

# SUMMIT 2025 and SUMMIT 2026

## Request for Proposal



International Inbound Travel Association  
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Hilton Head, SC 29925

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# Quick Facts

- IITA helps inbound operators create and facilitate travel to the USA by bringing together U.S. destinations and suppliers to develop product specific for inbound markets.
- IITA is the only association to specifically focus on inbound operators and their DMO and supplier partners for the development of 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™**.

## Request for Proposal to Host IITA Summit 2025 or Summit 2026

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, which specialize in creating and facilitating international travel and tourism to the U.S., serving as the critical link between international buyers around the world and U.S. destinations and suppliers.

The 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.

Hosting cities will receive extensive exposure to the leading inbound operators in the USA and have the opportunity to showcase the destination throughout the event.

This Request for Proposal is to obtain host destinations and facilities for the 2025 and 2026 IITA Summits. Proposals should be prepared utilizing this document as a guideline. We hope you'll take this opportunity to bid on hosting the IITA Summit as we work to advance the inbound travel industry together.



Best Regards,

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## **Request for Proposal Hosting Specifications SUMMIT 2025 or 2026**

### **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 that proposals address all specifications as stated in the RFP, consideration will be given to proposed alternative approaches to one or more of the stated specifications.

### **II. Meeting Dates/Locations**

The show's pattern is Sunday through Thursday, beginning with Super Bowl Sunday. An additional move-in day is required on Saturday.

**2025: Sunday, February 9 – Wednesday, February 12 (Board preferred) or  
Sunday, February 16 – Wednesday, February 19**

**2026: Sunday, February 8 – Wednesday, February 11 (Board preferred) or  
Sunday, February 15 – Wednesday, February 18**

### **III. Deadline**

Proposals must be submitted by **July 31, 2023.**

### **IV. Host and Partner Benefits**

IITA is pleased to provide promotional benefits to the Host and their financial partners (maximum of five partners selected by the Host) during the year for hosting the Summit. The benefits for both the Host and the partners are outlined below. Please note that benefits are subject to change, but alternative benefits will be offered.

#### **Host Benefits:**

1. Four complimentary Summit registrations for the Host organization.
2. One-year complimentary IITA membership for the fiscal year in which the Summit is held.
3. Two Host organization Power Hour Networking slots for appointments with inbound operators. (Must be two of the four registrants noted in 1. above).
4. Complimentary exhibit space near 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 to be considered 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 Sponsorship Roundtable meeting via conference call/Zoom.
9. Sponsorship promotion on the official web site.
10. Complimentary banner ad on the Summit web site for the fiscal year leading up to the hosted IITA Summit.
11. Recognition in an event press release.

#### **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.
3. Promotion of sponsorship via IITA's web site (logo and link, beginning six months prior to the Summit.)
4. One electronic list of registered attendees upon request.

#### **V. Delegate Housing**

All sleeping rooms shall be first-class in hotels/resorts that are located in the same property as the meeting space or adjacent to. All properties shall be in full compliance with local, state/provincial and federal laws and must be equipped with the latest safety and security devices, sprinklers, fire alarms, smoke detectors, etc. The hotel must warrant that it complies with the Americans with Disabilities Act and has an active sustainability plan.

The hotel must state that they are holding a block of rooms 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.

**In addition, hotels shall include in the Cancellation Clause IITA will not be penalized should the Government mandate a shutdown that would prohibit members from attending for whatever cause.**

While estimated attendance is 200 - 225, the approximate peak night room requirements are estimated at 141. The actual number of peak night rooms contracted may vary by location and will be based on market conditions of the destination selected.

The estimated room nights (548 total) are as follows:

FRI	SAT	SUN	MON	TUES	WEDS
5	40	116	141	141	105

Rates —Current rack, corporate and group rates should be stated. A two-tiered, flat rate (Inbound Tour Operator vs. Supplier/DMO) is permitted. Tour operators should receive a deeply discounted rate. Further, the hotels must recognize that the Supplier/DMO members are also in the travel industry and are accustomed to receiving rates well below traditional convention/meeting rates. The rates provided at the last two conferences were:

**February 2023 – Bahia Resort, San Diego, CA: \$169 Operators, \$169 + \$25 resort fee Suppliers/DMOs**

**February 2024 – Sheraton Downtown Memphis, TN: \$159 Operators and Suppliers/DMOs**

Rates shall be offered three days prior to and three days post 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 (excluding staff/consultant rooms). These shall be added to the Master Bill.

Complimentary Room Allotment — IITA prefers a 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, shall the room block of 80% in total be met, the hotel shall provide:

- One complimentary parking pass at the hotel.
- Eight staff/consultant rooms at a greatly reduced rate.
- Two VIP upgrades to a one-bedroom suite
- Complimentary wireless internet in the meeting space
- Complimentary handling of up to 50 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 that will be considered in the selection of the hotel will include: size of room block, availability of suite requirements and VIP upgrades for the board of directors, location, meeting space, price/value, eagerness and enthusiasm, and additional perks such as complimentary rooms and suites over and above what is required, etc.



## VI. Program

While the program, activities and functions are subject to change from year to year due to the changing business needs of IITA members, the 2024 IITA Summit is provided below as an example.

### SUNDAY

12:00 - 1:00 Board Lunch  
1:00 - 4:00 Board Meeting  
TBD Welcome Reception - Super Bowl

### TUESDAY

8:00 - 10:00 Supplier Breakfast & Forum  
8:00 - 10:00 DMO Breakfast & Forum  
8:00 - 10:00 Operator Breakfast & Forum  
10:15 - 11:15 General Session  
Noon - 4:00 Sightseeing Tours  
Open Evening

### MONDAY

8:00 - 8:45 Operator Breakfast  
9:00 - Noon Annual Meeting & General Sessions  
12:15 - 1:15 Lunch  
1:30 - 5:00 Power Hour Networking Meetings  
1:30 - 5:00 Breakouts  
5:15 - 6:15 Oregon Wine Reception  
6:30 - 9:00 Opening Event

### WEDNESDAY

7:45 - 8:30 Operator Breakfast  
8:45 - Noon Education Sessions  
12:15 - 1:15 Lunch  
1:30 - 5:00 Power Hour Networking Meetings  
1:30 - 5:00 Breakouts  
6:30 - 9:00 Closing Event

## VII. Function Space

IITA requires meeting space for all or most of its meetings, seminars, food and beverage functions and the Power Hour Networking Meetings. The four-wall rental of this space is to be free of charge to IITA and reserved on a 24-hour basis for the dates selected.

Minimum space requirements are:

General Session — A minimum of 3,500 square feet available Saturday (move in)(Monday show day) and held on a 24-hour basis through 6 p.m. on Meeting Day Three (Wednesday). - Five days

Power Hour Networking Meetings – A minimum of 5,000 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 4,500 square feet, column-free, available for Saturday (move in)(Monday show day), and held on a 24-hour basis through 3 p.m. on Meeting Day Three (Wednesday). - Five days

Breakout Rooms — A minimum of two break-out rooms, ranging in size from 1,000 square feet to 1,200 square feet, used on Meeting Day One (Monday) through Meeting Day 3 (Wednesday) - Three days

Office — One staff office is required, ranging from 600 to 800 square feet, available on Saturday and held on a 24-hour basis through midnight on Meeting Day 3 (Wednesday) – Five days

Board Meeting Room — Approximately 1,100 to 1,300 square feet, used on Sunday, for a luncheon and afternoon meeting. – One day

Registration/Table Tops — Area for Summit registration and check-in to occur, preferably in a central area near the meeting rooms. The space should be able to accommodate fifteen (15) table tops in addition to the registration area. Should be available Sunday for set up through Meeting Day 3 (Wednesday) at 6 p.m. – Four days

Big Game Party – A designated area in the hotel for a Welcome Reception on Sunday evening (prior to or for the Super Bowl, depending on dates selected). This could be a ballroom, lounge, breakfast area that will accommodate 100 - 125 pp in comfortable lounge-type seating. Must be able to ensure only IITA attendees have access to event.

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

#### **VIII. Labor, Catering & Facility Services**

The host must guarantee to IITA in writing that it will extend its full support to the Summit and will intervene when and if necessary to assure full cooperation on the part of venue employees, catering company contracts and services, 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 on a complimentary basis. Should the in-house A/V company be selected as the provider, the rates shall be discounted a minimum of 20%.

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

All food and beverage charged to IITA's master account with the venue caterer should be discounted a minimum of 10% off published menu prices and be guaranteed six months prior to event.

#### **IX. Transportation**

The host must agree to provide a quality transportation system 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- Summit Fam tours, local sightseeing tours, and special events, etc. Dine Around is an optional event and transportation is not required.

The transportation company selected must be in compliance with all applicable federal laws and regulations (i.e. ADA) and must be capable of providing 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.

The host must also provide all necessary transportation signage.

#### **X. Required Event/Function Sponsorships**

The host's advanced involvement and promotion aids greatly in ensuring the success of the event for both the destination and the IITA Summit. Therefore, IITA requires various sponsorships during the Summit and the year prior to it.

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

- Steps to Success - Step One training for industry members six – eight months prior to the Summit. This can be an in-person training session or Zoom session. Current price \$5,000, plus expenses if held in person.
- Sightseeing tours on Tuesday from noon – 4:00 p.m. that includes lunch for each participant.
- An Opening Event for approximately 175 attendees on Monday evening at venue of host's choice. (If Opening Event host does not provide heavy hors d'oeuvres/food selections, additional dining options should be coordinated by host.)
- Coordination of Dine Around events 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 official Awards Dinner and dance for approximately 175 attendees (plus host's guests) on Wednesday evening at venue of host's choice. Evening should begin with a cocktail reception. All food, beverage (including full bar), decor, audio/visual and high-quality entertainment must be provided by the host. Approximately 45 minutes of the program is designated for IITA awards and other association business.
- Additionally, the host is responsible for a \$10,000 sponsorship, which may be at the prior year's Summit or the IITA Member Reception held at IPW. We recommend the latter to build excitement for the Summit during this well-attended event.

With this level of commitment, you will receive Platinum level benefits for Summit or at IPW.

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. The host also understands/agrees to work with all “official convention contractors” for sponsorships/programs held at convention centers, e.g. decorator, audiovisual provider, caterer, etc.

#### **XI. 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. A minimum of one printed promotional piece mailed to the IITA membership will be required. Two broadcast e-mails to IITA members promoting the destination/host and sponsored Summit events/services will also be required.
- Provide assistance to 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 from them for inclusion in the official Summit program and/or Web site.
- Provide assistance to IITA in arranging for a local celebrity guest speaker, if available, to speak at the Summit on a complimentary or in-kind basis.
- IITA recommends that at least one host staff member is involved on the Summit Planning Committee to ensure that the association and host messages, themes, goals, etc. are consistent.

#### **XII. Post-Summit Fam Tours**

The host or state may elect to offer a Post Tour(s) for Inbound Tour Operators. Itineraries are subject to the approval of IITA and must include at least one night of accommodations as well as the ability to accept a minimum of 10 participants. **A professional tour guide must accompany each post-Fam tour.** To help offset expenses, the host may charge a nominal fee for Fam tour registration. The host will handle Fam tour registrations and collect fees.

#### **XIII. 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 its 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 (4 days).

#### **XIV. Selection Procedure**

Staff will make site inspections. IITA will pay travel expenses for necessary site inspections. However, a complimentary standard hotel room would be appreciated. Gifts to Board or staff prior to the selection are not appropriate. A short (five minutes or less) PowerPoint or video presentation may be submitted with the proposal. A written report will be compiled by staff and submitted to the IITA Board of Directors. Presentations by the host to the Board of Directors will not be permitted.

The Board of Directors reserves the right, at its sole discretion, to postpone selection and to seek additional bids.

All questions and the bids should be directed to:

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