

# 2023/2024

## TRAVEL EXPENDITURES

Polk and Dallas counties received more than \$3 billion of the \$10.9 billion in statewide spending in 2023, according to the Iowa Economic Development Authority's "Iowa Tourism Economic Impact Report" released October 2024.



### 19,300 jobs

are supported by this spending in Polk and Dallas counties.

### \$1,666 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 (\$448M) divided by the census bureau's estimated households for Polk and Dallas counties (268,983).

## SIGNIFICANT BOOKINGS

**Signature EquipoVision**  
Summer Convention  
June 2024

**USA Volleyball — Iowa Region**  
USA All-Star Championships  
July 2024

**USA Triathlon**  
Youth & Junior National Championship  
July 2024

**Classic Thunderbird Club International**  
International Convention  
August 2024

**Fans First Entertainment**  
Savannah Bananas  
September 2024

**National Bar Association**  
Mid-Year Conference  
March 2025

**Amateur Athletic Union (AAU) Girls Wrestling**  
AAU Girls Twin Rivers Nationals  
April 2025

**Midwest Association for Medical Equipment Services**  
Spring Convention  
April 2025

**National AMBUCS**  
National Conference  
July 2025

**National Senior Games Association**  
National Senior Games  
July 2025

**Perennial Plant Association**  
National Symposium  
July 2025

**United States Custom Harvesters**  
Convention  
January 2026

**International Women's Conference**  
62nd Annual Conference  
February 2026

**Women of the Evangelical Lutheran Church in America**  
Triennial National Convention  
July 2026

**The Wildlife Society**  
Annual Conference  
November 2026

## MAJOR EVENTS HOSTED

**All-Iowa Attack Basketball**  
Battle of The Best  
July 2023

**American Simmental Association**  
National Junior Show  
July 2023

**USA Archery**  
JOAD National Championships  
July 2023

**Wellmark YMCA Aquatics Center**  
2023 Speedo Summer Sectionals  
July 2023

**American Cheese Society**  
Annual Conference  
July 2023

**Amateur Athletic Union (AAU) Junior Olympics**  
Junior Olympic Games  
July & August 2023

**RAGBRAI**  
Overnight Stop  
July 2023

**Soil and Water Conservation Society**  
Annual Conference  
August 2023

**National Association of County Agricultural Agents**  
Annual Meeting/Conference  
August 2023

**Major League Quadball**  
MLQ Championship  
August 2023

**American Quilter's Society**  
AQS Quilt Week  
September 2023

**National Valais Blacknose Sheep Show USA**  
September 2023

**USA Wrestling**  
2023 USAW Brian Keck Memorial Preseason Nationals  
October 2023

**Iowa Caucuses**  
2024 Presidential Caucuses  
January 2024

**Kennedy Center American College Theater Festival**  
Region 5 Festival  
January 2024

**National Frame Building Association**  
2024 Annual Expo  
March 2024

**Midwest Sociological Society**  
Annual Meeting  
April 2024

**All-Iowa Attack Basketball**  
Battle of The Best  
May 2024

**In-Plant Printing and Mailing Association**  
Annual Conference and Expo  
June 2024

**IRONMAN**  
IRONMAN 70.3 Des Moines  
June 2024

**National Pork Producers Council**  
World Pork Expo  
June 2024

**National Speech & Debate Association**  
National Speech and Debate Tournament  
June 2024

**National High School Rodeo Association**  
National Junior High Finals Rodeo  
June 2024

## CONVENTIONS & EVENTS GENERATED

**393**  
CONVENTIONS & EVENTS UTILIZED **CATCH DES MOINES RESOURCES**

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

**261**  
CONVENTIONS & EVENTS OCCURRED **BECAUSE OF DIRECT CATCH DES MOINES SALES EFFORTS**

These events resulted in **\$150.1 million** of economic impact.

**300**  
CONVENTIONS & EVENTS BOOKED BY **CATCH DES MOINES SALES TEAM**

This will generate **\$113.4 million** of economic impact.

## GROUP TRAVEL

- Collaborated with Travel Iowa to target motorcoach planners at IPW. Had appointments with 70 planners.
- Sponsored the American Bus Association show in partnership with Iowa Travel Industry Partners.
- Created itineraries, sourced hotel blocks, and serviced motorcoach groups traveling through the region.

## MEDIA HIGHLIGHTS



### SOCIAL MEDIA



### MAJOR PUBLICATIONS

- BBC World News
- Bloomberg
- Al Jazeera
- SportsTravel
- Small Market Meetings
- Reuters
- The Wall Street Journal
- USA Today
- C-SPAN

**2,147,670** WEB SESSIONS ON **CATCHDESMOINES.COM**

**MOST SITE VISITS IN THE HISTORY OF OUR WEBSITE!**

## STAYING CONNECTED. STAYING STRATEGIC.

### SALES

**HOSTED** the Customer Advisory Board in May and November. This group of 15 meeting planners provides insight and direction for sales efforts and destination development.

**MET** quarterly with the Sports Advisory Committee; this group of local leaders is instrumental in securing and hosting major sporting events.

**ATTENDED** industry tradeshows and national events to source future business. Maintained a presence in key feeder markets.

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

**LEVERAGED** strategic partnership agreements with our third party organizations such as Maritz Global Events, ConferenceDirect, and HelmsBriscoe to increase the reach with meeting planners.

**DEVELOPED** a new What's Your Jam campaign to leverage local connections in uncovering new business opportunities.

### MARKETING

**NEW** 'City Spotlight Series' campaign

**4 NEW** Des Best videos

**NEW** Des Best commercial that premiered during the Super Bowl

### AWARDS WON:

**Destination Branding and Marketing Campaign of the Year** (population: 500,000 and up) from Sports ETA.

**Platinum (highest level) Hermes Creative Award** for Best Marketing/Promotion campaign for our Des Best program.

**2 American Advertising Awards:** Best Internet Commercial and Best Audio/Visual Sales Presentation.

**2 Iowa Tourism Awards:** Outstanding Social Media Execution for Des Best program and Outstanding Diversity, Equity and Inclusion Initiative for LGBTQ+ campaign.

**3 PRSA Iowa PRIME Awards** for the sports hype video, website, and visitors guide.