

*CATCH*  
**DES MOINES**  
ONLY THE Ss ARE SILENT





# 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.

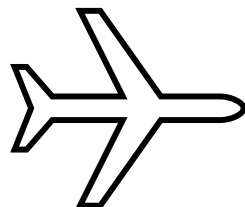
## VISION STATEMENT

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

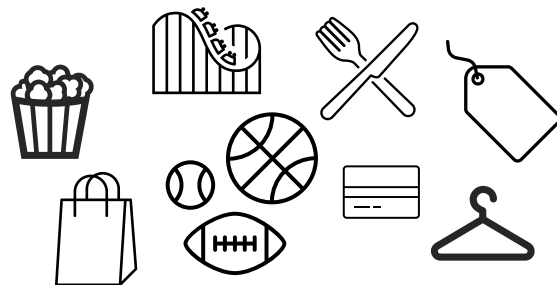


# ECONOMIC IMPACT OF TOURISM

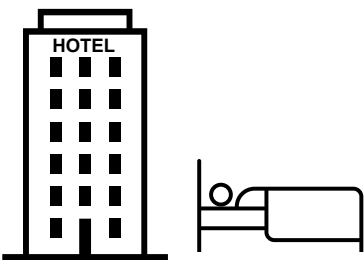
TRAVEL



SPEND



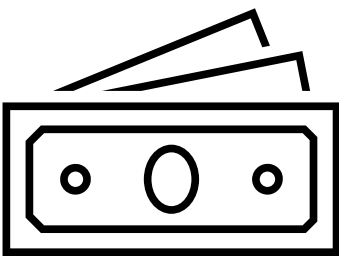
STAY



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



# Our Team



# Greater Des Moines:



Fastest Growing  
Metro in the  
Midwest



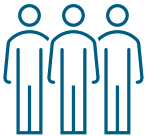
Located at the  
intersection of  
Interstates 35 and 80



Major Employers Include: Principal  
Financial, Wells Fargo, Wellmark BCBS,  
MercyOne, Nationwide, John Deere,  
Corteva



Second largest  
insurance hub in the  
U.S. behind Hartford,  
CT



700,000+ Residents in  
Greater Des Moines



Capital City



25% of the country's  
population is within a  
day's drive



The Ss Are Silent



# Our Meeting Space



Home to the 236,500  
Square Foot Iowa Events  
Center



15 Buildings open for  
events at the Iowa State  
Fairgrounds



22 Full-Service  
Convention Hotels



Sports Facility Stat  
Placeholder



60 Unique Off-  
Site Venues



17,000 Seats in Wells Fargo  
Arena



# Iowa Events Center



- Multi Building Convention Center
- 236,500 Square Feet of Meeting Space
- 150,000 Square Feet of Exhibit Space
- Connected 330-room Hilton Hotel (and 12 more in walking distance)
- Tax-Exempt and Non-Union Facility

# Our Hotels



14,000 Hotel  
Rooms Citywide



2,800+ Hotel Room  
Downtown



22 Full-Service  
Convention Hotels



14 Hotels with  
10,000+ Square  
Feet of Meeting  
Space



Most full service hotels  
offer airport and area  
shuttle service

TM

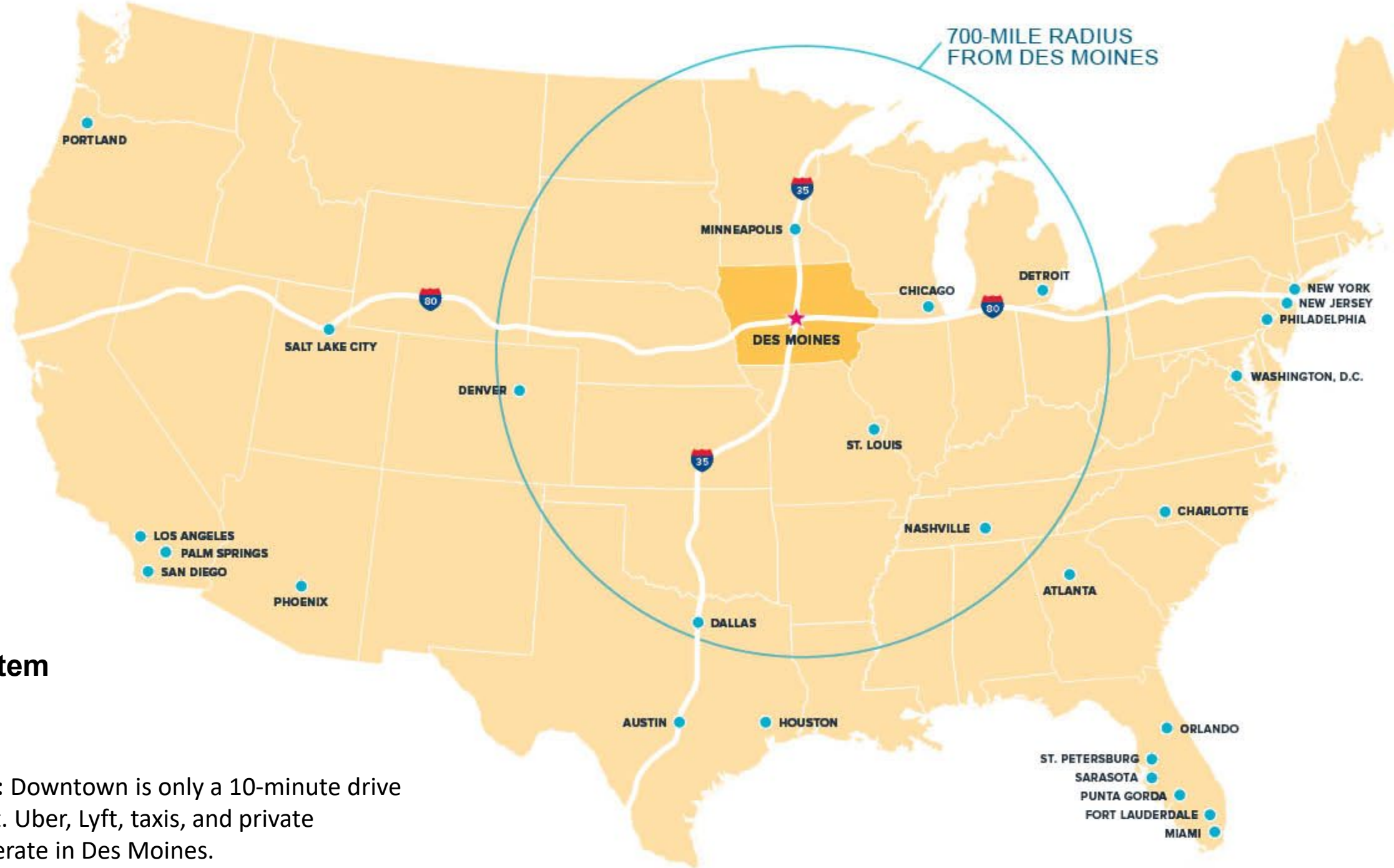
Major Brands  
Represented including  
Hilton, Marriott, Hyatt,  
IHG



1,332 Hotel Rooms  
directly connected to the  
Iowa Events Center via  
skywalk





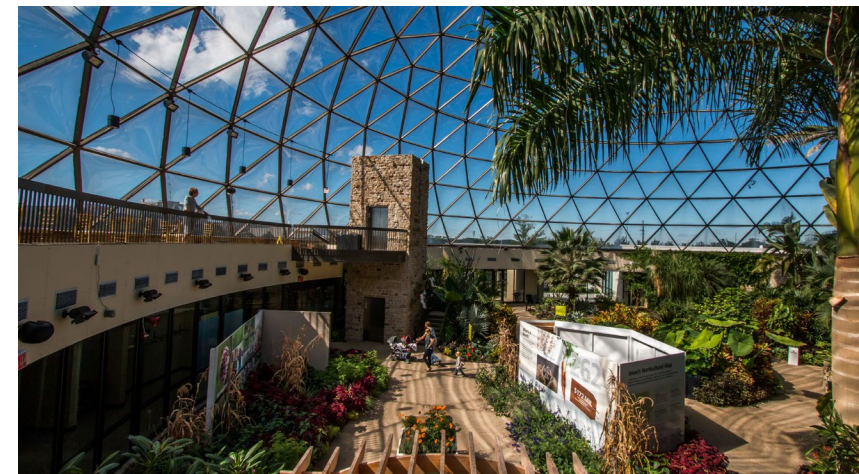


**27 Non-Stop Destinations**

**4 Miles of Climate-Controlled Skywalk System connects downtown.**

**Getting Around:** Downtown is only a 10-minute drive from the airport. Uber, Lyft, taxis, and private transport all operate in Des Moines.







# MAJOR EVENTS

2025

National Senior  
Games

Iowa State Fair

Piano  
Technicians Guild

Iowa League of  
Cities

US Custom  
Harvesters

Central States  
Shriners

Kennedy Theater  
American College  
Theater

Assn of  
Community  
Theatre

MVC Swimming &  
Diving

Iowa Ag Expo

Alpha Kappa  
Alpha

US Academic  
Decathlon

National Bar  
Association

High School  
State  
Tournaments

NetLynx Sports  
Midwest JVA  
Challenge

Principal Charity  
Classic

World Pork Expo

National Speech  
& Debate

IRONMAN 70.3

Junior High  
National Finals  
Rodeo

USA Wrestling

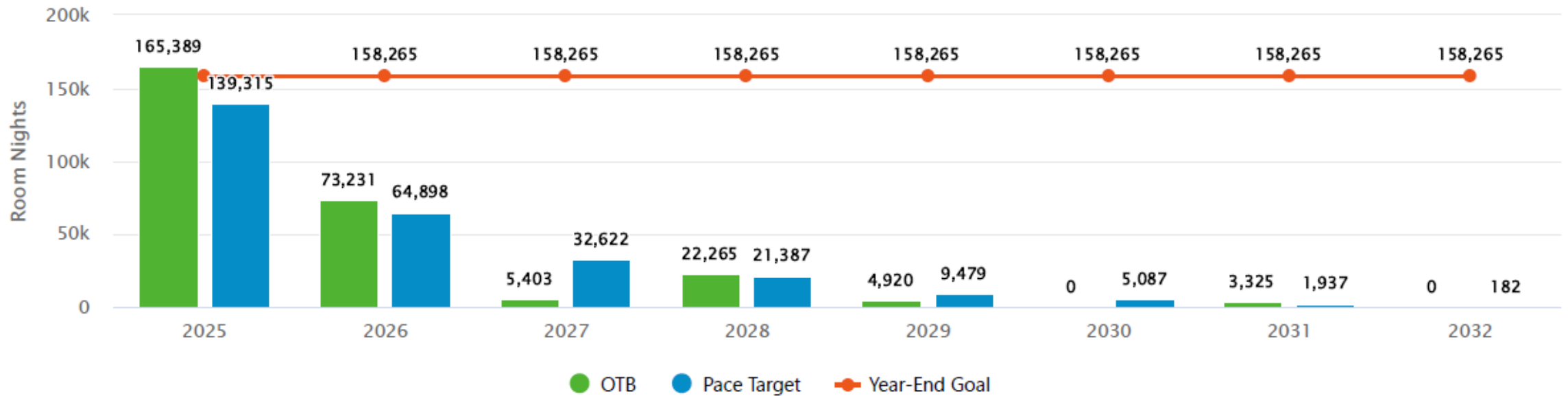
Assn of Youth  
Ministry  
Educators

University Corp for  
Atmospheric Research

# SALES REPORT

## FUTUREPACE

Room Nights: OTB Vs Pace Target



Year-End Goal: 2022, 2023, 2024 Avg



# 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

