



CATCH DES MOINES

CUSTOMER ADVISORY BOARD

May 2, 2024

MISSION & VISION

MISSION STATEMENT

The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports & Tourism Commission market the region as a visitor destination increasing economic growth and enhancing the visitor experience.

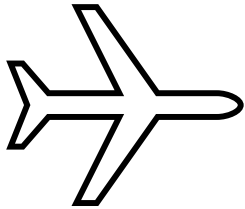
VISION STATEMENT

Our vision is to be the leader in regional destination development through strategic partnerships to advance tourism and economic growth.

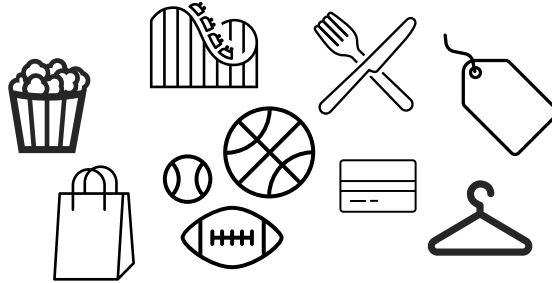


ECONOMIC IMPACT OF TOURISM

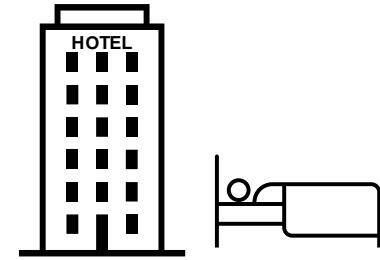
TRAVEL



SPEND



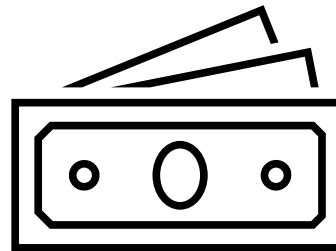
STAY



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



IOWA



CITY / COUNTY



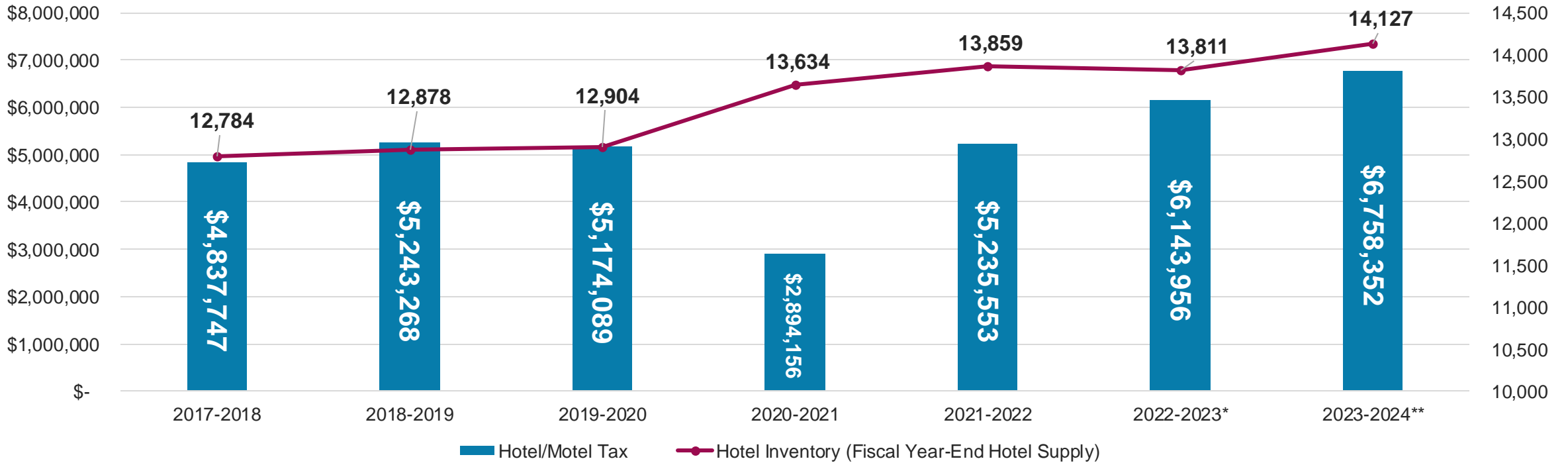
- \$\$\$ **CATCH DES MOINES**
Markets Greater Des Moines to increase visitors
- \$\$\$ **BRAVO**
Arts & Culture
- \$\$\$\$ **CITY/COUNTY**
Stays within the community to help fund visitor and quality of life initiatives



FUNDING

HOTEL/MOTEL TAX REVENUE

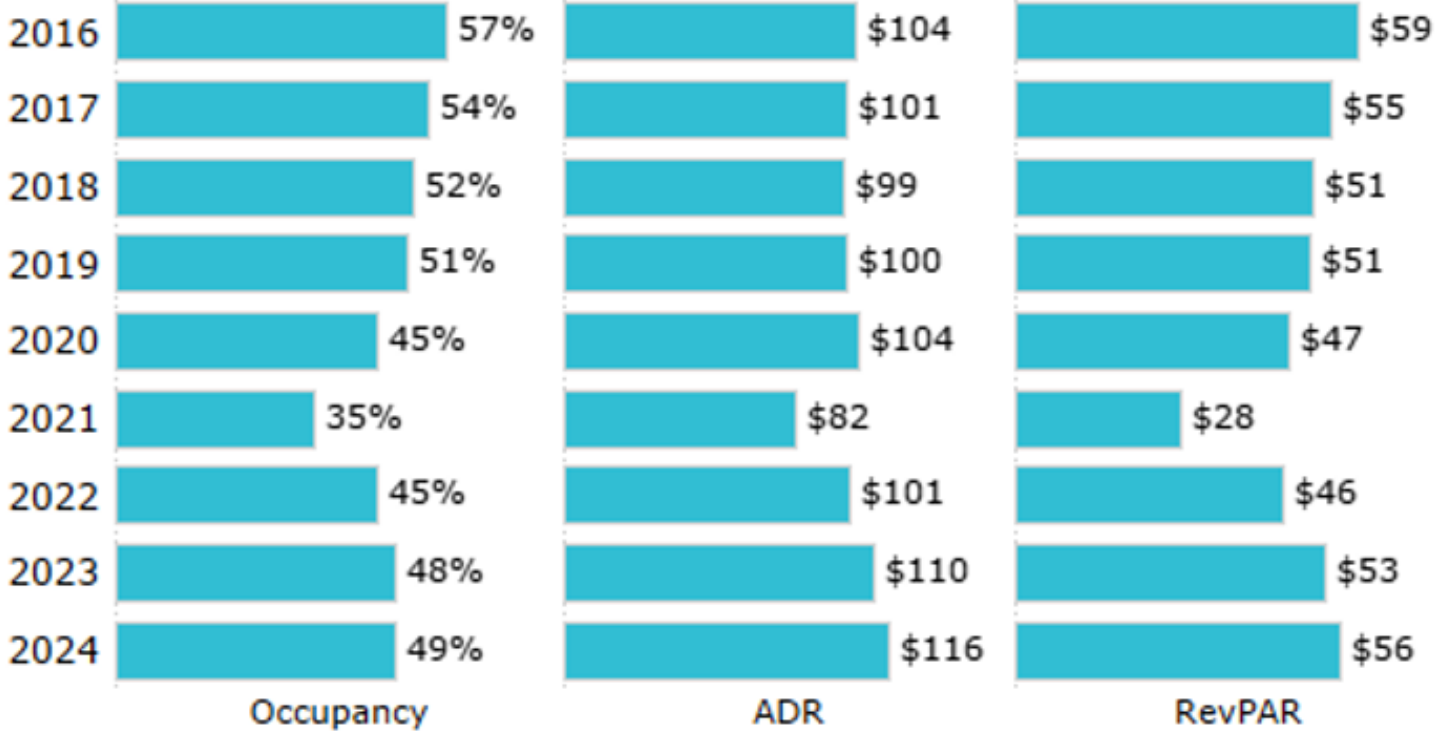
5-Year Hotel/Motel Inventory & Hotel/Motel Tax



FUNDING

HOTEL MOTEL TAX REVENUE

January - March Performance
Des Moines Market+



RECENT HAPPENINGS

SALES—

- PCMA, RCMA, Connect Midwest, ESPA, Sports ETA, Nursing Organization Alliance, CVBReps and Hay Adams Lunch (DC)
- Upcoming: IPW, Conference Direct Industry Insights (DC), MPI WEC
- Over 100 leads and more than 450 qualified prospects in the system

SKYWALK UPDATE—

- A signage refresh and update is being presented to the City of Des Moines and City Council for approval. Installation to happen in late 2024 if all goes according to plan.

AIRPORT UPDATE—

- \$450 million terminal expansion – include updates to screening, baggage claim, etc
- Set to partially open in 2026

HOSTED—

- Iowa Caucus – Credentialed and hosted 1,200 media; Featured in articles like the Wall Street Journal, New York Times, Des Moines Register, and on outlets like C-SPAN.
- National Frame Building Assn, MW Sociological Society, Kennedy Center American College Theater Festival, High School State Basketball and Wrestling Tournaments, Iowa Pork Congress



UPCOMING MAJOR EVENTS

2024

All Iowa Attack
Basketball

Hy-Vee INDYCAR
Race Weekend

Savannah
Bananas

High School Co-Ed
State Track

NetLynx Sports
Midwest JVA
Challenge

Farm Progress
Show

World Pork Expo

NASCAR Cup
Series

National Speech &
Debate

IRONMAN 70.3

Junior High
National Finals
Rodeo

Iowa State Fair

USA Volleyball All
Star
Championships

In-Plant Printing &
Mailing Assn

High School State
Soccer

Meister Media
Tech Hub LIVE

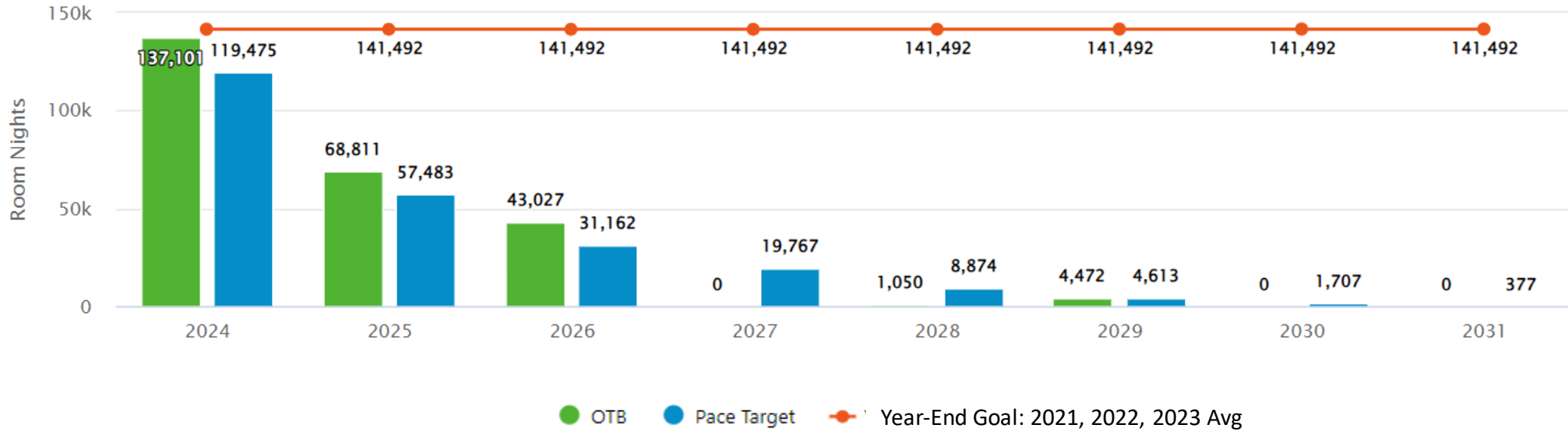
American Orff-Schulwerk
Professional Development
Conference

SALES REPORT

FUTUREPACE

Room Nights: On The Books (OTB) vs Pace Target

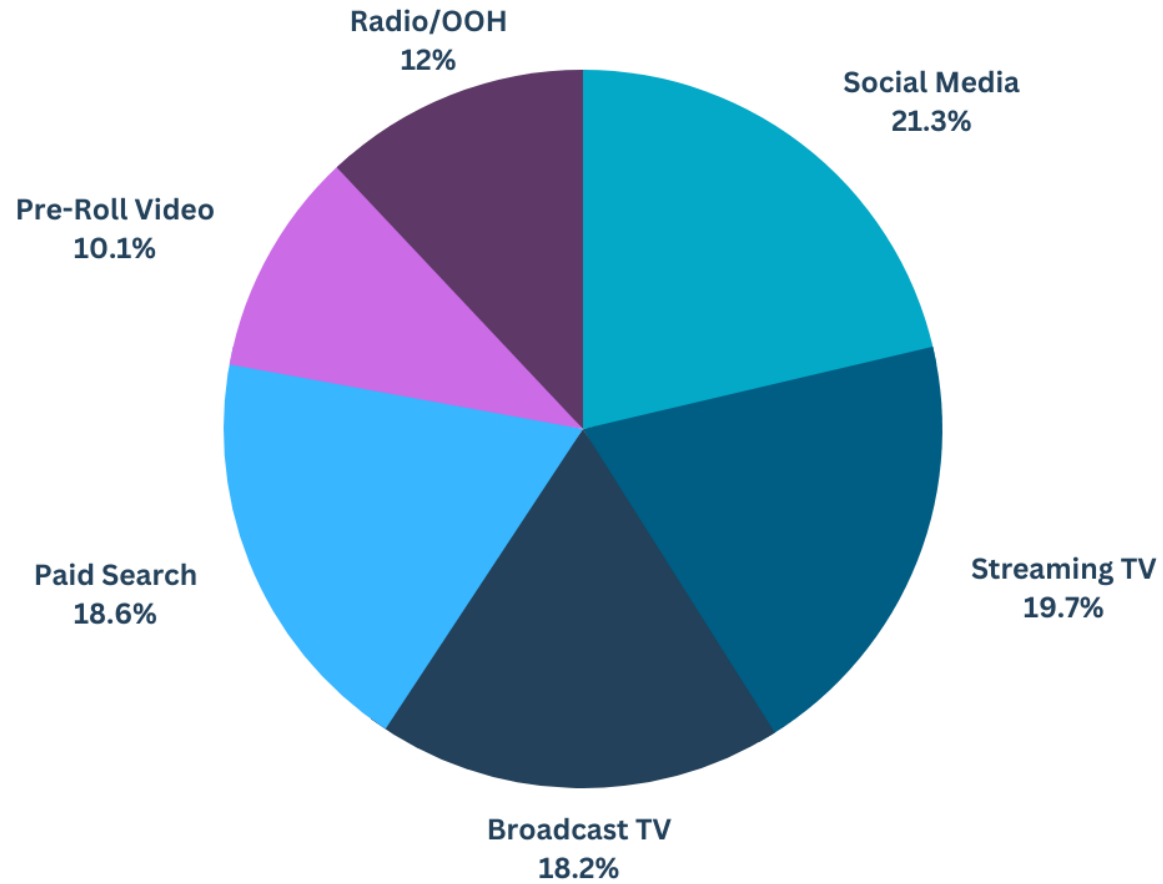
As of April 29, 2024



● OTB ● Pace Target ● Year-End Goal: 2021, 2022, 2023 Avg

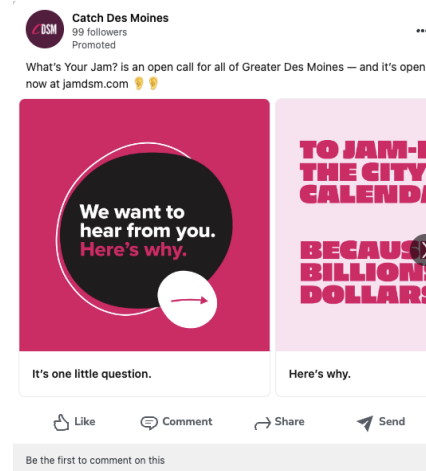
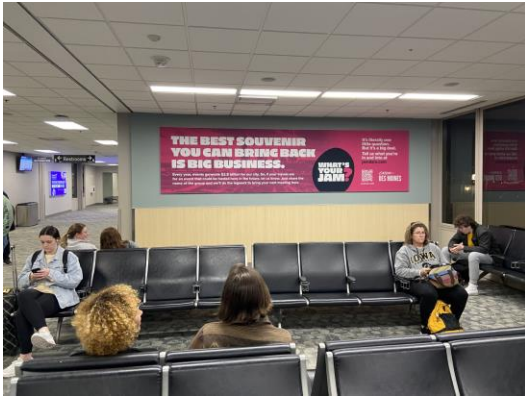
MARKETING

2023/2024 Advertising Mix



CATCH CHAMPIONS

Launched “**What’s Your Jam**” local campaign. This campaign is designed to get anyone from the region who is a part of a group, organization, board, or association to help bring their meeting to Greater Des Moines.



DESTINATION STRATEGIC PLAN

KEY PRIORITIES:

EVENT EVALUATION & DEVELOPMENT

Create and implement an event evaluation tool to assess an event's current and future potential to drive measurable overnight visitation.

USING DATA TO DEVELOP TRAVEL

Use visitor data to help develop marketing strategies, measure effectiveness, and gain greater insights into how, where, and when to best market Greater Des Moines tourism. Identify which events increase visitors, and provide support and targeted campaigns to maximize economic impact and length of stay.

DOWNTOWN OPTIMIZATION

Optimize downtown Des Moines meetings and events through booking guidelines at the Iowa Events Center and an event booking strategy to include a plan for citywides and high end, single property business. The optimization of downtown will subsequently have a positive impact on the Iowa State Fairgrounds and other important venues in the community.

SPORTS MARKETING VENUE DEVELOPMENT

Advocate for current and proposed sports facility development projects to attract new sports business and remain competitive in the industry. Market and prioritize sports at existing multi-use venues.

DESTINATION DEVELOPMENT

Advocate and lead a strategy that supports investment in current assets, embraces planned projects and has a long-term vision to enhance the overall profile and reputation of Greater Des Moines.

ADVOCACY FOR DESTINATION SUSTAINABILITY & GROWTH

Play an active role in advocating for destination enhancements and explore the expansion of existing and new funding resources to support visitor and quality of life amenities for the region.

COMMITMENTS:

- Diversity, Equity & Inclusion
- Workforce Development

