

WEB PARTNERSHIPS

The lowa Tourism Office is the state of lowa's official tourism marketing organization. We exist to tell your story – through multiple channels and to multiple audiences – in a way that inspires people to choose lowa as their travel destination.

How do we tell your story?

Annually, more than two million people visit our website, traveliowa.com, which features information to aid trip planning and content intended to inspire travelers to visit lowa. The site gives travelers a way to learn about thousands of attractions, restaurants, retail and lodging establishments and events in lowa via our listings database. We also package these listings together in trip itineraries, travel themes and inspirational content pages.

How can we work together?

It's simple; share your listings with us. Use the information below to get started. We can only promote what we know about, so make sure we're informed about the unique aspects of your community or business. It's all FREE!

To learn more, contact Amber Rottinghaus at 515.348.6252 or amber.rottinghaus@iowaeda.com.

Add a Listing to Travellowa.com

Existing Users

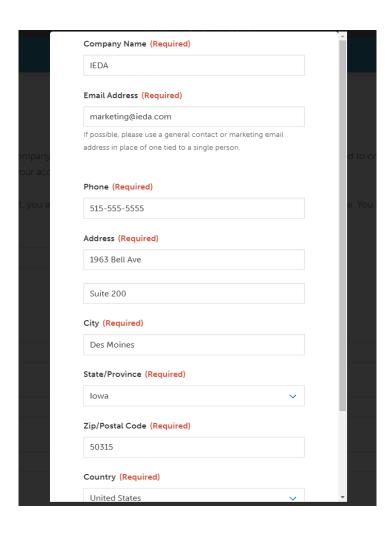
Users who previously had an account established on traveliowa.com prior to the new site launch in September 2022 will have their account migrated over. Your existing login credentials (email, address and password) can be used to access your account. To log in, navigate to the footer and select "Sign In" under the My Account header.

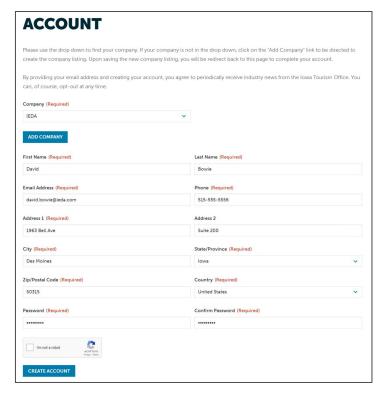
If you are unable to log in or have forgotten your password, you can click the "Forgot password?" link accessible through the sign-in screen to reset your password.

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New Users

- 1. New users will need to establish an account on traveliowa.com by navigating to the footer and selecting "Create Account" under the My Account header.
- 2. Each user account is tied to a company and multiple users can log in under the same company.
- 3. Check to see if your company is already created by searching the drop-down. If not in the drop-down, click "ADD COMPANY" to create your company. If possible, please use a general email address for your company such as info@company.com or marketing@company.com, rather than an account tied to a specific person. After creation, you will receive a confirmation email for the address you entered for the company.
- 4. Next you will create your user account. The company you created will now be in the drop-down. Select your company and fill in the rest of the fields to create your account.
- 5. Upon submission, you will receive an email confirmation that your account is pending approval. If the account is approved by the lowa Tourism Office, you will receive an additional email confirmation. Once received, you can log in.





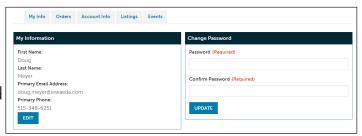
CRM Functions

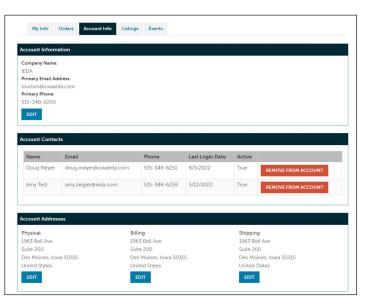
Overview

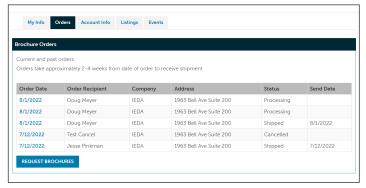
At launch, you will be able to edit your name, email address, and phone number tied to both your personal account and company account; manage users tied to your company; maintain your physical, shipping, and billing addresses; place orders for tourism materials; and update and create your listings and events.

Orders

- Orders placed through our system by any company members will appear here. To create a new order, click the "Request Brochures" button. Users will be able to order materials in both single and bulk quantities.
- Clicking on any Order Date will open details about that order. All orders placed will start with a status of "Processing." Once the order has been sent for fulfillment, the status will update to "Shipped" along with the date it was sent to fulfillment in the "Send Date" column. This date does not reflect when the order has shipped, only when the lowa Tourism Office has sent the order to be fulfilled.
- To cancel an order while its status is Processing, please contact tourism@iowaeda.com.





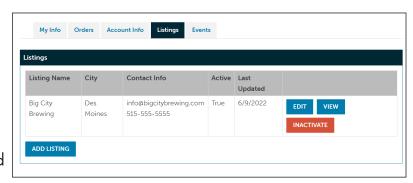


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Listings

All listings tied to a company will appear here. Users can create new, edit existing or deactivate existing listings. New listings must be approved by the Iowa Tourism Office before appearing on traveliowa.com.

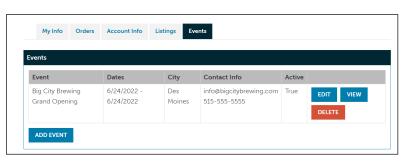
Listings will no longer become automatically deactivated if the information is not confirmed once every 18 months. Instead, listings that



have been confirmed within the last 12 months will be designated as "Verified" when viewing on traveliowa.com. Listings not confirmed within the year will show a disclaimer that information may not be accurate, and the user should contact the place of business to verify information and/or hours before traveling. Companies will receive an email once every 12 months asking them to verify and confirm listing information. If nothing has changed and there are no edits, users can confirm the listing by clicking "Edit" and submitting the form.

Events

Events should be entered in a timely manner and are subject to approval by the Iowa Tourism Office. Events should be of interest to tourists and the public. Therefore, events related to promotions/sales, fundraisers, conferences, class reunions, luncheons, religious gatherings, or any other nonentertainment events will not be approved.



When entering an event, users are encouraged to log in from the My Account section. Doing so will enable users to see all events submitted under the company name and allow for editing or deletion as needed.





