

INDIANA TOURISM ASSOCIATION

Advocating the **Value of Tourism** and **Supporting Best Practices**

TOURISM IS INDIANA'S 6th LARGEST INDUSTRY

ITA PRIORITIES:

ADVOCACY:

- Stay connected with legislators
- Inform media of industry trends and issues
- Serve as a conduit for industry research
- Support industry workforce through targeted campaigns



PROFESSIONAL DEVELOPMENT:

- Offer networking with other tourism industry leaders
- E-newsletters and member website



ITA partners with other statewide tourism associations such as: **Indiana Office of Tourism Development, Indiana State Festivals Association and Indiana Restaurant and Lodging Association**

INDIANA TOURISM FACTS:

WELCOMES
74 MILLION VISITORS
An increase of 3.2% over last year

VISITORS SPENT \$10.7 BILLION
An increase of 3.3% over last year

INDIANA TOURISM ASSOCIATION

REPRESENTS **56 COUNTIES,**
OVER **75 MEMBERS**

and INCLUDES **DESTINATIONS, ATTRACTIONS and TOURISM BUSINESSES.**

Tourism supports over 192,000 jobs in Indiana, LIKE MINE



"The Tourism Industry in Indiana" study of economic impact (December 2015) for the Indiana Office of Tourism Development was conducted by Rockport Analytics and Reach Market Planning, utilizing 2014 data.



The Indiana Tourism Association **advocates the value of tourism** in Indiana's economy and **supports the best practices** of its member organizations.

ITA is the trade association that supports tourism investment and promotion as economic development in the state.

Founded in 1981 as the Association of Indiana Convention and Visitors Bureaus, the name was changed in May 2014 to Indiana Tourism Association to better reflect all facets of the tourism industry, including convention and visitors bureaus, attractions, hotel management companies, tour operators, small-business owners, tourism-related associations and vendors.



Executive Director:

Carrie Lambert

Board officers:

President:

Mike McAfee, Visit Bloomington

Vice President:

Kevin Manley, Dubois County Visitors Center and Tourism Commission

Treasurer:

Jo Wade, Visit Lafayette - West Lafayette

Secretary:

Misty Weisensteiner, Visit French Lick West Baden

Immediate Past President:

Karen Niverson, Columbus Area Visitors Center

LEGISLATIVE ISSUES IMPORTANT TO ITA:

- Monitor innkeeper's tax collection, distribution and allocation
- Fair tax collection in regards to online travel companies
- Continued promotion of collaborations and partnerships that advance the tourism industry
- Advocate the value of statewide marketing dollars in order to compete with other destinations and ultimately increase visitor spending



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Indiana Tourism Association