

## TOURISM CONFERENCE A SUCCESS



The Iowa Tourism Conference was a success! Thanks to all who were involved either as an attendee, sponsor or Silent Auction donator.

The Silent Auction generated more than \$9,600 that will go toward future educational sessions. Speakers' presentations and photos from the conference are available in the Partner Information section of [www.traveliowa.com](http://www.traveliowa.com). Next year's conference will be October 20-22 in Burlington.

## Traveler Ends Print Run

This is the last issue of the *Traveler* that will be printed. Future editions of the *Traveler* will be available in .pdf format in the Partner Information section of [www.traveliowa.com](http://www.traveliowa.com). Watch the *E-Traveler* for notice of when a new issue is available. (Not signed up for the *E-Traveler*? Visit the Partner Information section of [www.traveliowa.com](http://www.traveliowa.com) to subscribe.)

## Iowa Tourism Generated Expenditures Increase in 2008

Iowa tourism-generated expenditures in 2008 grew 2.2 percent over 2007, Iowa Tourism Office Manager Nancy Landess announced during the Iowa Tourism Conference.

Iowa's tourism economic impact increased from \$6.3 billion to \$6.4 billion. Landess also reported:

- Travel spending in the state created \$303.2 million in state tax revenue.
- Twelve counties received more than \$100 million in domestic travel expenditures; 92 of Iowa's 99 counties increased their tourism-generated expenditures.

The statistics were part of a U.S. Travel Association study on tourism's impact nationwide.

## 2010 Travel Guide Available in January

The 2010 edition of the Iowa Travel Guide will be available in January. The Travel Guide is Iowa's comprehensive trip-planning publication, with free listings for more than 700 attractions, 750 hotels, 220 B&Bs, and 350 campgrounds.

The four-color, 184-page guide will be available at all Iowa Welcome Centers, by calling 800.345.IOWA, or by ordering online at [www.traveliowa.com](http://www.traveliowa.com). A digital version will also be online. Multiple copies in limited quantities will be available for distribution at your tourism information center, welcome center, or tourism attraction. Contact Kathy Bowermaster at 515.725.3086 or [kathy.bowermaster@iowa-lifechanging.com](mailto:kathy.bowermaster@iowa-lifechanging.com).



# CONGRATULATIONS TO THE 2009 IOWA TOURISM AWARD WINNERS

## Attraction of the Year



(Population less than 10,000)  
Pella Historical Village/Vermeer Mill



(Population more than 10,000)  
National Mississippi River Museum & Aquarium



Corporate Friend of Tourism  
Iowa Lottery



County or Area of the Year  
Dubuque County



Green/Sustainable  
Reiman Gardens

## Event/Festival of the Year



(Population more than 10,000)  
America's River Fest



(Population less than 10,000)  
Winter Dance Party



Media Friend of the Year  
*The Iowan* magazine



Natural Resources  
Des Moines County Conservation Board



Hospitality in Tourism  
Dubuque Convention and Visitors Bureau

## Community of the Year



(Population less than 10,000)  
Pella



(Population more than 10,000)  
Cedar Falls



Tourism and the Arts  
Phelps Youth Pavilion



Tourism Web Site  
MyCountyParks.com



Technical Marketing  
Iowa State Fair

## Consumer Publication



(Population less than 10,000)  
Vacation Okoboji



(Population more than 10,000)  
Greater Burlington Partnership Community Guide



Individual Friend of the Year  
Freda Dammann



Legislative Friend of Tourism  
Senator Jeff Danielson

## Coming in 2010 ...

- Tourism Leadership
- Sporting Event of the Year

# TFI LEGISLATIVE SHOWCASE SET FOR FEBRUARY 9

The Travel Federation of Iowa's Legislative Showcase will be held Tuesday, February 9, at the Paul R. Knapp Animal Learning Center on the Iowa State Fairgrounds in Des Moines.

Join your tourism industry colleagues and "Talk Tourism" with legislators from across the state. A Legislative Luncheon and Seminar will be held prior to the Showcase. For more information, visit [www.travelfederationofiowa.org](http://www.travelfederationofiowa.org) or contact Kathy Dirks at [kdirks@harrisoncountyparks.org](mailto:kdirks@harrisoncountyparks.org) or 712.642.2114.

Spend another day in Des Moines and attend an education session sponsored by the Iowa Group Travel Association, Central Iowa Tourism Region and Greater Des Moines Convention and Visitors Bureau on Wednesday, February 10. For more information, call 800.285.5842.



# IOWA

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**Iowa Tourism Conference**  
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