Attraction/Industry Member Benefits

Indiana Tourism Association History
In 2014, AICVB changed its name to the Indiana Tourism Association. This shift was not only in response to the changes within the tourism industry over the last decade, but it also allows the association the opportunity to better represent the industry as a whole. The name clearly identifies the growing membership sectors to include not only destination marketing organizations (DMOs), but also attractions, restaurants, hotels and other entities interested in the development of the state's growing tourism business.

What can ITA offer me?
ITA is committed to supporting the tourism industry through a professional environment that champions tourism development and welcomes new partnerships. We do this through a variety of offerings to our members:
- Six professional development programs a year – These programs feature best practices of the tourism industry that are beneficial to all involved in this business and can provide a wealth of information to help advance individual knowledge as well as organizational impact.
- Multiple zoom roundtables and webinars offered throughout the year for members to engage with colleagues around the state.
- Indiana Tourism Academy – An opportunity for the association to provide education, resources and networks needed to develop travel professionals for the state of Indiana.
- Networking – With members spread out over the entire state of various backgrounds, experience and budget sizes, this is the only association within the state that brings all tourism sectors together for the purpose of educating, encouraging and learning from one another on a regular basis. Bring a work challenge to this group and you will find another entity or organization that can identify and assist you with finding a solution.
- Member website – Equipped with a database of members across the state, our members instantly have the contact information to reach out, ask questions and get feedback individually or through the member discussion board (a valuable tool). The website also offers sample documents, procedures and past professional development resources for your organization's use.
- Legislative Efforts – With a government relations committee that meets monthly, the association is acutely aware of laws or bills that effect tourism on any level. Not only can the association offer support of understanding the legal language, but also serve as a lobbying support at the state house.
- Ability to serve on ITA's board of directors – Be a part of the planning and discussions of ITA moving forward.

We welcome you to be a part of an influential tourism industry association in Indiana.

ITA Industry Membership is offered to any organization that is involved in the tourism industry. Chambers of commerce, arts organizations, attractions, restaurants, parks, trails, festivals, etc. are welcome to apply.

Industry Member annual benefits include:
- Invitation to all ITA networking and educational opportunities (including the Indiana Tourism Academy)
- Invitation to participate as a voting member at all ITA membership meetings
- Opportunity to serve on the various committees: government relations, communications, membership, professional development
- Opportunity to collaborate on legislative issues that affect the industry as a whole.
- Listing on www.indianatourismassociation.com – ITA's public website
- Listing in our membership directory on ITA's members-only section of the website

INDIANA TOURISM ASSOCIATION

INDUSTRY MEMBERSHIP APPLICATION

Annual Dues:
Non Profit: $750
For Profit: $1500

Please complete and mail form with two letters of recommendation from current ITA members (required: one recommendation from your local DMO). Once approved, an invoice will be mailed out.

Organization Name:

Street Address:

City, State, Zip

Website:

Contact Name:

Email Address:

Phone Number:

In order to better serve our members, we ask you to share the following information, if you are able:

Local DMO:

Annual Operating Budget:

Annual Marketing Dollars (not including salaries):

Tourism-related organizations to which you belong:

Number of Full-Time Staff:

Number of Part-Time Staff: