

A woman in a purple puffer jacket and pink knit hat is snowshoeing through a snowy forest. She is smiling and looking to her right. The background consists of bare trees under a clear blue sky. The overall scene is bright and cheerful, capturing a winter recreational activity.

travel
IOWA

*Travel Iowa FY27
Co-op Program*

PLUGGING IN TO A PROVEN SYSTEM

Why Participate in the Travel Iowa Co-op Program?

Marketing teams are being asked to do more than ever. Content needs to be fresh. Channels are always-on. Results must be measurable.

You don't need more ideas – you need more **capacity** and **reach**.

What if you didn't have to build everything yourself?

What if your dollars went further by plugging in to a proven, statewide system?

Through the Travel Iowa Co-op, you can:

- Extend your marketing team
- Access professional content and distribution at a shared cost
- Reach travelers already considering Iowa – not cold audiences
- Reduce risk by aligning with proven strategies

This program isn't about buying ads. It's about making smarter investments together.

How the Strategy Works: From Awareness to Action

Travel Iowa focuses on statewide awareness and consideration – introducing Iowa as a place worth visiting.

Through research, testing & paid media, we target:

- Young adults & families
- Primarily in surrounding states
- Who are seeking trip ideas

In short, we create the demand. But that doesn't book hotel rooms.

Co-op partners complete the strategy by driving action.

The co-op allows you to highlight your events, experiences and places to stay – and step in at the moment travelers are deciding where to go.

The co-op program is designed to help your destination show up at that final, critical moment.

AWARENESS

Audience Mindset: "I hadn't considered Iowa as a vacation spot."

CONSIDERATION

Audience Mindset: "I'm interested – this looks like something my family would enjoy."

ACTION

Audience Mindset: "I'm ready to plan and book."

What Partners Gain Through the Co-op Program

The Travel Iowa Co-op Program is designed to help partners do more with fewer dollars – and fewer internal resources.



Content Development

Professional storytelling that reflects your community, without the cost, time or managing it yourself. Travel Iowa and team handles ideation, production and quality control so your content is on-brand, modern and built to perform.



Content Distribution

Get your message in front of travelers who are already interested in Iowa. Tap in to Travel Iowa's audience via remarketing and paid strategies – ensuring your investment reaches the right audience and works harder for you.



Tourism Research

State-level data and insights you can't replicate alone. Resources reduce your trial-and-error spending and ensure your dollars align with statewide strategy.

Content Development

TravelIowa.com Sponsored Content

What Problem Does This Solve?

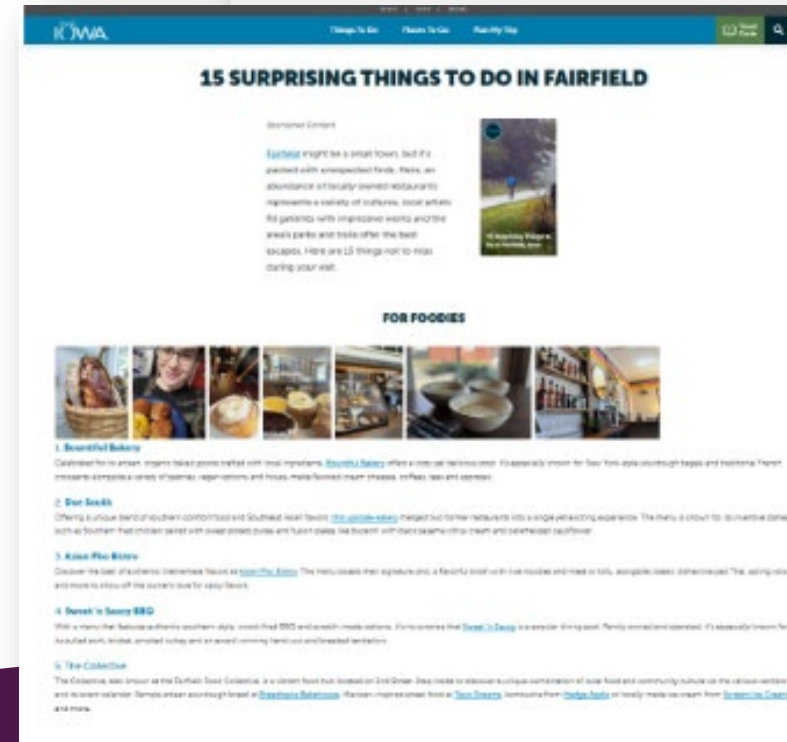
- Gets your destination in front of high-intent, trip-planning travelers
- Leverages Travel Iowa's established audience, credibility and search visibility.
- Avoids expense and uncertainty of driving traffic to other platforms.

What Is Included?

- One custom article written in collaboration with Travel Iowa
- Homepage feature on TravelIowa.com (1 month)
- Organic social media post on Travel Iowa Meta channels (1 post)
- Long-term placement on TravelIowa.com (2-5 years, content dependent)
- Visibility through landing pages and organic search
- Potential use in select Travel Iowa marketing efforts

Investment: \$3,000

Availability: 12 total (one partner/month)



Who Is This Best For?

Partners who want to create a foundational asset to anchor other marketing tactics. Communities and regional organizations, destinations with new and noteworthy events/attractions coming online, seasonal attractions.

NEW: TravellIowa.com Content Ad

What Problem Does this Solve?

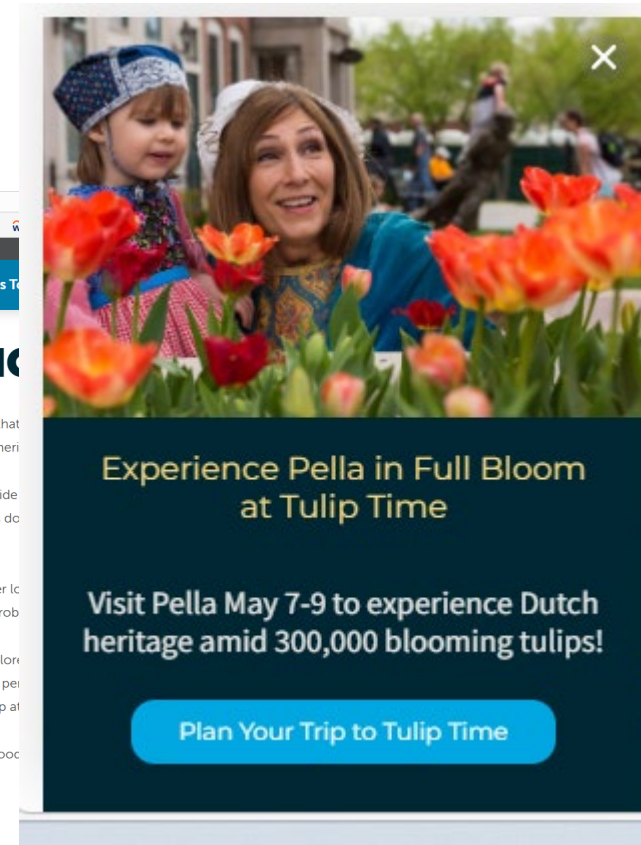
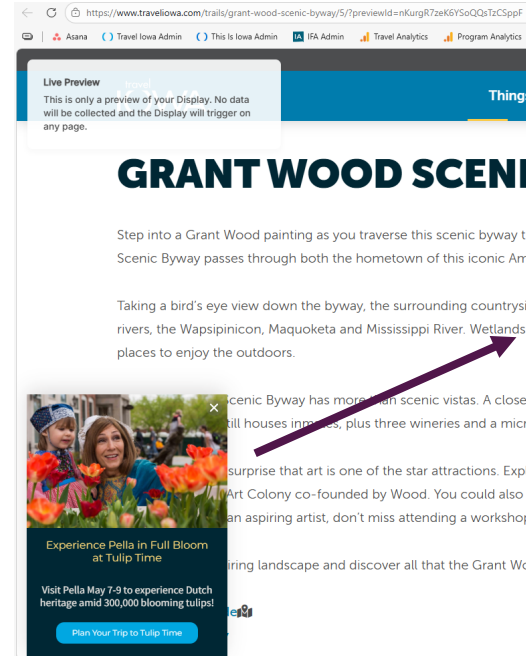
- Enhances your visibility on TravellIowa.com and ensures your content is seen while travelers are actively researching.
- Leverages TravellIowa.com paid traffic.
- Extends the visibility of key events, lodging or experiences.

What Is Included?

- Ad placement within most TravellIowa.com website pages (1 month)
- Image, short description and call to action linking to **YOUR** website.

Investment: \$1,500

Availability: 12 total (one partner/month)



Who Is This Best For?

Partners who want to drive traffic directly to their website from a pool of high-intent travelers.
Need visibility of an upcoming event? Want a targeted ad for your lodging property? Want to sell tickets for a special exhibit or promotion at your museum?

Video Content Packages

What Problem Does This Solve?

- Helps your destination stand out in crowded digital channels
- Provides professional, high-quality video without vetting vendors or managing contracts
- Avoids one-off video projects that age quickly

Why this Beats DIY

Travel Iowa has vetted vendors and negotiated contracts on your behalf. Video production is guaranteed to generate usable, high-quality assets. Plus, Travel Iowa uses this same content – making your community eligible to be featured in Travel Iowa ads!

What's Included

- Professional video production, led by Travel Iowa and contractors
- Strategic planning so video works across web, social and paid media
- All B-roll included with every package for extended use
- Content eligible for use in future Travel Iowa marketing efforts



GOOD: Package A

- (1) 2-Minute highlight video
- (3) Short (~:30 sec) vertical, social-ready sizzle reels
- All raw footage and b-roll

Investment: \$4,500 | Spots Available: 10

BETTER: Package B

- (1) 5-minute feature video
- (5) Short (~:30 sec) vertical, social-ready sizzle reels
- All raw footage and b-roll

Investment: \$6,500 | Spots Available: 10

BEST: Package C

- (1) 10-minute 'Man-on-the-Street' Feature
- (5) themed social-ready themed sizzle reels (e.g., Where to Eat, Where to Stay, What to Do, etc.)
- Optional cutdown for each of the featured businesses/attractions
- All raw footage and b-roll

Investment: \$11,500 | Spots Available: 5



Super-Size This: Still Photography

For an additional \$1,500, add on a still photography capture to ANY package that will generate at least 30 high-res images.

Influencer Packages

What Problem Does This Solve?

- Build trust through authentic, third-party storytelling
- Avoid risky or misaligned influencer partnerships
- Ensure content reflects your destination

Why this Beats DIY

Travel Iowa helps vet, negotiate, contract and activate influencers strategically – we manage the details and ensure quality so you don't spend your limited dollars on content that misses the mark.

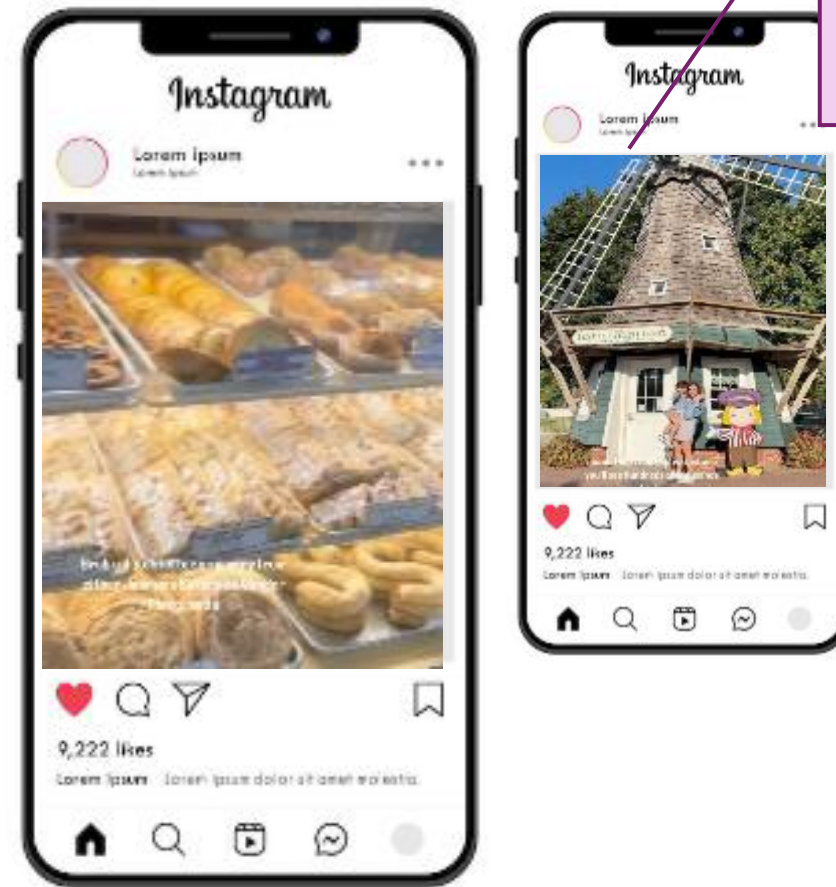
What's Included:

- Strategic guidance to identify the right influencer fit
- Support coordinating, contracting and activating
- Influencer-created photo/video content
- Full content usage rights for partner marketing
- Clear expectations around deliverables and timelines

Investment: \$3,000+

(may also require comped lodging, event admission, meals, etc.)

Availability: 6 total partners



“
Pella is such a neat town!
Picture perfect 🥰



Super-Size This: Add Paid Amplification

Reaching an influencer's following is highly valuable. Add on Social Boosting (\$2,500+), and reach thousands of other social users.

Content Distribution

Email Distribution Packages

What Problem Does This Solve?

- Reaches travelers actively interested in IA
- Eliminates the need to build, manage or grow your own email list
- Delivers visibility in a trusted, high-performing channel

What's Included?

- Placement in Travel Iowa consumer email (110k+ subscribers)
- Professionally designed layout
- Links directly to your website
- Performance reporting post distribution

A

GOOD: Banner Ads

- Full-width image with link
- Most promotional placement

Investment: \$500 | Spots Available: 12 (1/email)

B

BETTER: Tile Ads

- Image, headline, description, call to action link
- Blends naturally with email content
- Great fits for lodging or events

Investment: \$500 | Spots Available: 24 (2/email)

C

BEST: Spotlight Ads

- Full-width image, expanded copy, call to action link
- Highest visibility within standard emails, blends naturally with email content

Investment: \$750 | Spots Available: 12 (1/email)

ELITE: Dedicated Email

- Fully customized email focused entirely on your destination
- Sent to full Travel Iowa subscriber list

Investment: \$3,000 | Spots Available: 6

Who Is This Best For?

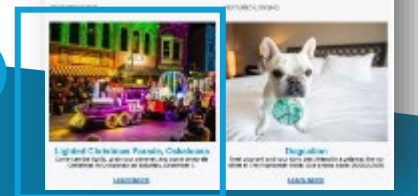
- **Banner ads:** Communities, attractions or events with a specific call to action.
- **Tile ads:** Lodging, events in particular – timely promotions
- **Spotlight ads:** Communities or attractions with a quality landing page to direct traffic
- **Dedicated emails:** CVBs and DMOs



C

A

B



Social Media Packages

What Problem Does This Solve?

- Extend your social reach beyond your existing followers
- Puts your destination in front of travel-interested audiences
- Removes guesswork of targeting, timing and boosting spend

What's Included:

- Distribution on Facebook and Instagram
- Creative formatted for platform best practices
- Strategic audience targeting informed by statewide insights
- Paid and/or organic options

Availability: 42 total spots

Pick your tier and promotional time period

GOOD: Organic Posts

- One organic post, shared on both Facebook & Instagram with Travel Iowa followers
- Estimated 13,000 impressions and 50 clicks

Investment: \$500

BETTER: Organic Post + Boosting

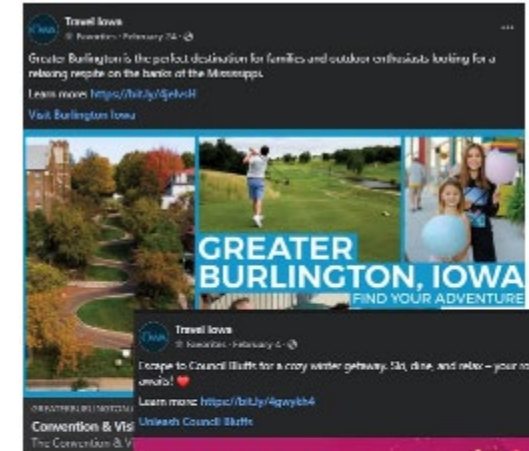
- One organic post, shared on both Facebook & Instagram, with paid boosting to basic geo/interest targets.
- Estimated 400,000 impressions and 4,000 clicks

Investment: \$2,500

BEST: Organic Posts + Paid Campaign Flight

- Two organic posts, shared on both Facebook & Instagram, plus structured paid campaign (2 dark ads with 2 copy variants, custom audience targeting)
- Estimated 1M impressions and 10,000 clicks.

Investment: \$6,500



Who Is This Best For?

- Partners looking to increase reach and visibility on social media.
- Communities promoting time-sensitive trips, events or seasonal attractions
- Teams without capacity to actively manage paid social campaigns

Across-the-Web Packages

What Problem Does This Solve?

- Build awareness of your brand to out-of-state audiences
- Visibility in research and comparison part of the funnel
- Professional strategy to avoid wasted spend

Why This is Better than DIY

Campaigns utilize Travel Iowa re-marketing audience. This audience has already engaged and is interested in Iowa – we will remarket your brand directly to this audience.

What's Included:

- Ads across web, online video and audio platforms
- Placement using Travel Iowa audiences and targeting/remarketing
- Campaign management, optimization and reporting

Availability: 15 total spots

Pick your tier and promotional time period

Note: Partner is responsible for developing all creative assets (graphics, video and audio).

Packages are best for communities ready to scale the reach of their current ad campaigns and to leverage the Travel Iowa remarketing audience.

GOOD: Web Campaign

- Two sets of banner and native ads
- Two-month campaign window

Investment: \$5,000

BETTER: Web Campaign + Video

- Two sets of banner and native ads
- Up to three 15-sec videos
- Two-month campaign window

Investment: \$10,000

BEST: Web Campaign + Video + Audio

- Two sets of banner and native ads
- Up to three 15-sec video ads
- Two 30-sec audio ads
- Two-month campaign window

Investment: \$15,000



Sponsored By Travel Iowa
Shine a Little Fun on Your Group This Thanksgiving
These light displays will leave you thankful you decided to get out and have a bright night in Iowa.



NEW: Streaming Television Package

What Problem Does this Solve?

- Reach travelers traditional TV no longer does
- Position your destination alongside Travel Iowa branding/advertising
- Deliver large-screen impact without the cost of producing a full TV campaign

What Is Included?

- Placement within Travel Iowa streaming ads
- Ads served across platforms including Hulu, Roku and similar services
- Feature includes a map call-out and 10-sec partner video at the end of a 20-sec Travel Iowa message.
- One month feature

Investment: \$10,000 | Spots Available: 4

Timing: Must occur between March-June 2027



Note: Video must meet Travel Iowa brand and quality standards.

Package is great for partners looking for high-impact, high-visibility exposure and premium placement without needing to manage a full TV buy.

Travel Iowa Leads

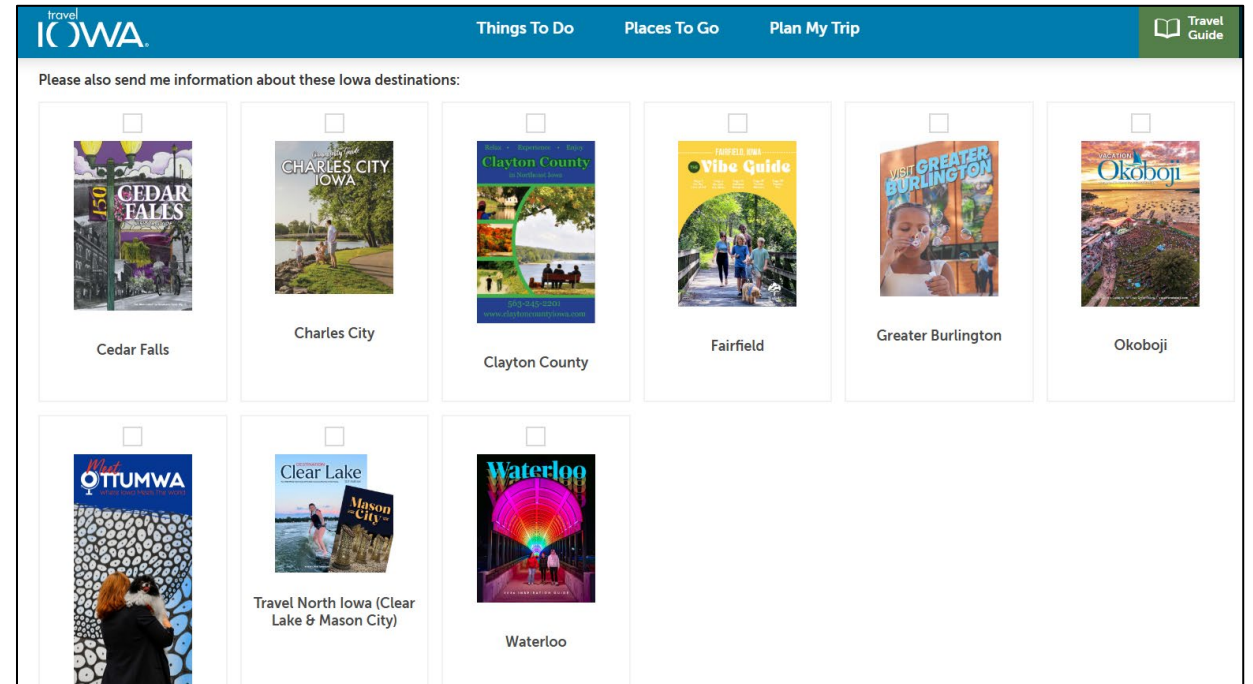
What Problem Does This Solve?

- Provides a distribution channel for print materials to verified traveler leads already engaging with Travel Iowa.
- Eliminates cost and complexity of generating leads on your own.

What Is Included?

- Your brochure featured on Iowa Travel Guide request form
- Weekly access to Travel Iowa user leads for those who have opted in for materials from you
- Mailing address for direct mail outreach

Investment: \$1,500 | Spots Available: 10



Note: This opportunity may increase your print and postage expenses. Partners can receive up to 20,000 brochure requests each year.

Research

Research Co-op: AirDNA

What Problem Does It Solve?

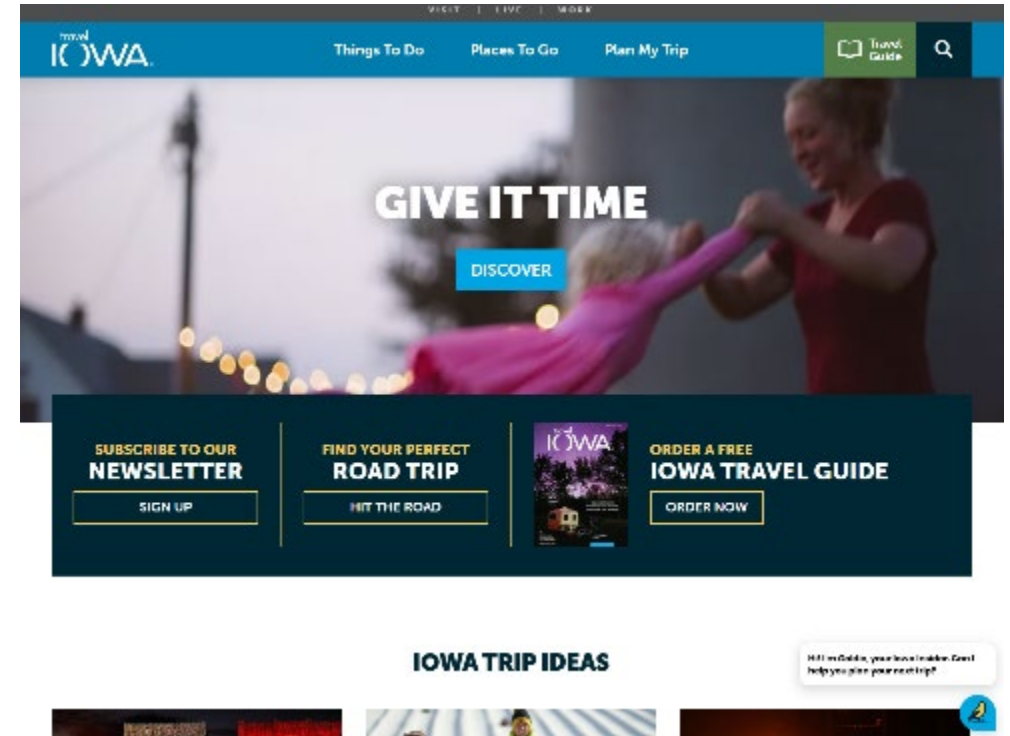
- Brings visibility to short-term rental occupancy in your community
- Helps answer questions around occupancy, supply, demand and revenue
- Supports smarter planning, stakeholder conversations and policy discussions

What Is Included?

- Monthly short-term rental data (Airbnb, VRBO, and more)
- 24/7 access to your own AirDNA dashboard for your jurisdiction
- Five years of historical data
- Ability to benchmark up to 25 comparable markets (of your choosing)
- Data updated monthly

Investment: \$2,500/year | Availability: Rolling sign-up

Partner agreement and payment are made directly with AirDNA



Self-Directed Option: Contact Miyah Smith at miyah.smith@airdna.co to get started.

Complimentary Tourism Research

STR Report

- Monthly urban, rural and statewide hotel data (occ%, ADR and RevPAR)
- Sign up with Matthew Kodis (matthew.kodis@iowaeda.com) to receive each month; also on Industry Partners

Tourism Economic Impact

- Annual county-level economic impact dashboard includes visitor spending, economic impact, tax revenue, jobs supported, etc.

Arrivalist

- Annual visitation data per travel area with visitation numbers, origin information, length of stay, seasonality trends and comparisons to local vs traveler audiences.
- Stay tuned for FY27 co-op information

Customer Research & Mindsets

- Receive deep-dive traveler profile information to help craft content and marketing strategies that will resonate.
- Profiles include audience demographic data, travel interests, perceptions of Iowa, and more.
- Available by request only – Amy Zeigler (amy.zeigler@iowaeda.com)



ROAD TRIPPERS 9%

The pragmatists. For them, proximity is destiny

If Iowa is within 4–7 hours of their home base, they'll consider it. They enjoy the drive as part of the experience but won't travel far for it. Scenic routes are more enticing than flying somewhere—the journey is the point.

Standouts

- Top perceptions of Iowa:**
 - Has **seasonal weather experiences** (57%)
 - Is **family-oriented** (57%)
 - Offers a **calm environment** away from noise / chaos (57%)
- 36%** positive perception of Iowa
- 58%** would consider visiting Iowa
- 39%** parent to 1+ child under 18
- 24%** have kids ages 6-12

- Vacation priorities:**
 - Food experiences / Restaurant choices** (51%)
 - Affordability** (50%)
 - Rest / Relaxation / Recharge** (43%)
 - Climate / Weather** (42%)
 - History / Historical context** (25%)
- Experiences Trips Planned Around:**
 - Music festivals or concerts** (39%)
 - Visiting specific restaurants or trying a new type of cuisine** (35%)
- 53%** would be willing to **drive 8+ hours** for a vacation before choosing to fly

Confidential - Not for Public Consumption or Distribution

industrypartners.traveliowa.com

FY27 Co-op Timeline

Tuesday, May 5
2 p.m.

Webinar

Session will be recorded/posted,
packet of options released.

Wednesday, May 13
9 a.m.

Office Hours

Join an optional come-and-go
meeting, ask questions, learn
more about options.

Thursday, May 28
2 p.m.

Office Hours

Join an optional come-and-go
meeting, ask questions, learn
more about options.

Monday, June 8
10 a.m.

Sign Up Opens

First-come, first-serve. Form
posted on Industry Partners site.

Tuesday, June 16
4 p.m.

Sign Up Closes

First-come, first-serve. Form
posted on Industry Partners site.

Prices start at \$500 per selection.

Advertising options will be in market August 2026 through July 2027.

The Fine Print

<https://industrypartners.traveliowa.com>

- There is limited availability per opportunity.
- All opportunities are first-come, first-served. Sign up early!
- Registration is online only and will be date/time stamped.
- You will receive an email copy of what you signed up for immediately after you submit your request, but this is not confirmation of your participation.
- You will receive official confirmation of your participation on or before Tuesday, June 30, 2026.
- If a program sells out, you will be placed on a waitlist and contacted if space opens in the order of registration.
- Cancellations between August 1, 2026 and March 1, 2027 require payment of 50% of the placement value. After March 1, 2027, no refunds will be given.
- Video and influencer partners will receive emails regarding consultations by July 31, 2026.
- Artwork guidelines for across the web packages will be sent by October 31, 2026. Creative is typically due the month prior to running.
- Travel Iowa reserves the right to discontinue tactic offerings for any reason.

Review Online @
industrypartners.traveliowa.com

Send Questions to
Lora Friest, Tourism Liaison | lora.friest@iowaeda.com

Stephanie Neppl, Tourism Liaison | stephanie.neppl@iowaeda.com

Amy Zeigler, Tourism Manager | amy.zeigler@iowaeda.com