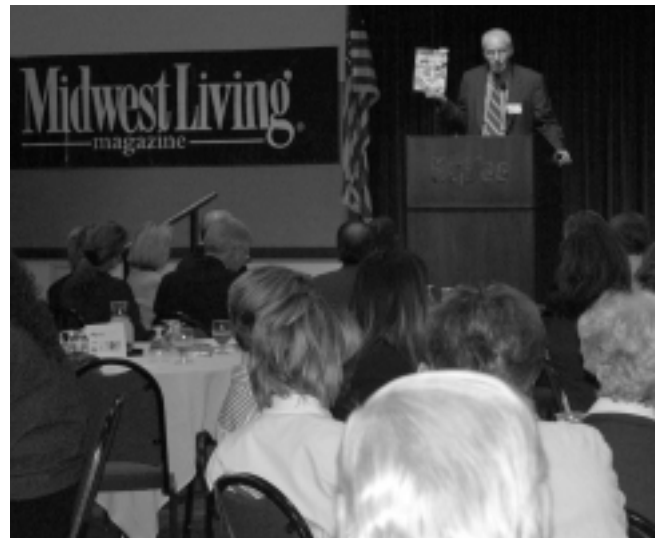


UNITY DAY IS ANOTHER SUCCESS

More than 200 people turned out for Iowa Tourism Unity Day on April 30 in West Des Moines. The event featured keynote speaker Doug Lipp, a legislative update and the announcement of the Iowa Tourism Office's 2005 Cooperative Advertising Program. Carla Ferguson, director of Marion County Economic Development was presented with the Iowa Tourism Leadership Award. Carla is a 10-year veteran of the tourism industry and is active in several statewide tourism organizations. ■



Iowa Tourism Leadership Award recipient Carla Ferguson is congratulated by (left to right) Nancy Landess, Shirley Phillips and Sandy Ehrig.



Midwest Living Magazine editor-in-chief Dan Kaercher addresses the group at Iowa Tourism Unity Day. Midwest Living and the Meredith Travel Group are long-time supporters of tourism in Iowa and annually sponsor Unity Day.

DISTRICT LEADERS RECOGNIZED AT UNITY DAY

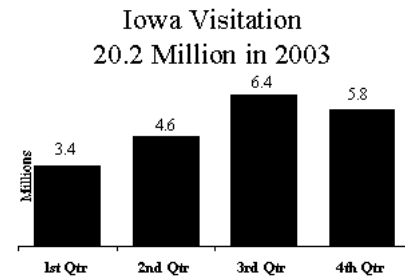


As part of Iowa Tourism Unity Day, the Travel Federation of Iowa (TFI) recognized more than 50 people who volunteered as a Legislative District Leader during the 2004 legislative session.

TFI is a nonprofit grass-roots organization whose mission is to advance the Iowa tourism industry. The Legislative District Leaders program was developed to enhance communication on tourism issues between local constituents and legislators. Each District Leader was responsible for meeting with one senator and two representatives over the course of this year's legislative session. ■

MILLIONS TRAVEL IN IOWA IN 2003

New statistics from the U.S. Travel Data Center show that Iowa welcomed 20.2 million travelers in 2003. A traveler is defined as someone who drives at least 50 miles one way from home. This chart shows how that visitation breaks down by quarter. Additional highlights of the annual TravelScope study are available in the Travel Industry section at traveliowa.com. ■



IOWA TRAVEL GUIDE ADVERTISING DEADLINE IS JUNE 30

June 30 is the deadline for organizations to reserve space in the 2005 *Iowa Travel Guide*. The state's premier tourism publication, the *Iowa Travel Guide* has been named the best in the nation for three of the past four years. The Guide will debut in December 2004 and will be distributed throughout 2005. Learn more about cooperative advertising in the *Iowa Travel Guide* and a variety of other publications by visiting the Travel Industry section at traveliowa.com. Questions may also be directed to Kathy Bowermaster at kathy.bowermaster@ided.state.ia.us or 888-472-6035. ■

LEGISLATURE RENEWS CAT

On the last day of the 2004 legislative session, Iowa lawmakers approved the expansion of the Community Attraction and Tourism (CAT) program and created a new financing element called "Super CAT."

Beginning July 1, \$12 million will be made available for each of the next six fiscal years to assist infrastructure projects around Iowa. The Legislature's "Super CAT" means that an applicant can receive funding over multiple years and receive a maximum of \$4 million per year from the CAT program.

The Legislature also created a mandate that requires one-third of the CAT money to assist projects Iowa's rural counties. The Vision Iowa board will continue to review CAT applications and make awards through the program. Look for more information about the CAT program in upcoming newsletters. ■

COUPONS HELP SUMMER TRAVELERS



Visitors can look forward to big savings in Iowa this summer thanks to more than 45 organizations offering coupons at traveliowa.com. The money-saving offers represent hotels, restaurants, retail outlets, bed and breakfasts, events, attractions and more, in all parts of the state. The coupons will remain online through Labor Day weekend. Groups that would still like to submit a money-saving offer may do so by visiting the "Travel Savings" icon at traveliowa.com. There is no charge to post a coupon. ■

BURLINGTON HONORED WITH GREAT AMERICAN MAIN STREET AWARD

Burlington was one of five communities honored recently with the Great American Main Street Award, presented by the National Trust for Historic Preservation at the National Main Street Conference in Albuquerque, New Mexico. Using history as a guiding principle, the award honors communities that have preserved their unique character and brought economic vitality back into their traditional downtown and neighborhood business districts. The Great American Main Street Award has been presented to only 50 communities nationwide. Burlington is Iowa's seventh winner, joining Bonaparte, Cedar Falls, Corning, Dubuque, Elkader and Keokuk. ■

COOPERATIVE ADVERTISING RESULTS ARE STRONG

Results are beginning to come in from the 2004 Iowa Tourism Cooperative Advertising Program. The Tourism Office has mailed out more than 17,500 leads to participating advertisers for the months of March and April. Advertisers are also receiving additional leads directly from some publications. The co-op advertising partnership gives Iowa tourism industry organizations the opportunity to buy into cost-effective advertising partnerships with the Iowa Tourism Office in publications such as *Midwest Living*, *Home & Away*, *Better Homes & Gardens*, *Good Housekeeping*, and *USA Weekend*. Last year's co-op advertising campaign generated more than 212,000 leads for Iowa tourism information. ■



NEW STAMPS SHOWCASED IN SIOUX CITY

Meriwether Lewis and William Clark, the leaders of the Lewis and Clark expedition, began a new journey May 14 when the U.S. Postal Service issued three commemorative postage stamps honoring each adventurer and their joint command to map and explore the lands west of the Mississippi. The official first day of issue ceremony for the Lewis and Clark stamps took place at each of 11 sites along the route of the Lewis and Clark expedition, including a ceremony at the Southern Hills Mall in Sioux City. Last year the mall unveiled 38 mural scenes that stretch 296 feet and depict the Lewis and Clark Exploration. ■

Mark Monson, chair of the Iowa Lewis & Clark Bicentennial Commission, stands next to one of three Lewis & Clark commemorative stamps that were officially unveiled Friday, May 14 in Sioux City.



TOURISM AWARD AND SILENT AUCTION FORMS ARE ONLINE

Planning for the 2004 Iowa Tourism Conference is in full gear, and the Iowa Tourism Office has posted two important documents on its web site, traveliowa.com. The 2004 Iowa Tourism Award nomination form and Silent Auction donation forms are both available now in the site's Travel Industry section. The deadline to submit an award nomination or make a donation to the silent auction is September 3. Questions about the Silent Auction should be directed to Kathy Bowermaster at kathy.bowermaster@ided.state.ia.us. Shawna Lode is coordinating the Iowa Tourism Awards and may be contacted at shawna.lode@ided.state.ia.us. ■

SHAWNA LODE NAMED TO MTWA BOARD

Congratulations to Iowa Tourism Office Communications Manager Shawna Lode who was recently elected to the board of the Midwest Travel Writers Association. MTWA is the oldest professional travel writer organization in the country and has more than 100 members, including travel writers and editors and public relations professionals from around the region. ■



KEEP IOWA BEAUTIFUL DONATES BAGS FOR TRAVELERS

Thanks to "Keep Iowa Beautiful" who has provided vehicle garbage bags at several Iowa Welcome Centers. The bags are available until supplies last at Welcome Centers in or near Wilton, Davis City, Sergeant Bluff, Underwood, Amana I-80 and Northwood.

Keep Iowa Beautiful is part of Keep America Beautiful, which has nearly 500 local affiliates. The group's goal is to reduce the volume of environmental littering in Iowa by 50 percent over the next three to five years. ■



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