Significant Bookings

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.

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

Media Highlights

Year in Review 2022/2023

Conventions & Events Generated

371 Conventions & Events Utilized

Capture Des Moines Resources

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

250 Conventions & Events Occurred Because of Direct Capture Des Moines Sales Efforts

Those events resulted in $104.4 million of economic impact.

261 Conventions & Events Booked by Capture 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

1,638,526 Web Sessions on CatchDesMoiness.com

Most Site Visits in the History of Our Website!