

DES MOINES

November 2, 2023



MISSION & VISION

MISSION STATEMENT

The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports & Tourism Commission market the region as a visitor destination increasing economic growth and enhancing the visitor experience.

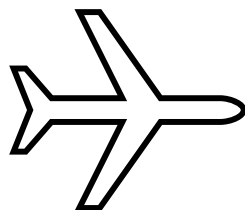
VISION STATEMENT

Our vision is to be the leader in regional destination development through strategic partnerships to advance tourism and economic growth.

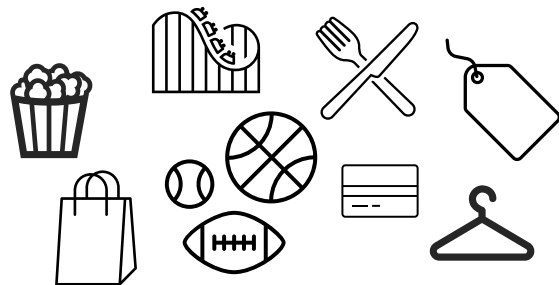


ECONOMIC IMPACT OF TOURISM

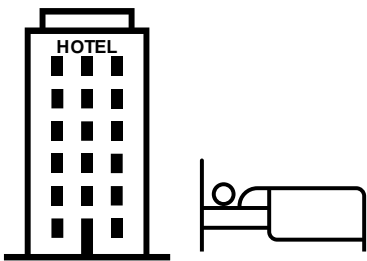
TRAVEL



SPEND



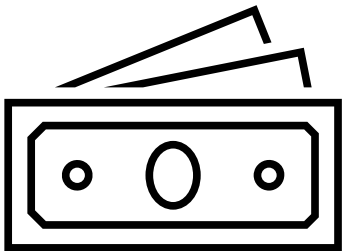
STAY



HOTEL RECEIPT	
Room	\$100
Hotel/motel tax	\$7
Sales tax	\$5
Total	\$112



IOWA



CITY / COUNTY



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CATCH DES MOINES

Markets Greater Des Moines to increase visitors

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BRAVO

Arts & Culture

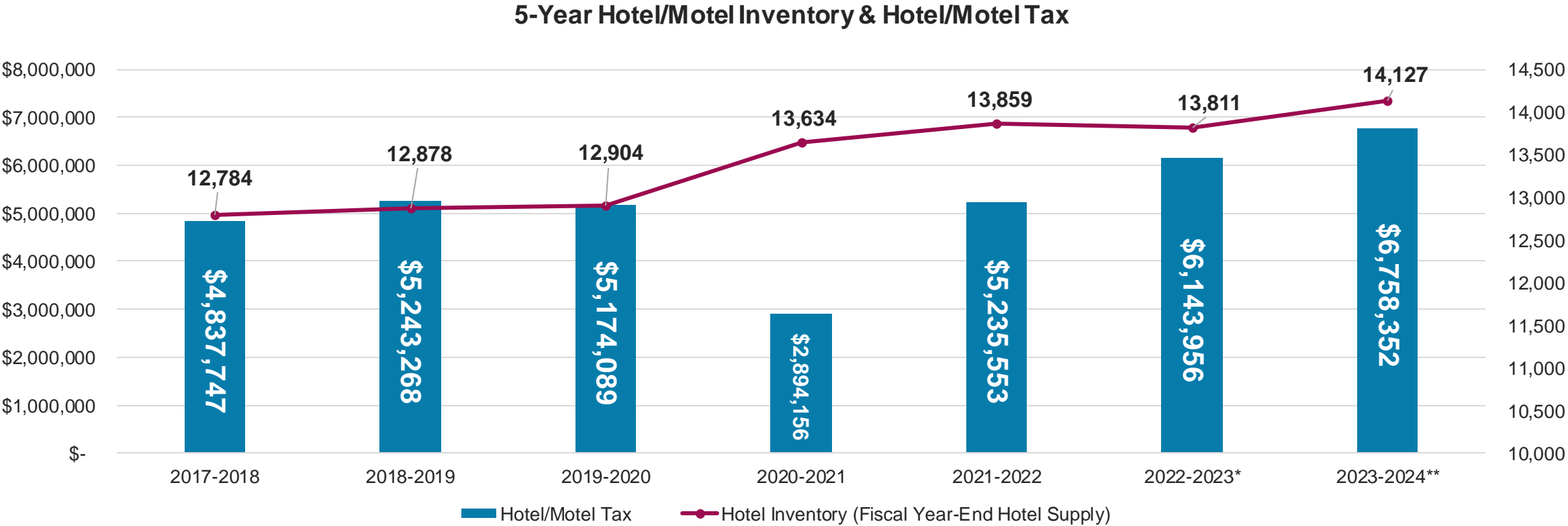
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CITY/COUNTY

Stays within the community to help fund visitor and quality of life initiatives

FUNDING

HOTEL MOTEL TAX REVENUE



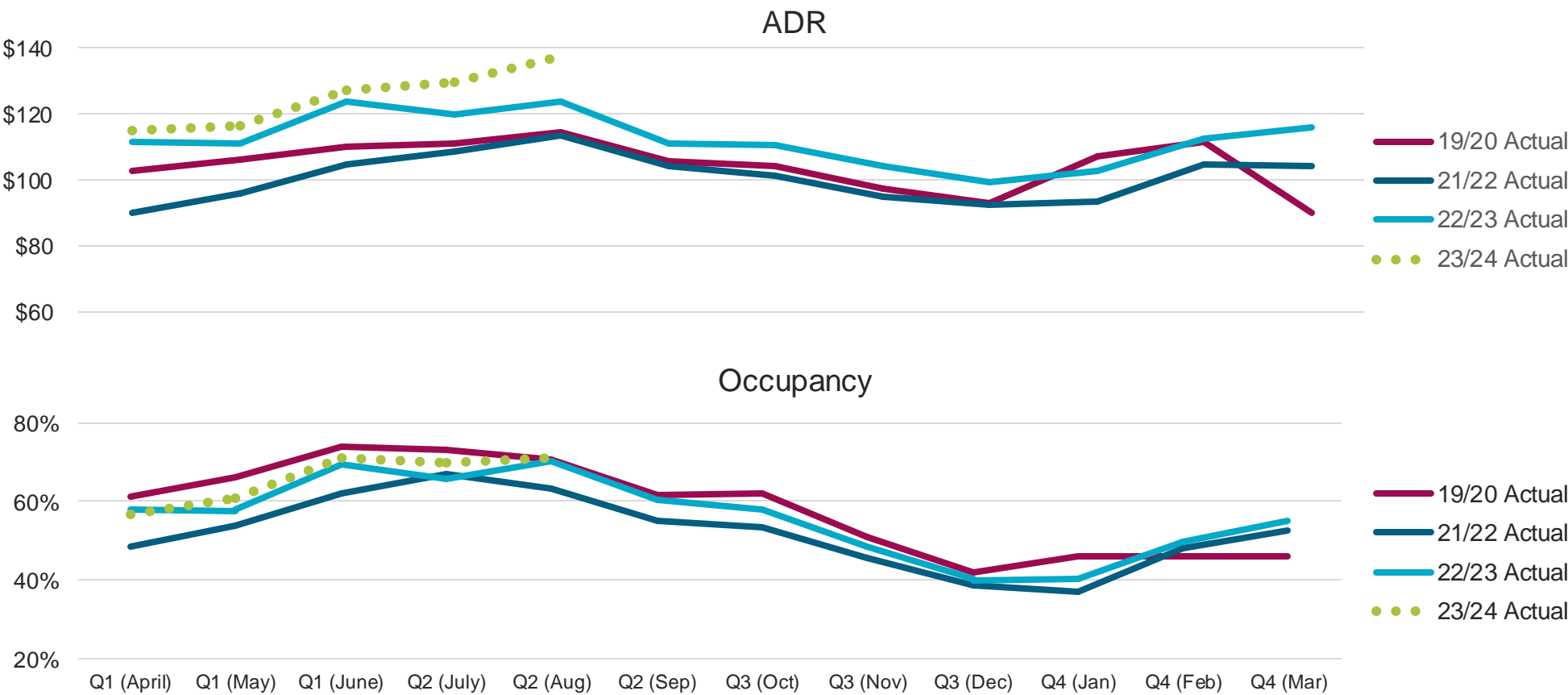
2023-2024 Projected Supply
Staybridge Suites Ankeny - 107 Rooms
Home2 Suites and Tru by Hilton Ankeny - 133 Rooms
GrandStay Hotel Johnston - 76 Rooms

* 22-23 hotel inventory (supply) numbers are current as of March 2023 STR report
* 22-23 projected yearend hotel/motel tax revenue is \$6,143,956 as of April 2023
** 23-24 unapproved h/m tax budget number and projected hotel inventory (22/23 current + projected supply)

FUNDING

HOTEL MOTEL TAX REVENUE

STR Report



ABOUT DES MOINES

HOTELS—

- More than 13,800 rooms citywide
- 2,500 rooms downtown in 15 hotels, many in walking distance to the Iowa Events Center and connected via skywalk.
- Major brands include Marriott, Hilton, Renaissance, Hyatt, Embassy Suites, Holiday Inn, etc.
- Most downtown, and full service hotels in the metro offer airport shuttle

MEETING FACILITIES—

- Iowa Events Center with almost 300,000 square feet, 37 meeting rooms and attached arena; walkable to downtown hotels
- Iowa State Fairgrounds with over a dozen venues, 110,000sq ft exhibit hall, free parking, arenas and campgrounds
- Several hotels with meeting space—Downtown Marriott is the largest hotel meeting space

TRANSPORTATION—

- At the intersection of two of the most traveled interstates (I-80 and I-35)
- Des Moines International Airport with 120+ daily flights, all major airlines and 31 direct flights
- Des Moines Metro is fully driveable within 25 minutes East to West and North to South



ABOUT DES MOINES

POPULATION—

- Over 720,000 people live in Greater Des Moines— an 18.6% increase since the 2020 census.

CAPITAL CITY—

- Iowa Events Center with over 200,000 square feet and attached arena; walkable to downtown hotels

MAJOR EMPLOYERS/INDUSTRIES—

- #2 Insurance and Financial City (behind Hartford); over 80 companies are headquartered here, including Principal, Wellmark and EMC Insurance.
- Large agricultural state, and strong ag-bio industry—presence by John Deere, Corteva, Kemin, Vermeer, and others
- Other major employers include Wells Fargo, HyVee, Mercy One and Amazon

ATTRACTIONS—

- All major attractions—amusement park, casino, science center, zoo, etc
- Over 1,000 locally owned restaurants



ECONOMIC IMPACT OF TOURISM

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

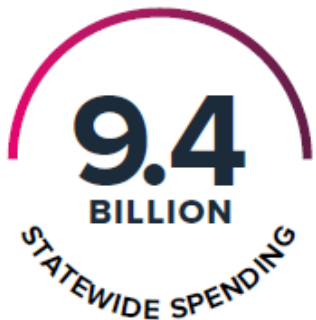
These events resulted in **\$104.4 million** of economic impact.

261
CONVENTIONS
& EVENTS
BOOKED BY
CATCH DES MOINES
SALES STAFF

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

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.



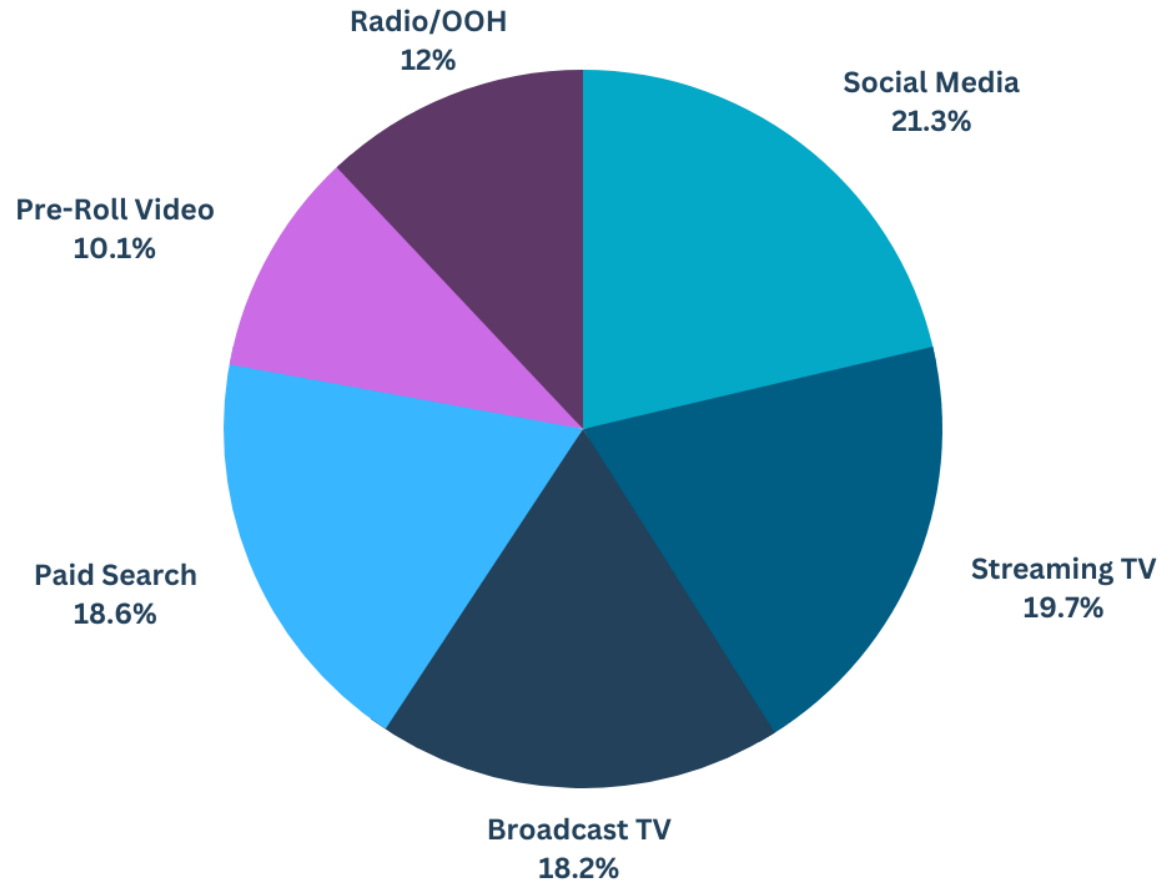
16,750+ JOBS
are supported by this spending
in Polk and Dallas counties.

2024 MAJOR EVENTS

Kennedy Theater American College Theater	Iowa Caucus	USA Volleyball All Star Championships	Iowa Ag Expo	National Frame Building Expo	American Society of Civil Engineers
Drake Relays	Midwest Sociological Society	American Assn of Motor Vehicle Admin	Principal Charity Classic	World Pork Expo	NASCAR Weekend
National Speech & Debate	IRONMAN 70.3	Junior High National Finals Rodeo	Iowa State Fair	Farm Progress Show	Savannah Bananas
American Orff-Schulwerk Association					

MARKETING

2023/2024 Advertising Mix



DESTINATION STRATEGIC PLAN

KEY PRIORITIES:

EVENT EVALUATION & DEVELOPMENT

Create and implement an event evaluation tool to assess an event's current and future potential to drive measurable overnight visitation.

USING DATA TO DEVELOP TRAVEL

Use visitor data to help develop marketing strategies, measure effectiveness, and gain greater insights into how, where, and when to best market Greater Des Moines tourism. Identify which events increase visitors, and provide support and targeted campaigns to maximize economic impact and length of stay.

DOWNTOWN OPTIMIZATION

Optimize downtown Des Moines meetings and events through booking guidelines at the Iowa Events Center and an event booking strategy to include a plan for citywides and high end, single property business. The optimization of downtown will subsequently have a positive impact on the Iowa State Fairgrounds and other important venues in the community.

SPORTS MARKETING VENUE DEVELOPMENT

Advocate for current and proposed sports facility development projects to attract new sports business and remain competitive in the industry. Market and prioritize sports at existing multi-use venues.

DESTINATION DEVELOPMENT

Advocate and lead a strategy that supports investment in current assets, embraces planned projects and has a long-term vision to enhance the overall profile and reputation of Greater Des Moines.

ADVOCACY FOR DESTINATION SUSTAINABILITY & GROWTH

Play an active role in advocating for destination enhancements and explore the expansion of existing and new funding resources to support visitor and quality of life amenities for the region.

COMMITMENTS:

- Diversity, Equity & Inclusion
- Workforce Development



AI IN THE MEETINGS INDUSTRY



2023 | FUTURES STUDY

A Strategic Road Map for the NEXT Generation of Destination Organizations



DESTINATION
NEXT

MMGY NextFactor

 **DESTINATIONS**
INTERNATIONAL



Artificial intelligence (AI)



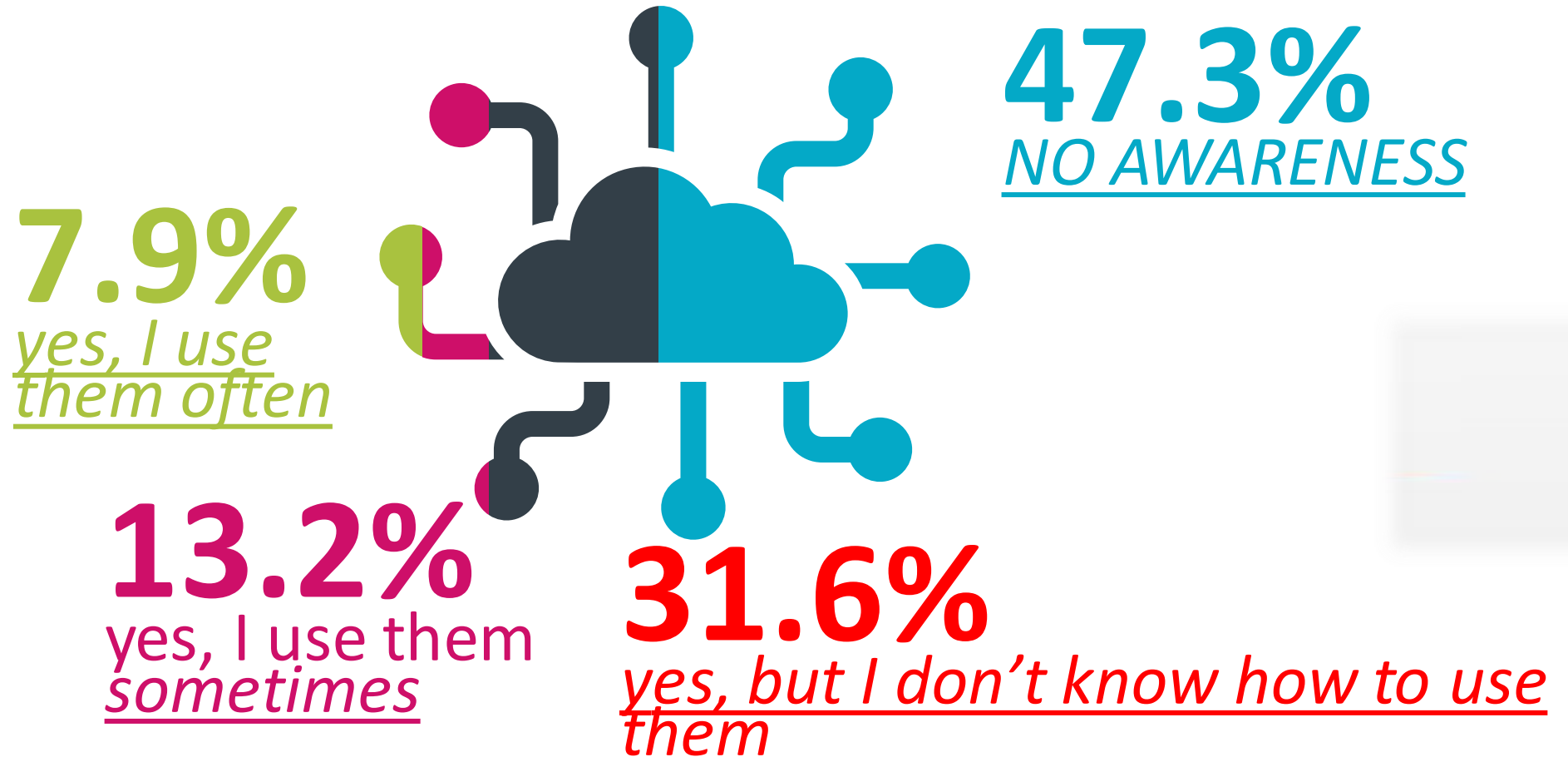
- **Unprecedented development & implementation pace**
- **30 seconds to complete tasks that previously took 30+ minutes**
 - ☐ **Event Contract Review**
 - ☐ **Agenda Development**
 - ☐ **Speaker Biographies**
 - ☐ **Event/Room Design/Set Up**
 - ☐ **Surveys**
 - ☐ **And so much more**
- **Privacy/Data Protection Concerns**



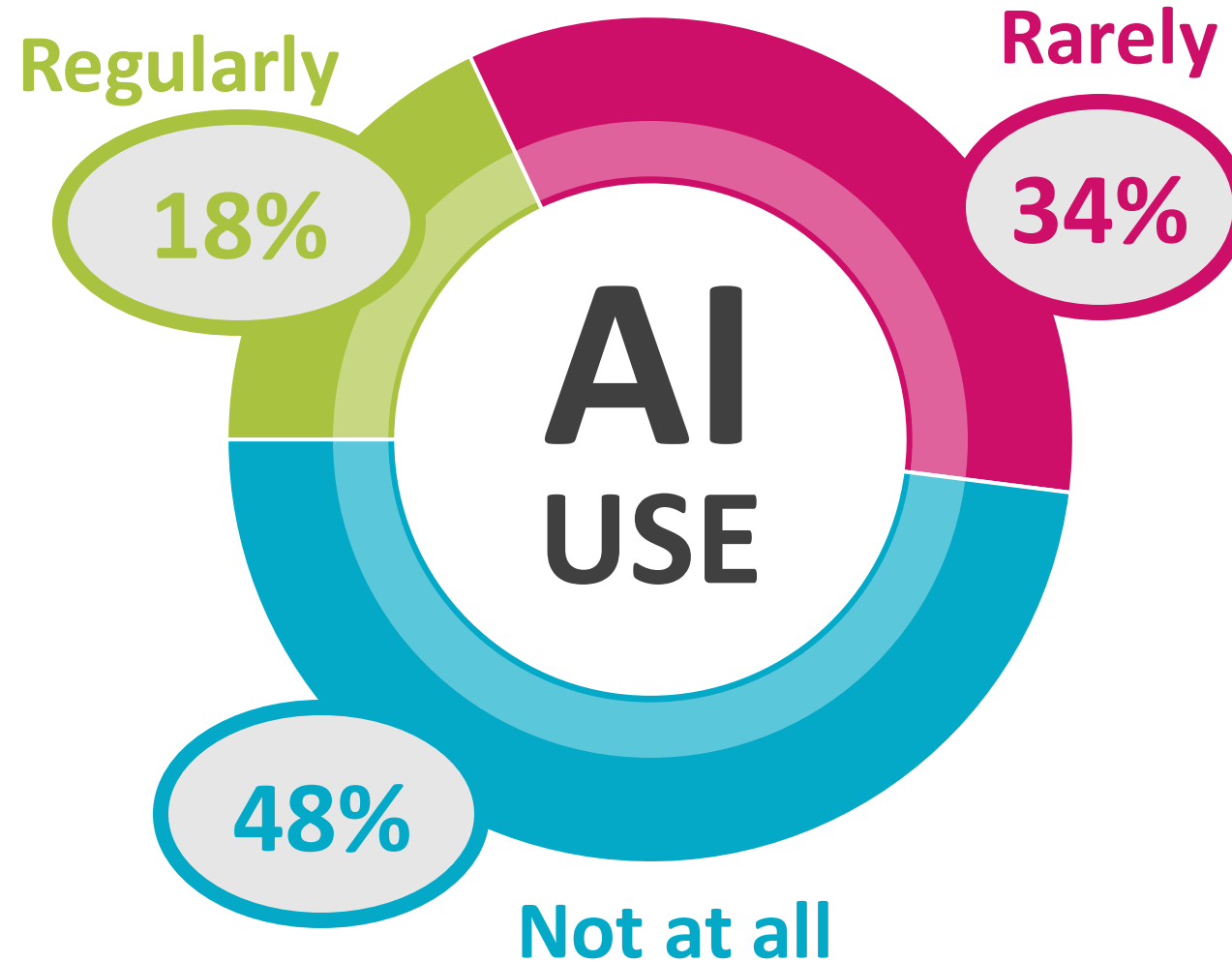
spark

POWERED BY YOU

Meeting Planner awareness of AI in technology platforms



MEETING/EVENT PLANNERS AI USE



PLANNERS MOST COMMON USES OF AI

Writing



Research



Data analysis



Ideation



Rate your use of AI to deliver meaningful experiences.

