

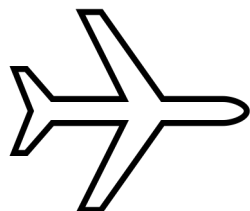
DES MOINES

April 24, 2023

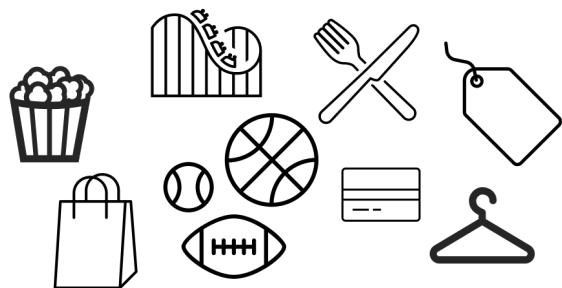


ECONOMIC IMPACT OF TOURISM

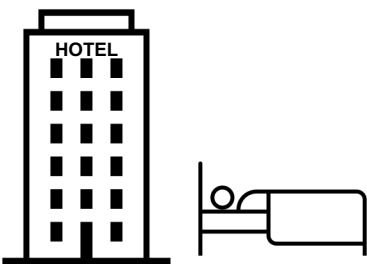
TRAVEL



SPEND



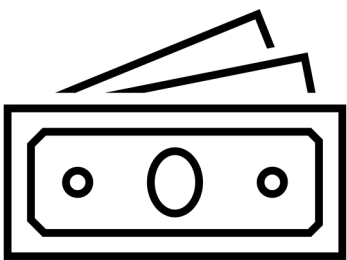
STAY



HOTEL RECEIPT	
Room	\$100
Hotel/motel tax	\$7
Sales tax	\$5
Total	\$112



IOWA



CITY / COUNTY



\$\$

CATCH DES MOINES

Markets Greater Des Moines to increase visitors

\$\$

BRAVO

Arts & Culture

\$\$\$

CITY/COUNTY

Stays within the community to help fund visitor and quality of life initiatives

ABOUT DES MOINES

HOTELS—

- More than 13,800 rooms citywide
- 2,500 rooms downtown in 15 hotels, many in walking distance to the Iowa Events Center and connected via skywalk.
- Major brands include Marriott, Hilton, Renaissance, Hyatt, Embassy Suites, Holiday Inn, etc.
- Most downtown, and full service hotels in the metro offer airport shuttle

MEETING FACILITIES—

- Iowa Events Center with almost 300,000 square feet, 37 meeting rooms and attached arena; walkable to downtown hotels
- Iowa State Fairgrounds with over a dozen venues, 110,000sq ft exhibit hall, free parking, arenas and campgrounds
- Several hotels with meeting space—Downtown Marriott is the largest hotel meeting space

TRANSPORTATION—

- At the intersection of two of the most traveled interstates (I-80 and I-35)
- Des Moines International Airport with 120+ daily flights, all major airlines and 31 direct flights
- Des Moines Metro is fully driveable within 25 minutes East to West and North to South



ABOUT DES MOINES

POPULATION—

- Over 720,000 people live in Greater Des Moines— an 18.6% increase since the 2020 census.

CAPITAL CITY—

- Iowa Events Center with over 200,000 square feet and attached arena; walkable to downtown hotels

MAJOR EMPLOYERS/INDUSTRIES—

- #2 Insurance and Financial City (behind Hartford); over 80 companies are headquartered here, including Principal, Wellmark and EMC Insurance.
- Large agricultural state, and strong ag-bio industry—presence by John Deere, Corteva, Kemin, Vermeer, and others
- Other major employers include Wells Fargo, HyVee, Mercy One and Amazon

ATTRACTIONS—

- All major attractions—amusement park, casino, science center, zoo, etc
- Over 1,000 locally owned restaurants



OCCUPANCY & AVERAGE DAILY RATES

	Metro Occupancy	Metro Average Daily Rate
2022	55.3%	\$111.97
2021	49%	\$98.72
2020	38.1%	\$86.46
2019	59.5%	\$104.75

Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



YEAR IN REVIEW

332

CONVENTIONS
& EVENTS

UTILIZED
CATCH DES MOINES
RESOURCES

This support includes group servicing, event promotion, Catch Crew, & Planner Toolkits.

176

CONVENTIONS
& EVENTS

OCCURRED
BECAUSE OF DIRECT
CATCH DES MOINES
SALES EFFORTS

These events resulted in **\$60.2 million** of economic impact.

209

CONVENTIONS
& EVENTS

BOOKED BY
CATCH DES MOINES
SALES STAFF

This will generate **\$102.7 million** of economic impact.



BANNER YEAR OF EVENTS

Kennedy Theater

Iowa Ag Expo

NCAA Men's
Basketball

Drake Relays

State
Tournaments

National Veterans
Golden Age
Games

Principal Charity
Classic

World Pork Expo

IRONMAN 70.3

Des Moines
Challenge
(Disc Golf)

RAGBRAI

Military Vehicle
Preservation
Association

Junior National
Shorthorn Show &
Youth Conference

USA Rugby
Women's U23
National
Tournament

Jehovah's
Witnesses
Regional
Convention

USA Archery
JOAD National
Championships

Speedo Summer
Sectionals

American Cheese

All Iowa Attack
Basketball

Hy-Vee INDYCAR
Race Weekend

AAU Junior
Olympic Games

Iowa State Fair

National
Association of
County Ag Agents

Savannah
Bananas

Major League
Quadball

National Rural
Electric

American Quilter's
AQS Quilt Week

EVENT RESUME

- First in the Nation Caucus
- American Cheese Society
- USA Swimming TYR Pro Swim Series
- Disciples of Christ International Convention
- Wizard World Comic Con
- P.E.O. Sisterhood International Convention
- Midwest Nursing Research Society
- World Pork Expo
- BMW Motorcycle Owners Association
- American Chamber of Commerce Execs
- Ladies PGA Solheim Cup
- USA Track and Field Outdoor Championships
- Nursing Organization Alliance
- Association of Medical Illustrators
- American Public Works Association
- National Governor's Association
- American Assn of State Highway Transportation Officials
- Dew Tour
- American Motor Vehicle Administrators
- Kennedy Center American College Theater Festival



YEAR IN REVIEW

MEDIA/PR
IMPRESSIONS

693,114,458

ADVERTISING VALUE
EQUIVALENCY

\$2,141,844

SOCIAL MEDIA

NEW FOLLOWERS

4,854

IMPRESSIONS

27,560,761

ENGAGEMENTS

1,125,669



MAJOR
PUBLICATIONS

SPORTSTRAVEL
SPORTS DESTINATION
MANAGEMENT
ENDURANCE
BUSINESS
THE HILL
PARKS AND REC
BUSINESS
AXIOS

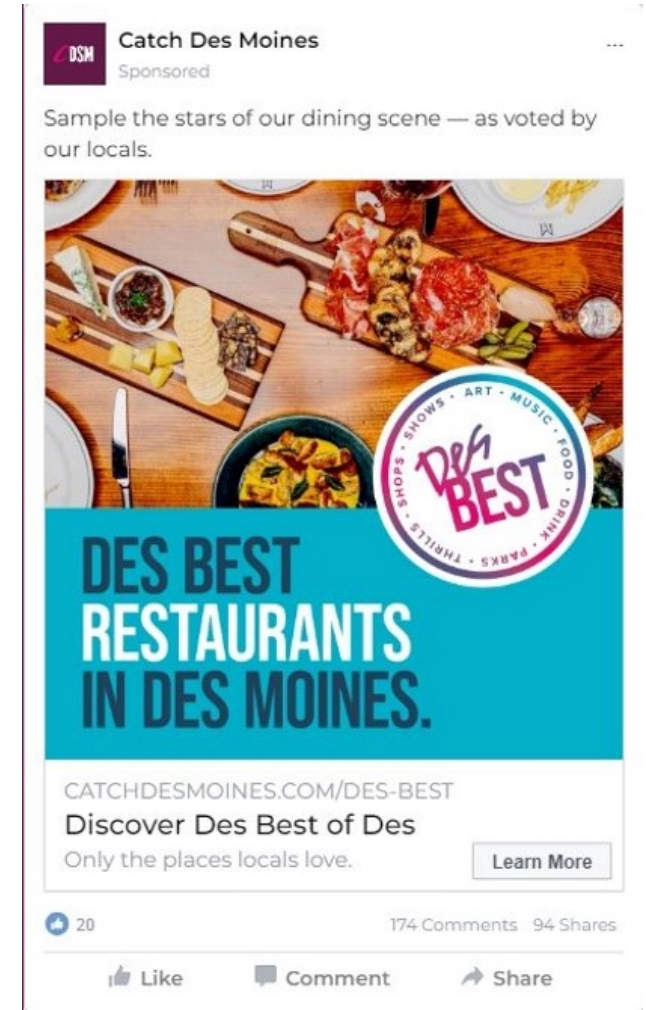
1,577,152

WEB SESSIONS ON
CATCHDESMOINES.COM

**MOST SITE VISITS IN THE
HISTORY OF OUR WEBSITE!**

June had the most
visitors to the overall site

NEW BRAND EVOLUTION



- We released our [2023 Catch Des Moines Visitors Guide](#).

This is our first issue that has been created completely in-house, from selling ad space, to the design, and writing. The guide features more content than ever before. We've already seen a record number of requests come through for this year's guide.



LOOKING AHEAD- MASTER PLAN

- Destination Development
 - Several sports complexes in the works
 - Waterpark hotel in West Des Moines
 - Airport Expansion
- Tourism Improvement District
- Downtown Optimization
- Research and Data Focus
- Marketing and Creativity

