



Iowa's Destination Vision:
We invite curious explorers to discover Iowa as an extraordinary adventure.

What The Iowa Tourism Team Does

The Iowa Tourism Office partners with the industry state-wide and works collaboratively to bring more visitors to Iowa through our many marketing initiatives and outreach. From attractions and restaurants to hotels and activities around Iowa, we are here to help you maximize the Iowa Tourism Office's many marketing resources and initiatives.

- Maintains traveliowa.com, which is visited by **2 million people** annually looking for info on what Iowa has to offer.
- Is the first point of contact and primary source of information about Iowa for national and international media.
- Prints and distributes 100,000 Travel Iowa guides sent throughout the US and beyond (another 15,000 view the digital version).
- Sends monthly newsletters to over 100,000 consumers, media/influencers and the Iowa tourism industry.
- Hosts media and influencers from all over the country.
- Pitches stories to media.
- Creates social media and website content that is about the great things going on all over Iowa – and we can't share what we don't know about!

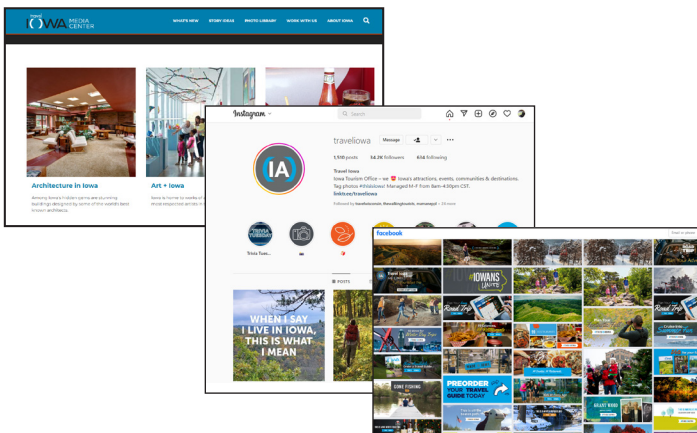
What We Need From You

- Send us your info! It's never too early to share details on new or enhanced activities, restaurants and attractions – anything of interest to a traveler!
- What local stories are you proud of? Tell us!
- We invite curious visitors to explore your business, town, or area, so make sure your traveliowa.com listings are up to date!
- Submit your events! Visitors love finding them on traveliowa.com.
- Do you have a brochure? Talk to us – there are various ways we can help distribute to potential visitors!
- Add us to your email lists – we want to hear all your news!

How You Do This

1. Keep your traveliowa.com listing up to date:
 - Create your account at traveliowa.com/account/setup/ to submit your listing.
2. Upload photos here: upload.crowdriff.com/travel-iowa-general
3. To improve the chance of your content being shared, please tag our Travel Iowa accounts and/or use #ThisIsIowa on social posts.
 - Facebook: facebook.com/IowaTourism
 - Instagram: instagram.com/traveliowa/
 - Twitter: twitter.com/Travel_Iowa

Be in the know, get talking points, tools, and information by using the traveliowa.com “Industry Partners” page, which is for all businesses and organizations working to invite curious explorers to discover Iowa as an extraordinary adventure. Visit industrypartners.traveliowa.com and sign up for our eTraveler newsletter, participate in our bi-monthly webinars to hear about existing and upcoming opportunities!



OTHER Ways to Work With Us

- Need data? We provide access to key visitor data through Arrivalist and the Tourism Economic Impact Report, including county-level visitation and spending data.
- We provide advertising opportunities, including the Iowa Travel Guide and Co-op Partnership Program

2023 Dates to Note

- March 22-23, 2023: Iowa Tourism Conference at Prairie Meadows Events Center
- Iowa Travel Guides:
 - March 3, 2023: Spring/Summer 2023 publish date
 - September 8, 2023: Fall/Winter 2023 publish date
 - › June 13, 2023: Space reservation deadline
- Co-op Partnership Program: Information available in May; sign-ups in June.
- Iowa Tourism Grant – Applications available in August, awards in November.

Find more info here:

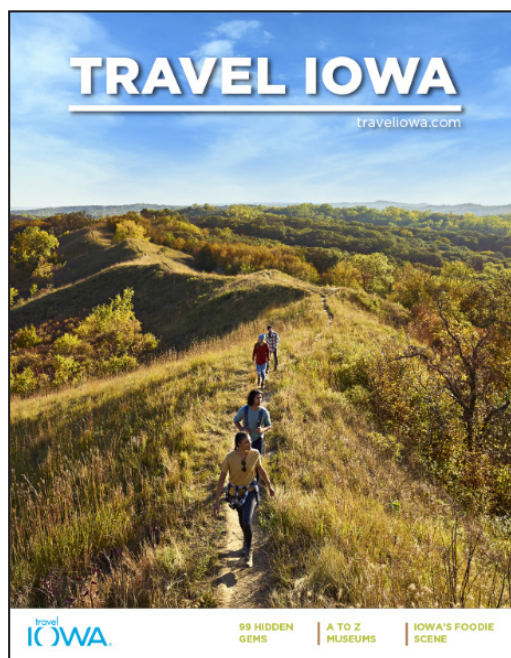
industrypartners.traveliowa.com



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TOURISM IN IOWA
**GENERATED \$9.4 BILLION IN
TOTAL ECONOMIC IMPACT IN 2021¹**
**EMPLOYS MORE THAN 65,000
PEOPLE STATEWIDE¹**
**2/3 OF PEOPLE WHO VISIT A
LOCATION SERIOUSLY CONSIDER
MOVING²**

¹Tourism Economics, 2021 Tourism Economic Impact Report

²True Global Intelligence, 2018 research survey