

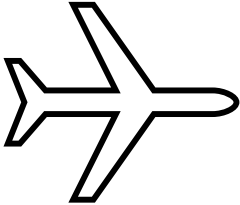
DES MOINES

April 4, 2023

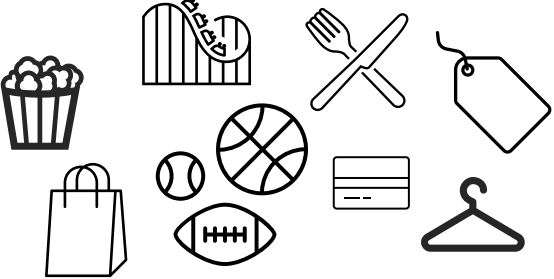


ECONOMIC IMPACT OF TOURISM

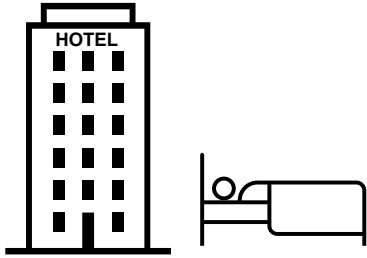
TRAVEL



SPEND



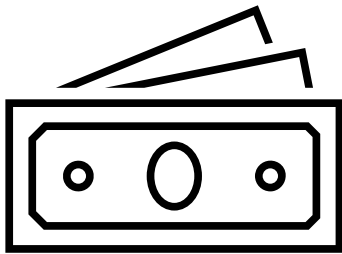
STAY



HOTEL RECEIPT	
Room	\$100
Hotel/motel tax	\$7
Sales tax	\$5
Total	\$112



IOWA



CITY / COUNTY



CATCH DES MOINES

Markets Greater Des Moines to increase visitors



BRAVO

Arts & Culture



CITY/COUNTY

Stays within the community to help fund visitor and quality of life initiatives



VISITORS TO GREATER DES MOINES

5.8 MILLION

LENGTH OF STAY

2.8 NIGHTS

Source: Arrivalist



TOP 10 TRIPS OF ORIGIN BY STATE

1. IOWA
2. MINNESOTA
3. ILLINOIS
4. NEBRASKA
5. MISSOURI
6. WISCONSIN
7. TEXAS
8. CALIFORNIA
9. KANSAS
10. COLORADO

Source: Arrivalist



TOP POINTS OF INTEREST

DES MOINES INTERNATIONAL AIRPORT

JORDAN CREEK TOWN CENTER

IOWA EVENTS CENTER

COURT AVENUE

MIDAMERICAN ENERGY RECPLEX

IOWA STATE FAIRGROUNDS

EAST VILLAGE

PRAIRIE MEADOWS

ADVENTURELAND

Source: Arrivalist



OCCUPANCY & AVERAGE DAILY RATES

	Des Moines Occupancy	Metro Occupancy	Des Moines Average Daily Rate	Metro Average Daily Rate
2022	52.3%	55.3%	\$123.14	\$111.97
2021	44.4%	49%	\$108.08	\$98.72
2020	33.8%	38.1%	\$97.26	\$86.46
2019	59.1%	59.5%	\$117.81	\$104.75

Source: 2023 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



YEAR IN REVIEW

332

CONVENTIONS
& EVENTS

UTILIZED
CATCH DES MOINES
RESOURCES

This support includes group servicing, event promotion, Catch Crew, & Planner Toolkits.

176

CONVENTIONS
& EVENTS

OCCURRED
BECAUSE OF DIRECT
CATCH DES MOINES
SALES EFFORTS

These events resulted in **\$60.2 million** of economic impact.

209

CONVENTIONS
& EVENTS

BOOKED BY
CATCH DES MOINES
SALES STAFF

This will generate **\$102.7 million** of economic impact.



YEAR IN REVIEW

DES MOINES

250

LEADS
SENT TO
DES MOINES
PROPERTIES

260

HELD
EVENTS IN
DES MOINES OR
UTILIZED DES MOINES
PROPERTIES

171

BOOKED
EVENTS IN
DES MOINES OR
UTILIZING DES MOINES
PROPERTIES



BANNER YEAR OF EVENTS

Kennedy Theater

Iowa Ag Expo

NCAA Men's
Basketball

Drake Relays

State
Tournaments

National Veterans
Golden Age
Games

Principal Charity
Classic

World Pork Expo

IRONMAN 70.3

Des Moines
Challenge
(Disc Golf)

RAGBRAI

Military Vehicle
Preservation
Association

Junior National
Shorthorn Show &
Youth Conference

USA Rugby
Women's U23
National
Tournament

Jehovah's
Witnesses
Regional
Convention

USA Archery
JOAD National
Championships

Speedo Summer
Sectionals

American Cheese

All Iowa Attack
Basketball

Hy-Vee INDYCAR
Race Weekend

AAU Junior
Olympic Games

Iowa State Fair

National
Association of
County Ag Agents

Savannah
Bananas

Major League
Quadball

National Rural
Electric

American Quilter's
AQS Quilt Week



YEAR IN REVIEW

MEDIA/PR
IMPRESSIONS

693,114,458

ADVERTISING VALUE
EQUIVALENCY

\$2,141,844

SOCIAL MEDIA

NEW FOLLOWERS

4,854

IMPRESSIONS

27,560,761

ENGAGEMENTS

1,125,669



MAJOR
PUBLICATIONS

SPORTSTRAVEL
SPORTS DESTINATION
MANAGEMENT

ENDURANCE
BUSINESS

THE HILL
PARKS AND REC
BUSINESS

AXIOS

1,577,152

WEB SESSIONS ON
CATCHDESMOINES.COM

**MOST SITE VISITS IN THE
HISTORY OF OUR WEBSITE!**

June had the most
visitors to the overall site



MARKETING REPORT

Award Winning Efforts

- Won award from Meetings Today for [Best MidAmerica CVBs/DMOs](#).
- We also won a PRSA Merit Award for our [hype video](#) we released last September.
- Won three Addy Awards from the Des Moines chapter of the American Advertising Foundation. We won for:
 - Single spot – Any Length commercial
 - Self-promotion Film, Video and Sound
 - Local Television Commercial :30
- Recognized at the 2023 Iowa Tourism Conference Awards for:
 - Outstanding Promotional Material for the 2023 Catch Des Moines Visitors Guide
 - Outstanding Niche Market Initiative for our “Believe the Hype” sports video.

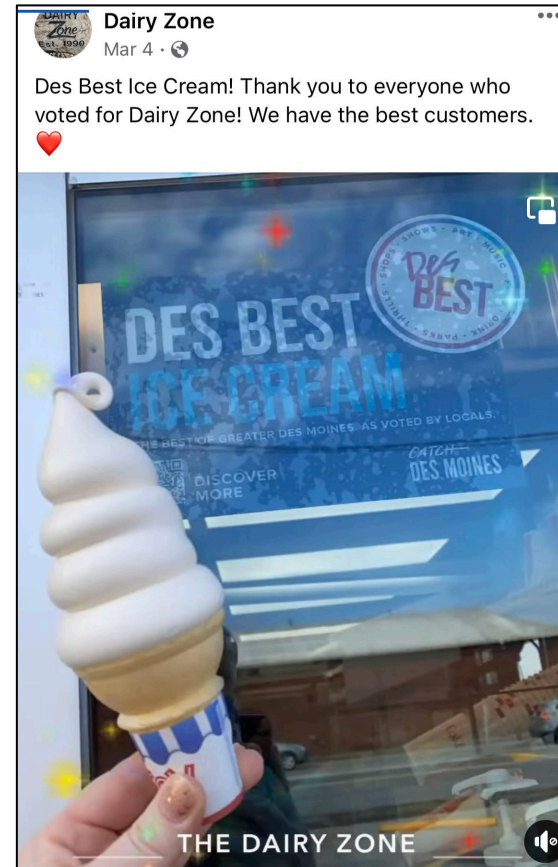


- We released our [2023 Catch Des Moines Visitors Guide](#).

This is our first issue that has been created completely in-house, from selling ad space, to the design, and writing. The guide features more content than ever before. We've already seen a record number of requests come through for this year's guide.



- We launched new signage you may see around town at local businesses. **The Des Best Program, which is an extension of our Des Best series, features new window clings that businesses have received for being listed in one of our locally sourced Des Best blogs.** More than 200 businesses in 25 categories received this recognition.
 - In addition, we also mailed out new Partner window clings to all current partners.



MARKETING DES MOINES

417 Des Moines Businesses Partner with Catch Des Moines

- 2 TV Broadcast Commercials Created
- 20 Videos Created for Social Media & Pre-Roll Advertising
- Over 32 Million Social Media Impressions
- 32 Blogs
- 20 Visitor Itinerary Features



MARKETING STRATEGY

TOTAL ADVERTISING SPEND LAST YEAR:

Over \$1.1 Million

MARKETING MEDIUMS USED:

BROADCAST TV

CONNECTED TV (STREAMING)

PAID SOCIAL MEDIA MARKETING

ORGANIC SOCIAL MEDIA MARKETING

PAID SEARCH MARKETING

RADIO (RADIO STREAMING)

NATIVE AND DISPLAY MARKETING

EMAIL MARKETING

YOUTUBE AND PRE-ROLL VIDEO MARKETING

LEISURE PRINT ADVERTISING

SALES ADVERTISING

VISITOR GUIDE





Brian Anderson ✓
@BAndersonPxP



Jim and I (and Allie) are back Saturday for Round 2!
Kansas vs Arkansas, 5:15p ET, CBS
Penn State vs Texas, 7:45p ET, CBS

@DesMoinesGov is always one of the best #MarchMadness 🏀 sites in the country. Big crowds, wonderful people, great hospitality and skywalks!



Dan Lucero
@danluceroshow



I gotta shout out Des Moines and Wells Fargo Arena one more time. Awesome host city/site for the NCAA Tournament. Give it to them every year. More Des Moineses, less Orlandos and Albanys.

10:49 PM · Mar 18, 2023 · 97.6K Views



Elliott Frey
@Smelliott_Frey



@catchdesmoines is KILLING IT. Amazing to see videos of teams arriving in DSM today. Can't wait to attend games later this week. This city is buzzin'!



Kirk Bohls ✓
@kbohls



Des Moines might be the friendliest city in America.

4:43 AM · Mar 19, 2023 · 212.2K Views



Andy Garman ✓
@GarmanSports



Hat tip to the entire @IAEventsCenter crew, with big big help from @catchdesmoines, Drake, and everyone else who played a part in the Des Moines regional site. Looked awesome again. Come back soon, @MarchMadnessMBB!!

9:28 PM · Mar 18, 2023 · 3,230 Views

SPORTS VENUES

CATCH DES MOINES GENERATED \$60.2 MILLION IN ECONOMIC IMPACT

BY BRINGING MEETINGS, CONVENTIONS, SPORTING EVENTS AND
LEISURE TRAVELERS TO THE COMMUNITY

2021-2022

THANK YOU!

GREG EDWARDS, PRESIDENT & CEO
TRINA FLACK, VICE PRESIDENT OF SALES
BROCK KONRAD, VICE PRESIDENT OF MARKETING