

2018/2019 YEAR IN REVIEW

TRAVEL EXPENDITURES



Polk and Dallas counties received more than one quarter of the \$9 billion in state-wide spending in 2018 according to the Iowa Economic Development Authority's "Economic Impact of Travel on Iowa Counties" released September 2019.



POLK COUNTY: \$2.2 BILLION

DALLAS COUNTY: \$203.9 MILLION

EACH HOUSEHOLD IN POLK AND DALLAS COUNTY WOULD HAVE TO PAY \$667.45 MORE IN TAXES WITHOUT THE REVENUE GENERATED BY TRAVEL AND TOURISM.

MEDIA HIGHLIGHTS

391 STORIES FEATURED IN PRINT/BROADCAST

40 STORIES IN INDUSTRY PUBLICATIONS

322 WEEKLY LOCAL MEDIA SEGMENTS

SOCIAL MEDIA

8,772 NEW SOCIAL MEDIA FOLLOWERS

9,043,212 IMPRESSIONS FROM SOCIAL MEDIA

159,583 ENGAGEMENTS FROM SOCIAL MEDIA



WEB SESSIONS

1,182,653 WEB SESSIONS ON CATCHDESMOINES.COM

CO-OP ADVERTISING PROGRAM

IMPRESSIONS DELIVERED IN 2018-2019 FOR PARTNERS: **26,088,393**

[CLICKS DELIVERED TO PARTNER'S SITES: **9,904**]

>>> 92% <<<
PARTNER RETENTION RATE

673 CONVENTIONS AND EVENTS UTILIZED CATCH DES MOINES RESOURCES IN 2018-2019

THIS SUPPORT INCLUDES **GROUP SERVICING, EVENT PROMOTION, CATCH CREW, & PLANNER TOOLKITS**

IN 2018-2019, **316 CONVENTIONS/EVENTS** OCCURRED BECAUSE OF **CATCH DES MOINES SALES EFFORTS**

THIS RESULTED IN **\$112.2 MILLION** OF ECONOMIC IMPACT SUPPORTING **1,206 FULL TIME JOBS**

IN 2018-2019, **CATCH DES MOINES SALES STAFF** BOOKED **344 EVENTS**

THIS WILL GENERATE **\$88.5 MILLION** OF ECONOMIC IMPACT SUPPORTING **1,009 FULL TIME JOBS**

SIGNIFICANT BOOKINGS

- USA SWIMMING TYR PRO SWIM SERIES **MARCH 2019 AND 2020**
- USA GYMNASTICS CHAMPIONSHIPS **JUNE 2019**
- NATIONAL ASSOCIATION OF FARMERS MARKET NUTRITION PROGRAMS ANNUAL CONFERENCE **SEPTEMBER 2019**
- ICS CHILI, INC WORLD CHAMPION CHILI COOK-OFF **SEPTEMBER 2019-2023**
- CERTIFIED PIEDMONTESE 2020 IRONMAN 70.3 NORTH AMERICAN CHAMPIONSHIPS **JUNE 2020**
- NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION REGION 5 & 6 MEETING **SEPTEMBER 2020**
- US ACADEMIC DECATHLON NATIONAL COMPETITION **APRIL 2021**
- AMERICAN CHEESE SOCIETY ANNUAL CONFERENCE & COMPETITION **JULY 2021**
- AMERICAN MEAT SCIENCE ASSOCIATION RECIPROCAL MEAT CONFERENCE **JUNE 2022**
- AMERICAN SHORTHORN ASSOCIATION JUNIOR NATIONAL SHOW & YOUTH CONFERENCE **JUNE 2023**

MAJOR EVENTS HOSTED

- BMW MOTORCYCLE OWNERS OF AMERICA / **JULY 2018**
- ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES / **JULY 2018**
- AMATEUR ATHLETIC UNION (AAU) JUNIOR OLYMPICS / **JULY 2018**
- PERCHERON HORSE ASSOCIATION OF AMERICA / **OCTOBER 2018**
- DEPARTMENT OF VETERANS AFFAIRS / **OCTOBER 2018**
- NATIONAL ASSOCIATION OF INTERCOLLEGIATE ATHLETICS (NAIA) - WRESTLING NATIONAL CHAMPIONSHIPS / **MARCH 2019**
- NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA) - DIV. I MEN'S BASKETBALL 1ST & 2ND ROUNDS / **MARCH 2019**
- NATIONAL ASSOCIATION OF INTERCOLLEGIATE ATHLETICS (NAIA) - MEN'S VOLLEYBALL / **APRIL 2019**

2018-2019 OVERALL GOALS

	ACTUAL	GOAL
SALES GOALS		
Qualified Prospect	589 (133.9%)	440
Bookings	344 bookings	321
MARKETING GOALS		
Marketing Revenue	\$574,269.94 (85.3%)	\$673,500
Impressions	380,845,166 (122.85%)	310,000,000
Engagement	1,502,420 (105.06%)	1,430,000
TOTAL REVENUE	FINAL NUMBERS AVAILABLE AFTER AUDIT	\$5,814,164
TOTAL EXPENSES	FINAL NUMBERS AVAILABLE AFTER AUDIT	\$5,814,164