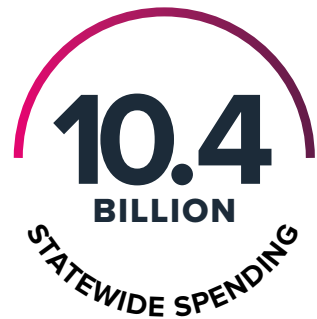


## TRAVEL EXPENDITURES

Polk and Dallas counties received more than \$2.8 billion of the \$10.4 billion in statewide spending in 2022, according to the Iowa Economic Development Authority's "Iowa Tourism Economic Impact Report" released November 2023.



### 18,100+ JOBS

are supported by this spending in Polk and Dallas counties.

### \$1,625 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 (\$429M) divided by the census bureau's estimated households for Polk and Dallas counties (263,893).

## SIGNIFICANT BOOKINGS

**USA RUGBY**  
Women's U23  
National Tournament  
June 2023

**NORTH AMERICAN PRAIRIE CONFERENCE**  
June 2023

**USA ARCHERY**  
JOAD National Championships  
July 2023

**WELLMARK YMCA AQUATICS CENTER**  
2023 Speedo  
Summer Sectionals  
July 2023

**SOIL AND WATER CONSERVATION SOCIETY**  
Annual Conference  
August 2023

**MAJOR LEAGUE QUADBALL**  
MLQ Championship  
August 2023

**NATIONAL LIEUTENANT GOVERNORS ASSOCIATION**  
Annual Conference  
August 2023

**GALAXYCON**  
Animate! Des Moines  
September 2023, 2024, 2025

**USA WRESTLING**  
2024 USAW Brian Keck  
Memorial Preseason Nationals  
October 2023, 2024, 2025

**NETLYNX SPORTS**  
Midwest JVA Challenge  
May 2024, 2025

**MUSTANG CLUB OF AMERICA**  
National Car Show  
August 2024

**AMERICAN ORFF-SCHULWERK ASSOCIATION**  
2024 AOSA Professional  
Development Conference  
November 2024

**MIDWEST ASSOCIATION FOR MEDICAL EQUIPMENT SERVICES**  
Spring Convention  
April 2025

**PIANO TECHNICIANS GUILD**  
Piano Technician's  
2025 Annual Meeting  
July 2025

**AAU JUNIOR OLYMPICS**  
July 2026

**AMERICAN ASSOCIATION OF SCHOOL LIBRARIANS**  
National Conference  
and Exhibition  
October 2029

## MAJOR EVENTS HOSTED

**DEW TOUR**  
July 2022

**NATIONAL CONGRESS OF STATE GAMES**  
State Games of America  
July 2022

**AMERICAN ASSOCIATION OF MEAT PROCESSORS**  
Annual 2022 Convention  
July 2022

**ASSOCIATION OF MEDICAL ILLUSTRATORS**  
Annual Meeting  
July 2022

**FARM PROGRESS COMPANIES**  
Farm Progress Show  
August 2022

**AMERICAN QUILTER'S SOCIETY**  
AQS QuiltWeek  
September 2022

**NURSING ORGANIZATIONS ALLIANCE**  
Fall Summit  
November 2022

**KENNEDY CENTER AMERICAN COLLEGE THEATER FESTIVAL**  
Region 5 Festival  
January 2023

**NCAA DIVISION I MEN'S BASKETBALL 1ST & 2ND ROUNDS**  
MARCH 2023

**MIDWEST NURSING RESEARCH SOCIETY**  
Annual Conference  
April 2023

**2023 NAIA MEN'S VOLLEYBALL NATIONAL CHAMPIONSHIP**  
April 2023

**UNITED STATES DEPARTMENT OF VETERAN AFFAIRS**  
National Veterans  
Golden Age Games  
May 2023

**IRONMAN**  
Certified Piedmontese Beef  
IRONMAN 70.3 Des Moines  
June 2023

**MILITARY VEHICLE PRESERVATION ASSOCIATION**  
Annual Convention  
JUNE 2023

## CONVENTIONS & EVENTS GENERATED

371  
CONVENTIONS & EVENTS  
UTILIZED  
CATCH DES MOINES  
RESOURCES

This support includes group servicing, event promotion, Catch Crew, & Planner Toolkits.

250  
CONVENTIONS & EVENTS  
OCCURRED  
BECAUSE OF DIRECT  
CATCH DES MOINES  
SALES EFFORTS

These events resulted in **\$104.4 million** of economic impact.

261  
CONVENTIONS & EVENTS  
BOOKED BY  
CATCH DES MOINES  
SALES STAFF

This will generate **\$164.8 million** of economic impact.

### GROUP TRAVEL

- WORKED WITH 93 MOTORCOACH GROUPS TO COME TO DES MOINES.
- ATTENDED AMERICAN BUS ASSOCIATION (ABA) IN DETROIT IN FEBRUARY. 35 ONE-ON-ONE APPOINTMENTS. SPONSORED AND WORKED THE IOWA BOOTH ON THE NETWORKING FLOOR.

## MEDIA HIGHLIGHTS

MEDIA/PR IMPRESSIONS 510,914,498

ADVERTISING VALUE EQUIVALENCY \$1,004,142

### SOCIAL MEDIA

NEW FOLLOWERS 9,419

IMPRESSIONS 35,008,060

ENGAGEMENTS 1,573,062

### MAJOR PUBLICATIONS

SPORTSTRAVEL  
SPORTS DESTINATION  
MANAGEMENT  
MEETINGS TODAY  
MIDWEST LIVING  
AMERICAN BUS  
ASSOCIATION  
SMALL MARKET  
MEETINGS

1,638,526 WEB SESSIONS ON  
CATCHDESMOINES.COM

MOST SITE VISITS IN THE HISTORY OF OUR WEBSITE!

STAYING  
CONNECTED.

STAYING  
STRATEGIC.

### SALES

**HOSTED** the Nursing Organization Alliance Annual Meeting. It was a great opportunity to have this group of meeting planners and decision makers from the medical industry in our city.

**WELCOMED** our Customer Advisory Board for two days of meetings and tours. This group of 15 meeting planners provides insight and direction for many of our efforts.

**MET** quarterly with the Sports Advisory Committee; this group of local leaders is a such an asset for securing and hosting major sporting events.

**ATTENDED** industry tradeshow and national events to source future business

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

### MARKETING

**NEW** Brand Evolution

**NEW** Website

**NEW** UGC Commercial

**PUBLISHED** first-ever fully-in house Catch Des Moines Visitors Guide

**LAUNCHED** Des. Best Program's Window Cling Awards

### AWARDS WON:

PRSA Merit Award for Hype Video

Best MidAmerican CVB/ DMOs from Meetings Today

3 - Addy Awards from Des Moines Chapter of the American Advertising Foundation

2 - Iowa Tourism Awards

2 - Telly Awards Platinum & Gold Hermes Creative Awards