

2007 Iowa Tourism Leadership Award nomination available

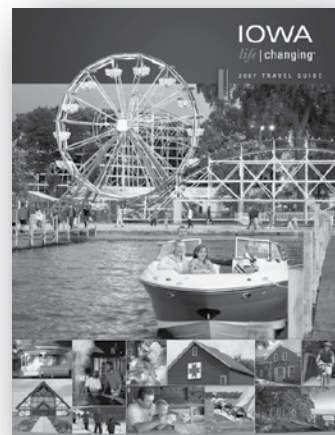
It's not too early to be thinking about your nomination for the Iowa Tourism Leadership Award. Each year at Iowa Tourism Unity Day, the Iowa Tourism Office and the Travel Federation of Iowa recognize an outstanding individual who has shown exemplary leadership within the tourism industry and who has contributed significantly to enhancing Iowa's tourism industry. Up to two awards may be presented at Unity Day April 27.

No nomination form is needed—just answer questions about your nominee and include up to three optional letters of recommendation. Nomination information is available in the Industry Information section of www.traveliowa.com. Contact Lonie Mezera at 888.472.6035 or lonie.mezera@iowalifechanging.com for details. The deadline is March 23, 2007. ■

2007 Iowa Travel Guide available

The 2007 *Iowa Travel Guide* is available at Iowa Welcome Centers, through the traveliowa.com Web site, and by calling toll-free 800.345.IOWA. The new Travel Guide includes destinations and attractions, accommodations, and event highlights, along with ads representing communities and attractions across the state.

"It's always exciting to receive the new Travel Guide," said Nancy Landess, manager of the Iowa Tourism Office. "Old favorites and brand-new attractions, sparkling new photos, and a wealth of detailed information await you in our premier tourism marketing piece."



To complement the printed Travel Guide, the Tourism Office has again made the publication available in "virtual" form on the traveliowa.com Web site. Users can view listings, charts, and photos exactly as they appear in the printed guide, and can also print individual pages and e-mail a Travel Guide link to their friends.

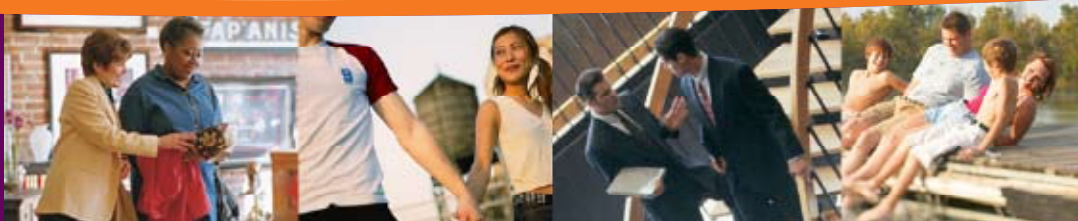
"Our virtual Travel Guide offers travelers the convenience of browsing online, but still captures the colorful photography and graphics of the printed guide. It also provides our advertisers with direct links to their Web sites, as an added value," Landess said.

The Tourism Office printed 250,000 Travel Guides, and will begin filling orders soon. If your organization would like to obtain extra copies of the guide, please contact Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com or 888.472.6035.

How much paper does it take to print the Travel Guide? Find out in this month's "Tourism By the Numbers." ■

Keep in touch!

Are you receiving our weekly E-Traveler e-mail news brief? If you'd like to get a weekly tourism update, please send an e-mail to kathy.bowermaster@iowalifechanging.com so we can add your name to our list for weekly information from the Tourism Office. Also, if you are receiving this newsletter in error, or have an address change, please contact Kathy. ■





Vision Iowa releases status report, awards funds to two projects

The Vision Iowa Board released its Status Report to the public at the December 13 board meeting in West Des Moines. The report can be found at www.visioniowa.org and printed copies will be available soon.

Vision Iowa Board Chair Andy Anderson said, "Today's Vision Iowa Status Report provides an account of the most successful development program in Iowa history. In six years the program has financed over 260 projects across the state and leveraged \$290 million into over \$1.5 billion in direct investments in Iowa and into millions more in other private community investments. These results are a success by any account!"

Two projects were approved for grants awarded from the Community Attraction and Tourism (CAT) Fund:

Melbourne Swimming Pool/Recreation Complex

Total Project Cost:.....	\$594,672
Amount Requested:.....	\$100,000
Amount Awarded:.....	\$100,000

Evelyn K. Davis Park Improvements – Des Moines

Total Project Cost:.....	\$450,000
Amount Requested:.....	\$150,000
Amount Awarded:.....	\$130,000

The Vision Iowa Committee also voted to move the Dubuque County Historical Society's Great Rivers Center and RiverMax Theater Project to negotiations.

For more information on Vision Iowa and CAT, go to visioniowa.org or contact Program Manager Alaina Dierickx at 515.242.4827 or visioniowa@iowalifechanging.com. ■



Brochure Enrollment Program

An important marketing tool in 2007

As you're planning your marketing efforts for 2007, remember that you can reach more than 250,000 annual visitors — as they travel — by displaying your brochures in the four Iowa Interstate Welcome Centers. When you enroll in the program, we will display your brochure in a reserved brochure rack space, and keep a running log of the number of brochures we receive and distribute. And we will contact you when we need more brochures. Find more information and enrollment forms at traveliowa.com in the Industry Information section, or contact LuAnn Reinders at luann.reinders@iowalifechanging.com or 515.242.4732.

Our trained and certified Iowa Travel Counselors are ready to guide Iowa's travelers in your direction. Sign up today! ■

LET'S TALK TOURISM

Travel Federation of Iowa (TFI) Legislative Showcase

Join with your Iowa tourism industry colleagues and “talk tourism” at this year’s Legislative Showcase, scheduled for February 6 at the 4-H Building on the Iowa State Fairgrounds. The theme is “Let’s Talk Tourism” and representatives from across the state will invite legislators to visit their exhibits and learn more about the economic impact of the travel industry. New this year is a kickoff luncheon where you can network with others in the industry and hear about legislative initiatives. Download a registration form for both the noon legislative seminar and evening showcase at www.travelfederationofiowa.org. Just click on “Let’s Talk Tourism!”

IGTA/CITR educational meeting

While you’re in Des Moines for the Legislative Showcase, stay for an extra day and attend the February 7 tourism education session co-sponsored by the Central Iowa Tourism Region (CITR), Iowa Group Travel Association (IGTA), and Des Moines CVB. Speaker Ann Atkinson will present information on tourism trends. CITR and IGTA will also hold their joint business meeting that day, and members and guests are welcome. For more information, contact the Central Iowa Tourism Region office at citr@prairicinet.net or call 515.832.4808. ■

Web site explains new passport requirements

The travel industry has launched a new website, GetAPassportNow.com, to inform travelers about new passport requirements and to help them get passports before the January 23, 2007 deadline contained in the Western Hemisphere Travel Initiative (WHTI). WHTI requires all air travelers to the U.S. to have a passport or other secure document by January 23, 2007, including Americans returning from Canada, Mexico and the Caribbean. In addition, all travelers by land and sea must meet this requirement by an unspecified deadline not later than June 1, 2009.

Just 27 percent of all Americans currently have a passport, while 40 percent of Canadians have the official government-issued travel document. The one-page Web site explains the new passport requirements, cites the deadlines, and provides links where citizens of the U.S., Canada and Mexico can get information about and applications for their respective passports. ■

Tourism

By the Numbers

One pound
The approximate weight of the
2007 Iowa Travel Guide

146
Photos in the Travel Guide (excluding ads)

10.9 million
Linear feet of paper used to print the
Travel Guide (or 2,064 miles of paper)

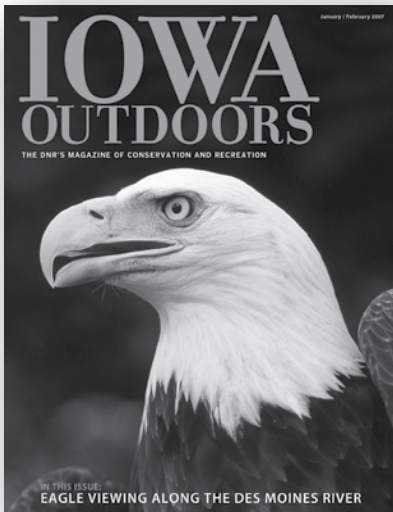
20.9 mph
Average speed of presses printing the
Iowa Travel Guide

250,000
Total copies of the Travel Guide printed

IOWA
life | changing®

Iowa Department of
Economic Development
200 East Grand
Des Moines, IA 50309

PRSR STD
POSTAGE
PAID
Des Moines, IA
Permit No. 1195



DNR unveils *Iowa Outdoors* magazine

The Iowa Department of Natural Resources has launched a new publication showcasing outdoor recreation and natural resources unique to Iowa. The 64-page bimonthly magazine will replace the *Iowa Conservationist*, which had been published since 1942.

Iowa Outdoors will include more features about outdoor travel, activities for families, wildlife management, and how to get involved in preserving natural resources. Traditional outdoor interests like hunting and fishing will continue to have a strong presence. The January/February issue features eagle watching, winter recreation, and travel information on the Dubuque area.

Subscriptions are available by calling 800.361.8072 or visiting the new Web site www.iowaoutdoorsmagazine.com. Advertising is available in a variety of sizes and prices, and more information can be obtained from Larson Enterprises. Contact David Larson at 515.440.2810 or larson6@mchsi.com. ■