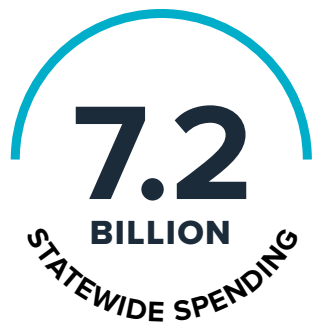


**TRAVEL EXPENDITURES**

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.



**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.

# MEDIA HIGHLIGHTS

MEDIA/PR IMPRESSIONS	442,211,987	<b>MAJOR PUBLICATIONS</b>  THE ASSOCIATED PRESS THE WASHINGTON TIMES SPORTS DESTINATION MANAGEMENT PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION AXIOS GOLFWEEK
ADVERTISING VALUE EQUIVALENCY	\$4,093,792	
<b>SOCIAL MEDIA</b>		
NEW FOLLOWERS	3,832	
IMPRESSIONS	21,769,368	
ENGAGEMENTS	774,062	

951,567 WEB SESSIONS ON CATCHDESMOINES.COM

## NAVIGATING THE PANDEMIC

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.

## 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.

STAYING CONNECTED.  
STAYING STRATEGIC.

### SALES

**HOSTED** monthly Zoom calls with hoteliers.  
**ATTENDED** appointment based trade shows.

**SENT** out eight newsletters to over 7,000 planners in different markets.

**SENT** out four mailers to top prospects and accounts to remain top of mind.

**FOLLOWED** policy changes in other cities for the opportunity to re-home events.

### MARKETING

**CREATED** The Catch List, featuring 20 new leisure itineraries.

**LAUNCHED** Des Best blog series, curating local suggestions for over 20 'best of' blogs.

**TESTED** new advertising tactics, including Hulu, OTT (connected TV), and a "Catch of the Game" radio sponsorship with the Chicago Cubs that earned national recognition.

CATCH  
DES MOINES