



IndianaTourismAssociation.com

MISSION

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

WHO WE ARE

75 INDIANA COUNTIES REPRESENTING MORE THAN **100+** MEMBERS

- **72** DESTINATION ORGANIZATIONS
- **27** ATTRACTIONS, CONVENTION CENTERS & UNIVERSITIES
- **12** AFFILIATE & INDUSTRY VENDORS



2024 INDIANA TOURISM FACTS

INDIANA
WELCOMES

83.3

MILLION VISITORS

VISITORS
SPENT

\$16.9

BILLION

TOURISM
SUPPORTS

210,000+

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.

STAFF & BOARD MEMBERS

Executive Director: Carrie Lambert
Membership and Meetings Coordinator: Katy Cavaleri
Legislative Consultant: Michael Solari, Market Street Group

Board officers:

President

Jeremy Yackle - Harrison County
Convention and Visitors Bureau

Treasurer

Mark Thacker - Anderson/
Madison County Visitor Bureau

Vice President

Jill Boggs - Visit Fort Wayne

Secretary

Whitney Lubbers -
Visit Dubois County

Immediate Past President

Eric Snow - Holiday World Spashin' Safari

ITA partners with other statewide tourism associations such as:



Formerly INRLA
(Indiana Restaurant & Lodging Association)

