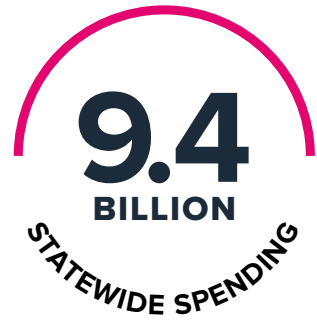


2021/2022

TRAVEL EXPENDITURES

Polk and Dallas counties received more than \$2.4 billion of the \$9.4 billion in statewide spending in 2021, according to the Iowa Economic Development Authority's "Iowa Tourism Economic Impact Report" released December 2022.



16,750+ JOBS are supported by this spending in Polk and Dallas counties.

\$1,700 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 (\$398M) divided by the census bureau's estimated households for Polk and Dallas counties (233,000).

SIGNIFICANT BOOKINGS

NIKE TOURNAMENT OF CHAMPIONS 2021
July 2021

MISSOURI VALLEY CONFERENCE
Track & Field Conference Championships
May 2022

RED BULL SOAPBOX RACE IOWA
June 2022

ALL-IOWA ATTACK BASKETBALL
Battle of The Best Capital City Classic
July 2022

DEW TOUR
July 2022

AMERICAN QUILTER'S SOCIETY
AQS QuiltWeek
September 2022 & 2023

UNITED STUDENT ORGANIZATION
United Fall Leadership Conference
November 2022

USA SWIMMING
Central Zone Speedo Champions Series Sectional 1
March 2023

NATIONAL ASSOCIATION OF THEATRE OWNERS
North Central States NATO Convention
May 2023

IRONMAN 70.3 DES MOINES
June 2023

AMERICAN SIMMENTAL ASSOCIATION
National Junior Show
July 2023

AMERICAN CHEESE SOCIETY
Annual Conference
July 2023

MEISTER MEDIA WORLDWIDE
Tech Hub LIVE
July 2023

AMERICAN ASSOCIATION OF MOTOR VEHICLE ADMINISTRATORS
Region 3 Annual Conference
November 2022

NATIONAL FRAME BUILDING ASSOCIATION
2024 Annual Expo
March 2024

AMERICAN SOCIETY OF CIVIL ENGINEERS
Joint CI-CRC Conference
March 2024

INTELLIGENT TRANSPORTATION SOCIETY OF AMERICA
ITS Heartland Annual Meeting
April 2024

UNITED STATES CUSTOM HARVESTERS
Annual National Meeting
January 2025

CENTRAL STATES SHRINE ASSOCIATION
Ceremonial Regional Session
August 2025

MAJOR EVENTS HOSTED

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

US YOUTH SOCCER ASSOCIATION
National Presidents Cup
July 2021

BBI INTERNATIONAL
International Fuel Ethanol Workshop & Expo
July 2021

MEISTER MEDIA WORLDWIDE
Tech Hub LIVE
July 2021

UNITED PENTECOSTAL CHURCH INTERNATIONAL
Midwest Youth Convention
July 2021

USA RACQUETBALL
Junior Championships
July 2021 & June 2022

NATIONAL ASSOCIATION OF SECRETARIES OF STATE
Summer Conference
August 2021

USA/CANADA LIONS
Annual Forum
September 2021

USA WRESTLING
2021 USAW Brian Keck Memorial Preseason Nationals
October 2021

NAIA - MEN'S VOLLEYBALL
2022 National Championship
April 2022

DELTA SIGMA THETA
Central Regional Conference
May 2022

NATIONAL ORGANIZATION OF BLACK LAW ENFORCEMENT EXECUTIVES
Region 4 Annual Conference
May 2022

NATIONAL PORK PRODUCERS COUNCIL
World Pork Expo
June 2022

AMERICAN MEAT SCIENCE ASSOCIATION
Reciprocal Meat Conference
June 2022

IRONMAN NORTH AMERICAN CHAMPIONSHIPS 2022
June 2022

USA GYMNASTICS
Championships
June 2022

RED BULL SOAPBOX RACE IOWA
June 2022

CONVENTIONS & EVENTS GENERATED

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.

GROUP TRAVEL

CURATED CUSTOMIZED ITINERARIES AND ASSISTED WITH 22 MOTORCOACH TRIPS

COMMUNICATED WITH 2 NEWSLETTER CAMPAIGNS TO 2,400+ TOUR PLANNERS

MEDIA HIGHLIGHTS



SOCIAL MEDIA



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!

STAYING CONNECTED.

STAYING STRATEGIC.

SALES

HOSTED our Customer Advisory Board, in person, for insight on industry trends and sales strategies.

CREATED local Diversity, Equity and Inclusion and Sports Advisory Committees.

ATTENDED industry tradeshows and national events to source future business.

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

MARKETING

CREATED 36 new blog posts for our website.

LAUNCHED 8 new videos for connected TV, broadcast TV, and social media advertising, including our "City With No Limits" video which has accumulated over 225,000 views across all platforms.

HIRED Flynn Wright as new advertising agency.