

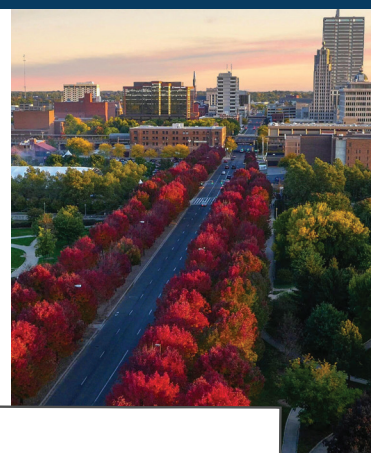


IndianaTourismAssociation.com

Advocating the value of tourism
and supporting the best practices
of its member organizations



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Conner Prairie



ITA PRIORITIES

ADVOCACY

- Update legislators and Indiana leadership on key tourism initiatives
- Serve as a conduit for industry research
- Provide resources for local advocacy
- Continue to advance travel and tourism as a driving force of economic growth

PROFESSIONAL DEVELOPMENT

- Networking with other tourism industry leaders
- Provide the annual Indiana Tourism Conference and the Indiana Tourism Awards
- Regularly offer education by top-level tourism leaders
- Opportunity to participate in the Indiana Tourism Academy which develops tourism professionals for the state

THE INDIANA
TOURISM ASSOCIATION
REPRESENTS

66
COUNTIES

85+
MEMBERS

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

2021 INDIANA TOURISM FACTS

INDIANA
WELCOMES

77.3
MILLION VISITORS

VISITORS
SPENT

\$13.1
BILLION

TOURISM
SUPPORTS

203,900+
JOBS IN INDIANA

"The Tourism Industry in Indiana" study of economic impact for the Indiana Destination Development Corporation was conducted by Rockport Analytics and Reach Market Planning.



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.

ITA partners with other statewide tourism associations such as:



 [IndianaTourismAssociation](#)

 [IndianaTourismAssociation.com](#)



Executive Director:
Carrie Lambert

Board officers:

President
Eric Snow, Holiday World & Splashin' Safari

Vice President
Jeremy Yackle, Harrison County Convention and Visitors Bureau

Treasurer
Jo Wade, Visit Lafayette - West Lafayette

Secretary
Whitney Lubbers, Visit Dubois County

Immediate Past President
Jaime Bohler Smith, Visit Hendricks County