Polk and Dallas counties received $1.7 billion of the $7.2 billion in statewide spending in 2020, according to the Iowa Economic Development Authority’s “Iowa Tourism Economic Impact Report” released October 2021.

1.7 BILLION
POLK AND DALLAS COUNTIES

7.2 BILLION
STATEWIDE SPENDING

15,000+ JOBS
are supported by this spending in Polk and Dallas counties.

$1,500 ANNUALLY
is the additional amount each household in Polk/Dallas counties would pay if it weren’t for the revenue generated by travel/tourism. This number is the sum of state and local taxes ($338M) divided by the census bureau’s estimated households for Polk and Dallas counties (222,000).

SIGNIFICANT BOOKINGS

IOWA FFA ASSOCIATION
Leadership Conference
April 2021

DEW TOUR
May 2021

USA GYMNASTICS
Championships
May 2021

ALL-IOWA ATTACK
BASKETBALL
Battle of The Best
Super 16 Showcase
July 2021

BBI INTERNATIONAL
International Fuel Ethanol Workshop & Expo
July 2021

USA RACQUETBALL
National Junior
Championships with
Adult Team Qualifying
July 2021

MEISTER MEDIA WORLDWIDE
Tech Hub LIVE
July 2021

U.S. GRAINS COUNCIL
2021 Annual Board of
Delegates Meeting
July 2021

NAIA - MEN’S VOLLEYBALL
2022 & 2023
National Championship
April 2022, April 2023

ASSOCIATION OF MEDICAL
ILLUSTRATORS
Annual Meeting
July 2022

AMERICAN ASSOCIATION
OF STATE HIGHWAY AND
TRANSPORTATION OFFICIALS
MAASTO Annual Meeting
July 2022

NCAA - DIV. I MEN’S
BASKETBALL 1ST & 2ND
ROUNDS
March 2023

IOWA LEAGUE OF CITIES
2025 Annual Conference
& Exhibit
September 2025

MAJOR EVENTS HOSTED

TOURNAMENT OF
CHAMPIONS, INC
Nike Tournament of
Champions 2020 -
1st, 2nd, and 3rd Weekends
JULY 2020

DRAKE ATHLETICS
Blue Oval Showcase
August 2020

USA WRESTLING
Preseason Nationals
October 2020

UNITED STATES
CUSTOM HARVESTERS
Annual National Meeting
January 2021

IOWA FFA ASSOCIATION
Leadership Conference
April 2021

NAIA - MEN’S VOLLEYBALL
2021 National Championship
April 2021

DEW TOUR
May 2021

NATIONAL PORK
PRODUCERS COUNCIL
World Pork Expo
June 2021

IRONMAN
Certified Piedmontese 2021
IRONMAN 70.3 Des Moines
June 2021

NATIONAL HIGH SCHOOL
RODEO ASSOCIATION
Junior High
National Finals Rodeo
June 2021

BEEF IMPROVEMENT
FEDERATION
Annual Conference
June 2021

NATIONAL AGRICULTURE IN
THE CLASSROOM
June 2021

GROUP TRAVEL

WORKED WITH 77 MOTORCOACH GROUPS TO BUILD ITINERARIES AND ASSIST WITH FUTURE TRIPS.
Within the travel and tourism industry, the last couple years have presented a unique challenge for DMOs across the country, and Catch Des Moines was no exception. Since March 2020, 404 events were lost or canceled due to COVID-19, representing a loss of more than $320 million in economic impact.

Despite these unavoidable obstacles, we were able to rebook some of these events for future years. This includes the National Speech & Debate Tournament, the National Congress of State Games, U.S. Academic Decathlon, Nursing Organizations Alliance, American Association of Meat Processors, and the Midwest Nursing Research Society.

Greater Des Moines and Iowa remained relatively open for business in some capacity throughout much of the second half of the pandemic and because of that we were able to secure events from other states who had capacity restrictions. That included the Nike Tournament of Champions, Dew Tour, BBI Fuel Ethanol Workshop, and U.S. Grains Council.

We benefited from certain market segments that were more willing to meet in person — specifically agriculture and sports. Greater Des Moines also outperformed our competitive set, averaging higher occupancy and rates than our neighboring, like-size cities. We continue to leverage our strengths — accessibility, safety, cleanliness, affordability — to sell our region as a practical and fun destination for events big and small.

**NAVIGATING THE PANDEMIC**

**GENERATED DESPITE COVID**

- **214** CONVENTIONS & EVENTS
  - Utilized Catch Des Moines Resources
  - This support includes Group Servicing, Event Promotion, Catch Crew, & Planner Toolkits.

- **117** CONVENTIONS & EVENTS
  - Occurred because of Catch Des Moines Sales Efforts
  - This resulted in $54.3 million of economic impact.

- **125** EVENTS BOOKED BY CATCH DES MOINES SALES STAFF
  - This will generate $39.7 million of economic impact.

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**MEDIA HIGHLIGHTS**

<table>
<thead>
<tr>
<th>MEDIA/PR IMPRESSIONS</th>
<th>442,211,987</th>
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<tbody>
<tr>
<td>ADVERTISING VALUE EQUIVALENCY</td>
<td>$4,093,792</td>
</tr>
</tbody>
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**NAVIGATING THE PANDEMIC**

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