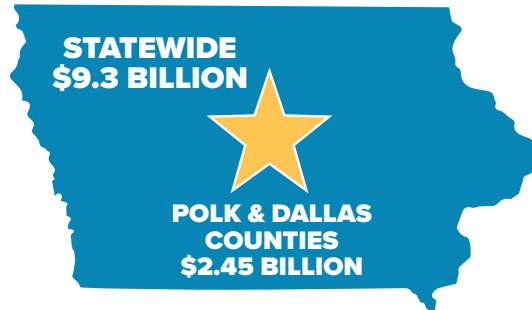


TRAVEL EXPENDITURES



Polk and Dallas counties received more than one quarter of the \$9.3 billion in state-wide spending in 2019 according to the Iowa Economic Development Authority's "Economic Impact of Travel on Iowa Counties" released August 2020.



- THIS SPENDING SUPPORTS MORE THAN 19,500 JOBS IN POLK AND DALLAS COUNTIES.
- EACH HOUSEHOLD WOULD HAVE TO PAY \$700 MORE IN TAXES WITHOUT THE REVENUE GENERATED BY TRAVEL AND TOURISM.

MEDIA HIGHLIGHTS

- MEDIA/PR IMPRESSIONS: **835,317,611**
- ADVERTISING VALUE EQUIVALENCY: **\$7,630,469**
- MAJOR PUBS: **WALL STREET JOURNAL, USA TODAY, FOX BUSINESS (TV), CBS THIS MORNING, NBC NEWS**

**388 CONVENTIONS AND
EVENTS UTILIZED
CATCH DES MOINES
RESOURCES IN 2019-2020**

THIS SUPPORT INCLUDES
**GROUP SERVICING,
EVENT PROMOTION,
CATCH CREW, &
PLANNER TOOLKITS**

**IN 2019-2020,
199 CONVENTIONS/EVENTS
OCCURED BECAUSE OF
CATCH DES MOINES
SALES EFFORTS**

THIS RESULTED IN
**\$47.29 MILLION
OF ECONOMIC IMPACT**

**IN 2019-2020,
CATCH DES MOINES
SALES STAFF
BOOKED 270 EVENTS**

THIS WILL GENERATE
**\$103 MILLION
OF ECONOMIC IMPACT**

SIGNIFICANT BOOKINGS

- UNITED STATES DEPARTMENT OF VETERAN AFFAIRS
-NATIONAL VETERANS GOLDEN AGE GAMES
JULY 2023
- US YOUTH SOCCER ASSOCIATION (USYS)
-NATIONAL PRESIDENTS CUP
JULY 2021
- NIKE TOURNAMENT OF CHAMPIONS 2020
JULY 2020
- USA GYMNASTICS CHAMPIONSHIPS
JUNE 2022
- IOWA STATE POOL PLAYERS ASSOCIATION
-IOWA STATE 8 & 9 BALL CHAMPIONSHIPS
APRIL 2021 AND APRIL 2022
- NATIONAL ASSOCIATION OF COUNTY AGRICULTURAL AGENTS
-ANNUAL MEETING/PROFESSIONAL
IMPROVEMENT CONFERENCE
AUGUST 2023
- KENNEDY CENTER AMERICAN COLLEGE THEATER FESTIVAL
-REGION 5 FESTIVAL
JANUARY 2022 AND JANUARY 2023
- NATIONAL ASSOCIATION OF SECRETARIES OF STATE
-SUMMER CONFERENCE
JULY 2021
- 2021 NATIONAL AGRICULTURE IN THE CLASSROOM CONFERENCE
JUNE 2021

MAJOR EVENTS HOSTED

- CHRISTIAN CHURCH (DISCIPLES OF CHRIST)
- GENERAL ASSEMBLY OF THE CHRISTIAN CHURCH
JULY 2019
- P.E.O. SISTERHOOD
- P.E.O. CONVENTION OF INTERNATIONAL CHAPTER
SEPTEMBER 2019
- USA TRACK & FIELD
-TOYOTA USATF OUTDOOR CHAMPIONSHIPS
JULY 2019
- USA SWIMMING
-TYR PRO SWIM SERIES
MARCH 2020
- NATIONAL FRAME BUILDING ASSOCIATION
-2020 ANNUAL EXPO
FEBRUARY 2020
- BIOTECHNOLOGY INNOVATION ORGANIZATION
-BIO WORLD CONGRESS
JULY 2019
- IOWA CAUCUS
-ORGANIZED AND HOSTED OVER 2,000 MEDIA
MEMBERS FROM ALMOST 30 DIFFERENT COUNTRIES
FEBRUARY 2020

SOCIAL MEDIA

9,080 NEW SOCIAL MEDIA FOLLOWERS

15,863,558 IMPRESSIONS FROM SOCIAL MEDIA

469,321 ENGAGEMENTS FROM SOCIAL MEDIA

1,008,952 WEB SESSIONS
WEB SESSIONS ON CATCHDESMOINES.COM

>>> 89% PARTNER RETENTION RATE <<<

IMPACT OF COVID-19 CANCELLATIONS

Due to COVID-19, we saw significant short and long term losses. We lost 168 events from cancellations that were scheduled to be held in 2019-2020. Due to these cancellations, our region lost \$94.22M in economic impact. We also had significant future arrival dates affected. 60 future events for 2020-2021 and beyond were canceled, which will attribute to an additional \$157.78M economic impact loss.