

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

Be on the forefront of international arrivals 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 story
by aligning with IITA membership and marketing services. It's a targeted,
affordable way to get your brand or destination recognized in the market.**



INBOUND INSIDER



Published to launch at IPW, IITA's Inbound Insider is "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.

• 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.

• CONTENT OPPORTUNITY

Purchase a 1/2 page or larger ad and receive matching editorial coverage included in both print and digital editions for enhanced visibility.

Ad Space Deadline: April 1, 2026

Publish Date: May 2026

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

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Official Publication of the International Inbound Travel Association



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HIGHLY ENGAGED AUDIENCE:

Up to 53%

Average newsletter open rates range from 30%–53%, significantly above industry standards, ensuring your brand reaches travel professionals who are actively reading.



GROWING REACH:

New Subscribers

Each issue attracts new subscribers, expanding your exposure to qualified, decision-making professionals in group travel and tourism.

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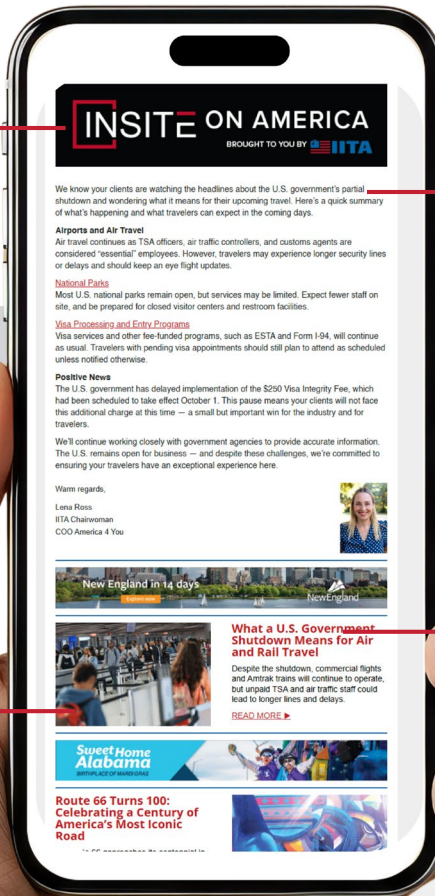
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IITA's publication and e-newsletter provide unparalleled coverage at affordable rates.

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Ad Space Deadline:
April 1, 2026

Ad Materials Deadline:
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Publishing & Billing Date:
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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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