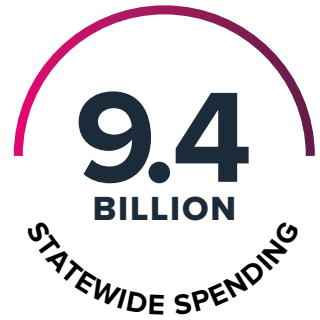


# 2022/2023

## 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).

\*County-level economic impact data for 2022 is expected to be available in December 2023.

## 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.

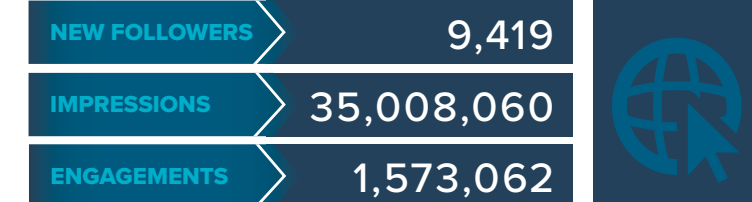
### GROUP TRAVEL

- 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



### SOCIAL MEDIA



### 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