

TOURISM MAKES **DOLLARS AND SENSE**



In 2016 Greater Des Moines welcomed more than
13.7 MILLION
visitors who spent \$838 MILLION



The total economic impact of tourism was over
\$2 BILLION



19K JOBS
in Greater Des Moines are directly supported by tourism

715 EVENTS
utilized Catch Des Moines resources in 2017-2018



In 2016 overnight trips to Greater Des Moines went
up nearly 10%



Millennial and Gen X
travelers
increased 6%
in 2016

POPULAR ACTIVITIES:



BREWERIES



SHOPPING



FESTIVALS



CONCERTS



MUSEUMS



SPORTS