

travel
IOWA®



May 3, 2023

Working with the Iowa Tourism Office



Iowa Tourism Office

MISSION

We **elevate** Iowa's unique visitor experiences and hidden gems to **inspire** travel and create lasting memories. We **support** local communities and destinations to strengthen the state's economy.

Part of the Iowa Economic Development Authority.

Destination Vision

We invite curious explorers to discover Iowa as
an extraordinary adventure



Impact of Travel

- \$9.4 billion impact in Iowa.
- Sustained 65,000 jobs statewide.
- Each Iowa household would pay \$786/year in taxes to replace the dollars generated by tourism.



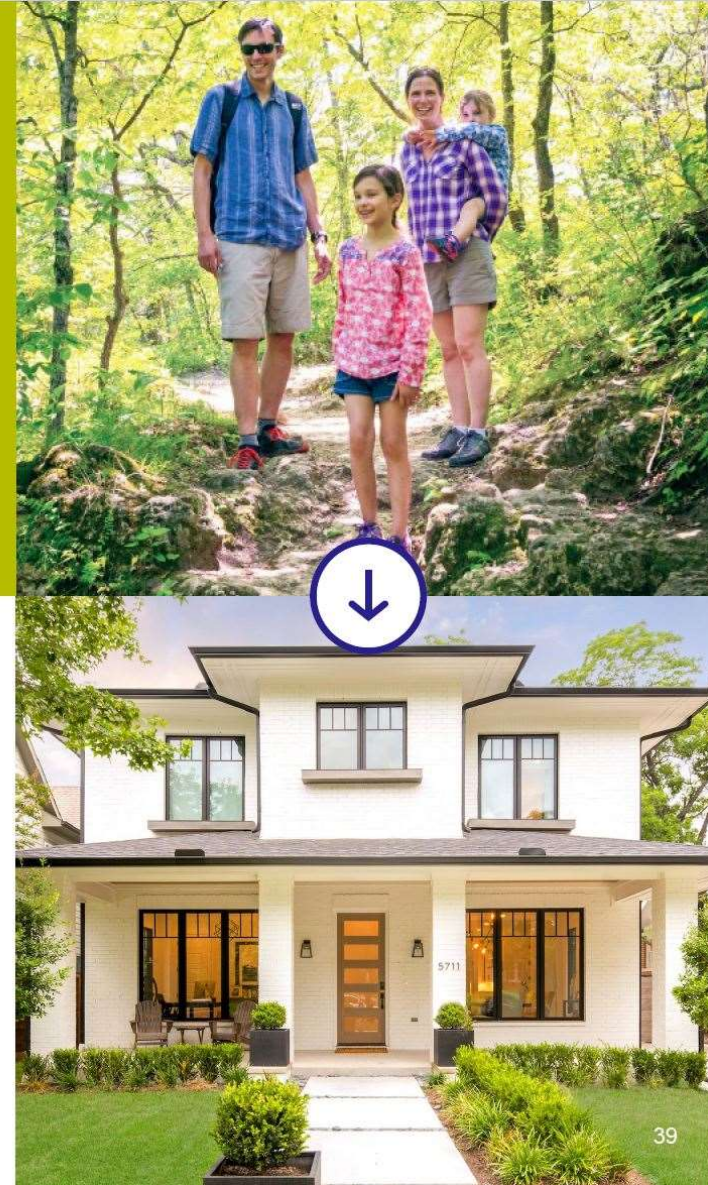
Travel Is the First Step in Thinking About Moving to a New City

64%

of U.S. adults seriously considered moving to a new place as a result of visiting.

“

If we can get them to our location, we have a much better sell. They have to see the place to be convinced.”



Consumers Are Open to Relocating



7 in 10

are likely to consider moving
for the right opportunity.

Likelihood is highest among

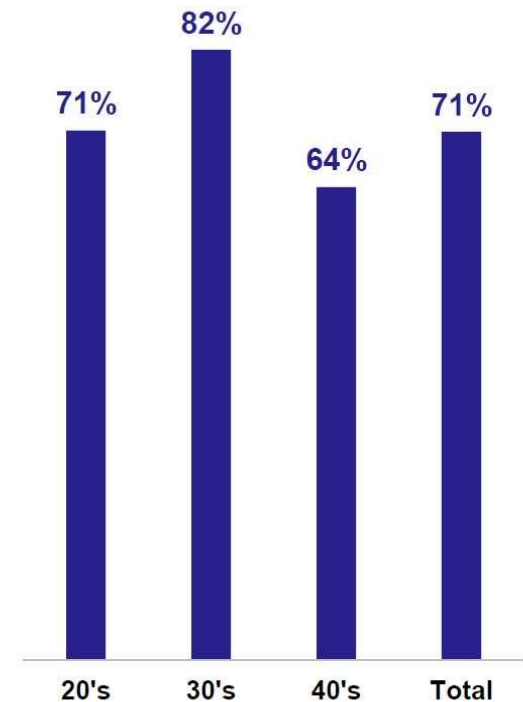
30-somethings.

This is up since we last tested it.

Workforce Recruitment

Likelihood to consider moving
for the right opportunity

Scale of 0 (not likely at all) to 10 (very likely)



Travel Iowa: Communications Objectives

Objective #1	Drive consideration of travel to Iowa.			
Key Performance Indicators	Engagement Rate	Website Visits	Time on Site	
Objective #2	Drive action showing intent to travel to Iowa.			
Key Performance Indicators	Travel Guide Orders	Newsletter Sign-ups	Passport Sign-ups	Along the Route Tool Use
Objective #3	Increase percentage of out-of-state visitors and length of stay.			
Key Performance Indicators	Arrivalist Data			



travel
IOWA[®]

Partner Opportunities

Industry Partners Website

- Visit for more on the topics presented today.
- Industrypartners.traveliowa.com
- Sign-up for the newsletter – eTraveler
- "Tools " including social media toolkit
- Sign-up and watch bi-monthly webinars!
- Learn about free marketing opportunities



UPCOMING EVENTS

See All Events



Western Iowa Tourism Region Meeting
February 22, 2023
10:00 a.m. (CST)
[More Information](#)



Central Iowa Tourism Region Meeting
March 1, 2023
10:30 a.m. (CST)
[More Information](#)



2023 AMA Experience
March 3, 2023
8:00AM-3:00PM
Reina, Rebecca, Nicole



eTraveler:
February 8, 2023
State of the Tourism Industry Survey Now Open

eTraveler: January 25, 2023
Deadline for Tourism Award Nominations

eTraveler: January 13, 2023
2023 Tourism Bi-monthly webinars

QUICK LINKS



Research



Grants



Marketing

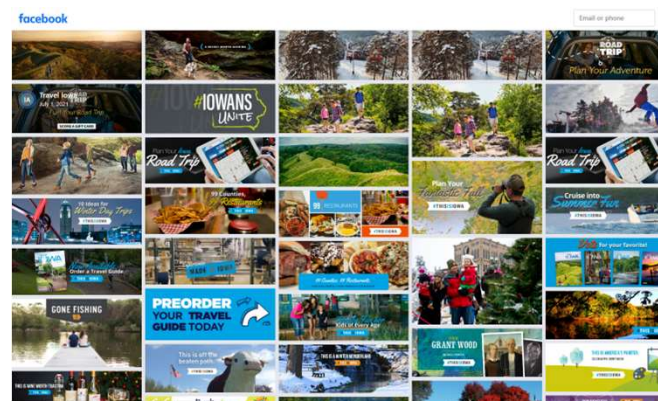
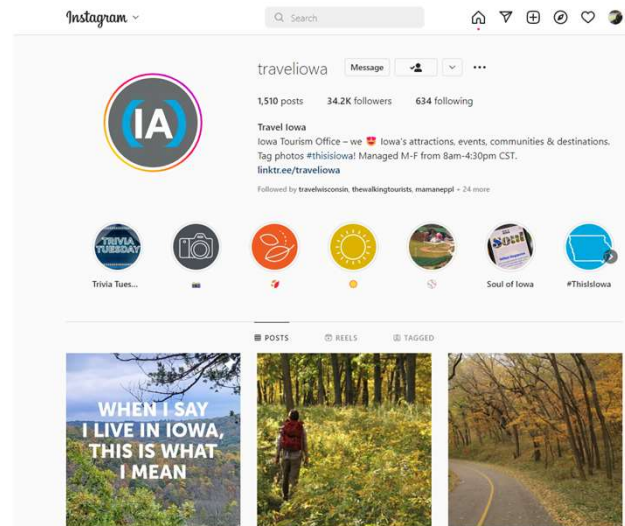


Co-Op

Our marketing/PR work includes:

- Travellowa.com
- Travel Iowa guides
- Consumer newsletters
- Media and influencer hosting
- Media pitching
- Social media

We need ideas, events and photos from you to include in all these!



Travel Iowa Website

- Relunched September 2022
- 3 million views a year
- 2 million visitors

IOWA TRIP IDEAS



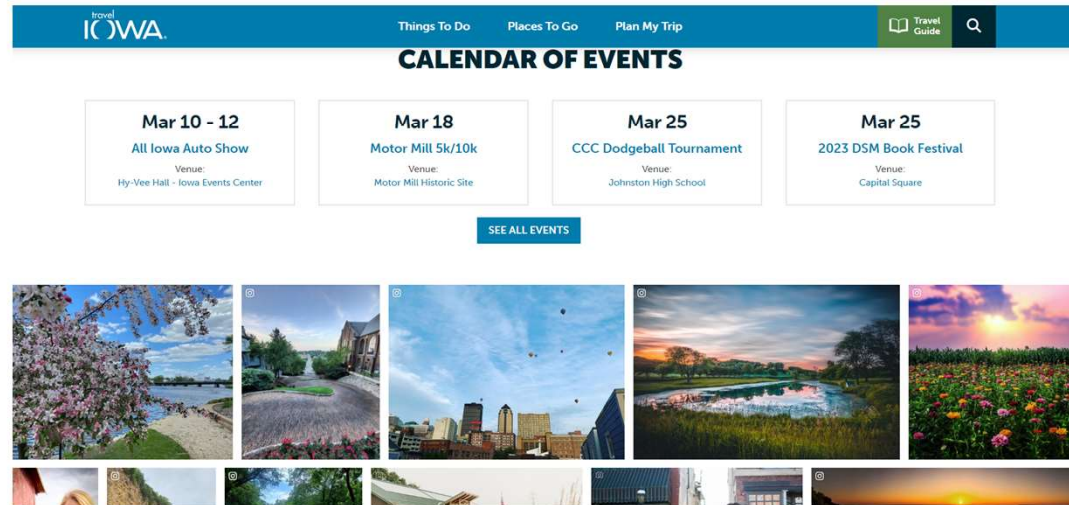
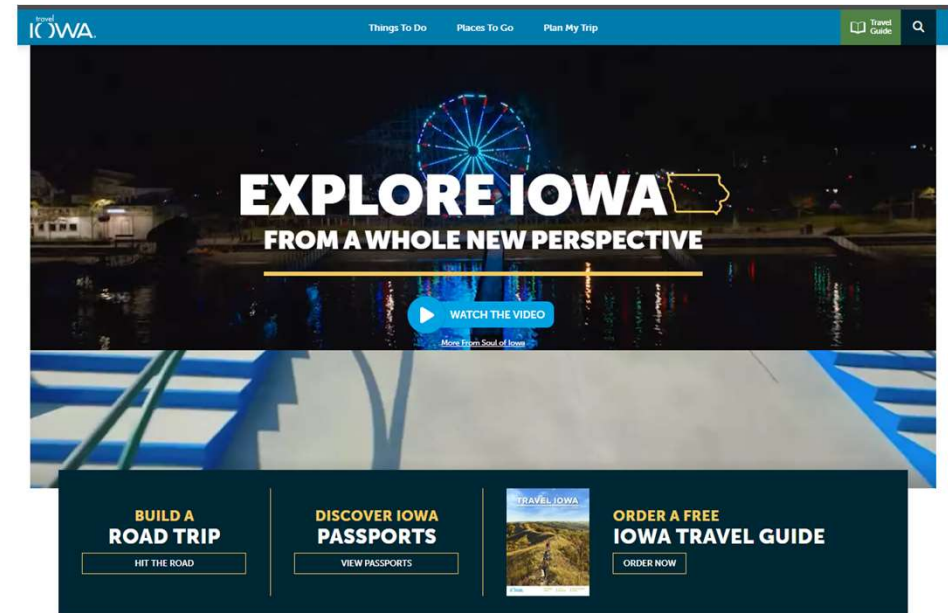
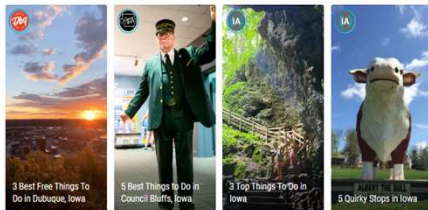
Family-Friendly Adventures



Sip & Savor: Breweries, Wineries, & Distilleries



Trails Through a Winter Wonderland



Create / Update Listings

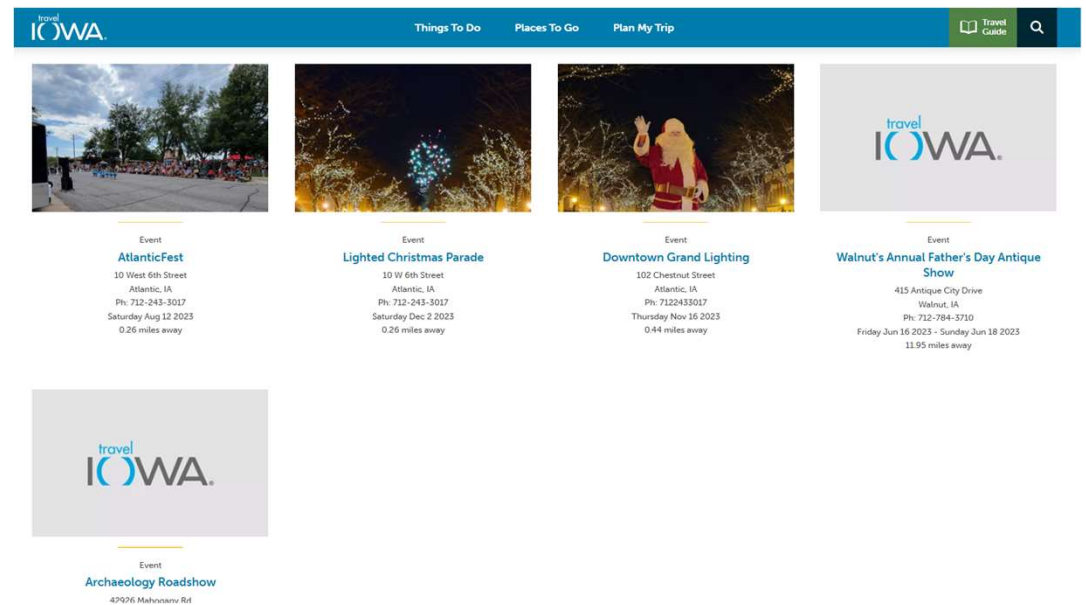
- Go to Traveliowa.com
- Create an account
- Click on "Submit a Listing"
- Choose category & submit the form
- Make sure to:
 - Add photos
 - Add video
 - Add links to social media
 - Add hours of operation
 - Review / update annually
- Remember:
 - New listings are reviewed/activated by tourism office

The screenshot displays the Travel Iowa website interface. At the top, there is a navigation bar with the 'travel IOWA.' logo on the left and links for 'Things To Do', 'Places To Go', and 'Plan My Trip' in the center. On the right side of the navigation bar, there is a 'Travel Guide' icon and a search icon. Below the navigation bar, the main content area features a grid of eight listing cards. Each card includes a representative image, a category label, the business or event name, and contact information such as address, phone number, and distance from a reference point.

Category	Business/Event Name	Address	Phone Number	Distance
Ice Cream / Frozen Yogurt / Smoothies	Udderly Delicious	700 Walnut Street Atlantic, IA 50022	Ph: 712-249-4615	0.17 miles away
Ice Cream / Frozen Yogurt / Smoothies	Louie's Shaved Ice	106 E 7th Street Atlantic, IA 50022	Ph: 712-249-5637	0.19 miles away
Casual Dining	Downtowner Cafe & Catering	14 E 4th St Atlantic, IA 50022	Ph: 712-243-2183	0.25 miles away
Roadside Attractions	Telegraph Building Murals	14 E 4th Street Atlantic, IA 50022	Ph: 712-243-4810	0.25 miles away
Casual Dining	Plaza Azteca	313 Chestnut Street Atlantic, IA 50022		
Event	AtlanticFest	10 West 6th Street Atlantic, IA		
Event	Lighted Christmas Parade	10 W 6th Street Atlantic, IA		
Casual Dining	Rancho Grande	500 West 7th Street Atlantic, IA 50022		

Add Events

- 25% of total website traffic
- We use events on our calendar for:
 - Media interviews
 - Sharing on social
 - Consumer emails
 - PR tactics
- Users typically search for events 1-2 weeks away from current date
- IF YOU LOG IN:
 - Events stay on your profile for easy updating

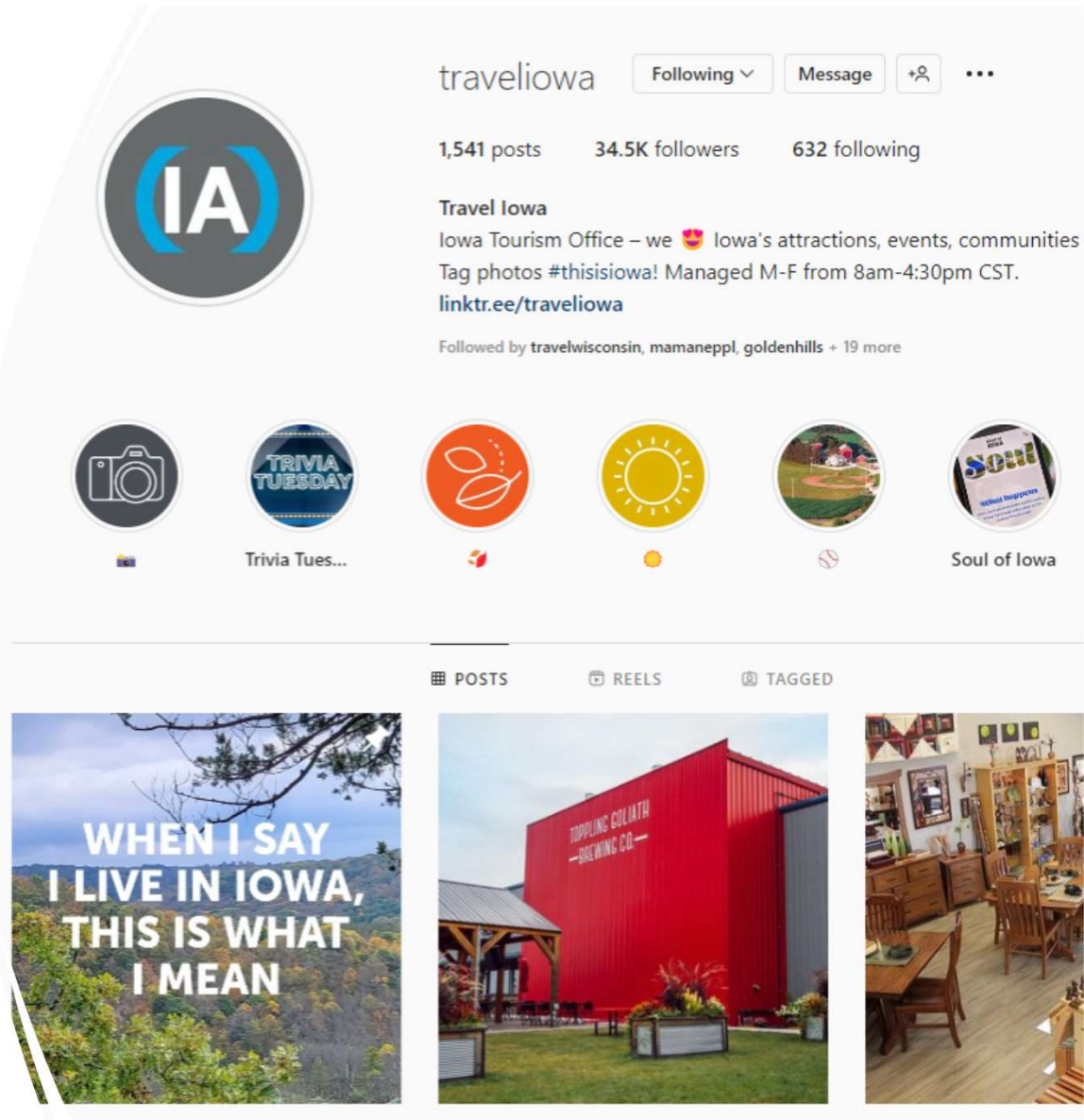


The screenshot displays the travelIOWA website's event calendar. The header includes the travelIOWA logo, navigation links for 'Things To Do', 'Places To Go', and 'Plan My Trip', and a 'Travel Guide' button with a search icon. The main content area features a grid of event cards, each with a representative image and detailed event information.

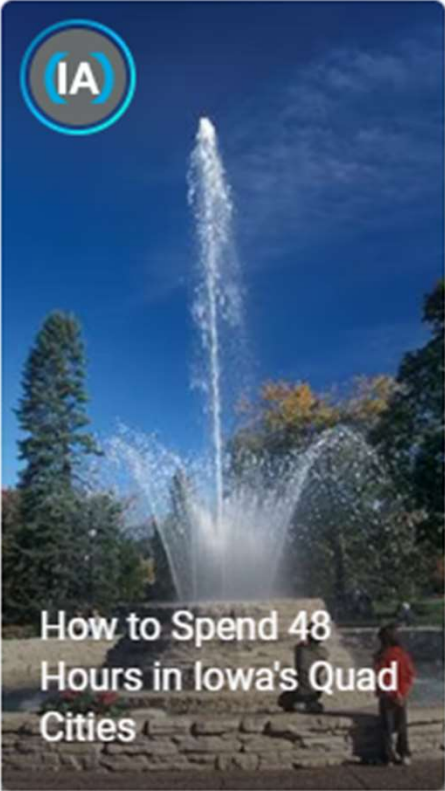
Event	Location	Date	Distance
AtlanticFest	10 West 6th Street Atlantic, IA Ph: 712-243-3017	Saturday Aug 12 2023	0.26 miles away
Lighted Christmas Parade	10 W 6th Street Atlantic, IA Ph: 712-243-3017	Saturday Dec 2 2023	0.26 miles away
Downtown Grand Lighting	102 Chestnut Street Atlantic, IA Ph: 712-243-3017	Thursday Nov 16 2023	0.44 miles away
Walnut's Annual Father's Day Antique Show	415 Antique City Drive Walnut, IA Ph: 712-784-5710	Friday Jun 16 2023 - Sunday Jun 18 2023	11.95 miles away
Archaeology Roadshow	49276 Mahoning Rd		

Connect with us on Social

- When posting on social, tag your images with #ThisIowa so we can find them easily.
 - Upload your images to Travel Iowa's inventory for use on the website, social channels and with media outlets.
- Social Handles:
 - Facebook: @IowaTourism
 - Instagram: @Travellowa
 - Twitter: @Travel_Iowa
 - Pinterest: @IowaTourism



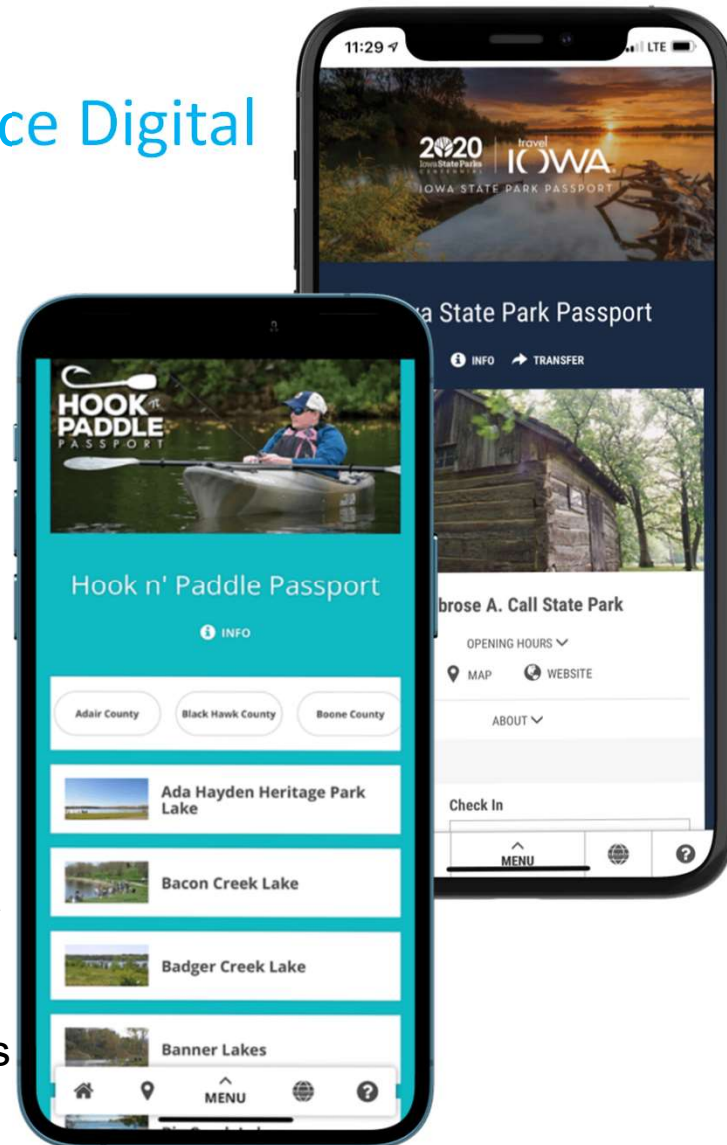
Localhood – *Free* Marketing Tool





Iowa Tourism Office Digital Passports

- ✓ Iowa State Parks
- ✓ Iowa Beer
- ✓ Iowa Wine
- ✓ Iowa Distillery
- ✓ Iowa Scenic Byways
- Thousands of visitors and Iowans use these passports available through the Iowa Tourism Office.
- The State Park's passport is the most popular with over 22,000 participants
- Links to Partner Passports – Hook N' Paddle



Tourism Grants

- \$300,000 in grant funds were awarded to tourism entities across the state in November 2022.
- Grant awards ranged from \$2,500 to \$10,000 and require a 25% cash match.
- All expenses must be incurred within the calendar year.
- The FY24 Iowa Tourism Grant application will be announced in August 2023.

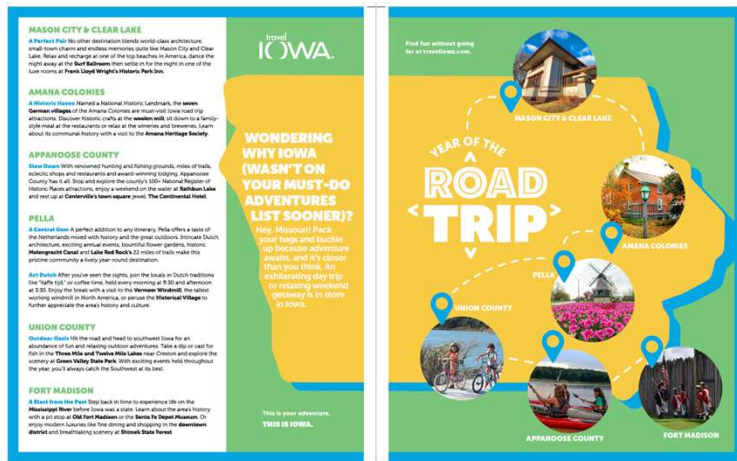




• FY24 Marketing Co-op Program

Marketing Co-op

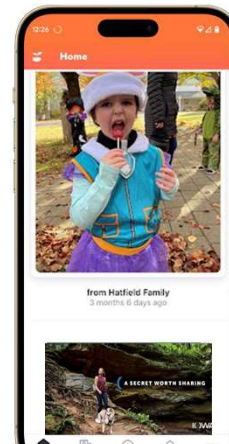
- Print
- Digital
- Out-of-Home
- Influencer marketing
- Advertising on traveliowa.com
- Email advertising
- Paid social posts to Travel Iowa's Facebook



IA Travel Iowa
 Published by FleishmanHillard Kansas City • February 16 at 9:00 AM •

February is for Foodies in Iowa City! Get the #ICFoodieFeb Pass at FoodieFebruary.com to get great deals & win prizes! Think Iowa City

FY24 marketing co-op will be announced this week!





Marketing Co-op Dates

- Slide Deck & Full Details: this week!
- Sign-up Opens
 - Wednesday, June 7 at 10 a.m.
- Deadline:
 - Wednesday, June 21 at 4 p.m.
- Opportunities begin in August 2023.



• National Travel & Tourism Week



National Travel & Tourism Week

May 7-13, 2023

- Monday: Brews & Foods
 - Tuesday: Small Business Spotlight
 - Wednesday: How it Started vs How it's Going
 - Thursday: Outdoor Exploration
 - Friday: Toast to Tourism
-
- Participation could earn you a **FREE IOWA TRAVEL GUIDE ADVERTISEMENT!** One partner who follows the daily theme and posts using the hashtags #NTTW23 and #ThisIowa will be randomly selected to receive a free 1/6th page ad in the Fall/Winter Iowa Travel Guide. Post daily for up to five chances to win!



Lucy Cade
Social Media Manager



Lora Friest
Tourism Liaison



Katie Kenne
Event Manager



Jessica O'Riley
Communications Manager



Sammi Hakeem
Digital Marketing Manager



Matt Kodis
Research Analyst



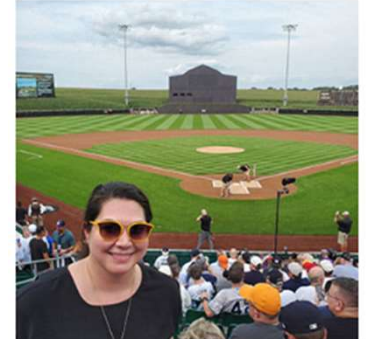
Jim Lee
Tourism Guide



Stephanie Neppi
Tourism Liaison



Amber Rottinghaus
Content Coordinator



Amy Zeigler
Tourism Manager



Get Involved

- Website Listings + Events
- Localhood
- Iowa Tourism Office Grants
- Co-op Marketing (**open now!**)
- Economic Impact and Arrivist Visitation Reports
- Monthly Training and Networking Opportunities
- E-Traveler Newsletter
- Tourism Conference
- Bi-monthly webinars

Tourism Insider Meetings

June 20-21: Stuart

August 29-30: Pella





Questions?

Stephanie.Neppel@iowaeda.com

515-240-9784

travel
IOWA®