



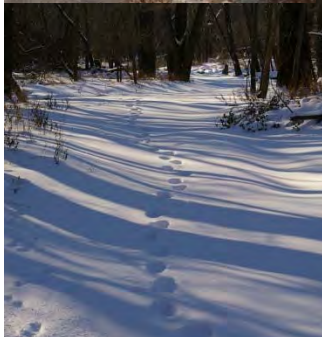
Tourism Award Winners Best Practices



Cedar Valley Trails
2012 Outstanding
Tourism Attraction Award

Kim Manning
Cedar Falls Tourism & Visitors Bureau

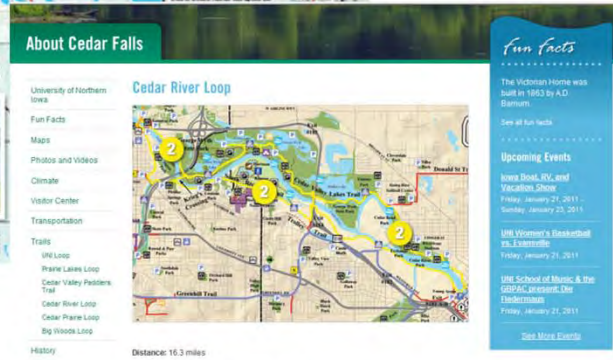





24Y99
YOUR
CURRENT
911
LOCATION



CEDAR TRAILS FESTIVAL
AUGUST 10-13 2006



Trails: Cedar Valley Lakes and South Riverside

Did you know?

George Wyth State Park represents the northern most point of the American Discovery Trail in the country!

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[Bike Central Iowa: 18 Recommended Loops with Expert Commentary](#)
[cyclingcentraliowa.com](#)
 Fri October 04 2013
 400 Visitors | 1 Member Online | 1486 Members | 70 Upcoming Events | 433 Destinations | 185 Trails | 984 Cities

News

- Recycled tires of injuries from crash in Spencer
- USAC Rule of the Week - Outside assistance at a MTB Race
- Amkeny Jaynes' ride will combine deer and bicycling
- Let Day to go register for Capital City Cycle
- Nichols begins revival of Hoover Trail

Recent Reviews

See what others are saying

- Trail Recommendations
- Traveling Iowa's Trailway Trail
- Decorah is for daytrippers
- Scoping the Loop on the RRT

Cedar Valley Trails

Posted Sep 3, 2009 by [BIKEIOWA user](#)
 Modified Aug 4, 2012 by [ss](#)

728 views
[View Link](#)

5 ratings
 (You must login to rate.)
[Join](#) | [Login](#)

Trail Conditions

Discover our trails... an historic journey, an ex- Falls area offers over 100+ miles of recreation community. You will truly be amazed by the BIKEIOWA FEATURE For a complete, detailed year bikeiowa.com sponsor

Tags

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[Arts & Culture](#) | [Attractions & Adventures](#) | [Dining & Nightlife](#) | [Hotels & Motels](#) | [Getting Around](#) | [Sports & Recreation](#)

CEDAR VALLEY TRAILS SYSTEM
 100+ miles of hard, soft and water trails!

Plan Your...

- [Wedding](#)
- [Meeting](#)
- [Family Trip](#)
- [Shopping Trip](#)
- [Sporting Event](#)
- [Group Tour](#)

Dig Deeper in Waterloo!

[Click here to view the 2013 Visitors Guide](#)
 YOUR OFFICIAL GUIDE TO THE CEDAR VALLEY

We invite you to "Dig Deeper" and discover all the great things happening in Waterloo! With its rich history, great outdoor recreation, award-winning attractions, and variety of locally-owned restaurants and shops, Waterloo is a great place to visit and explore.

Here's just a sampling of upcoming events and activities that will

PAVED TRAILS

WATER TRAILS

SOFT TRAILS

SNOW TRAILS

Explore Your Cedar Valley Trails!

Over 110 miles of hard-surfaced trails are configured in a series of loops, winding through Black Hawk County, Iowa and the metropolitan areas of **Waterloo, Cedar Falls, Evansdale, Hudson, and La Porte City**. These paths offer a variety of experiences ranging from peaceful woods along lakes and streams, to entertainment, dining, shops and bars in vibrant historic downtowns.

Alerts

03/10/13 - Test Alert - This is test text for an alert.

Recent News

- 02 Jan 2013 Public on Spokes Meet the Cedar Valley September 15-22
- 01 Aug 2013 New South Main Street Trail Opens
- 27 Jan 2013 Bridge to Bridge Ride Rescheduled for August 17, 2013
- 18 Jan 2013 Iowa Trails Summit and Family Fun Day
- 02 May 2013 Bridge to Bridge Ride Cancelled - Mediators Bridge Restoration Still On
- 10 Apr 2013 Bridge to Bridge Ride May 14, 2013
- 04 Apr 2013 Annual Trail Cleanup - April 29th
- 16 Feb 2013 Mayers' Bridge and Gravelled Underpass
- 28 Oct 2012 2012 Iowa Tourism Attraction of the Year
- 01 Aug 2012 Cedar Valley Maps Now Available

[Click to View Top-Det Map](#)
 (requires Flash Player)

The Cedar Valley northern Cedar nation's very fi sets us apart fr Iowa's Outstan

[About Cedar Falls](#) | [Things To Do](#) | [Places To Stay](#) | [Wine & Dine](#) | [Conventions & Groups](#) | [Events](#)

About Cedar Falls

The Rowland family built a found team in Cedar Falls

[See all fun facts](#)

Fun Facts

Upcoming Events

- Seneca Show, RFL, and Vacation Show**
 Friday, January 25, 2014
 Tuesday, January 25, 2014
- VMH Wisconsin's Basketball 7th, 8th, 9th Grade**
 Friday, January 17, 2014
- VMH School of Music, & the 2014-15 Wisconsin One Handmade**
 Friday, January 25, 2014
- Open House, 2014**

Photos and Videos

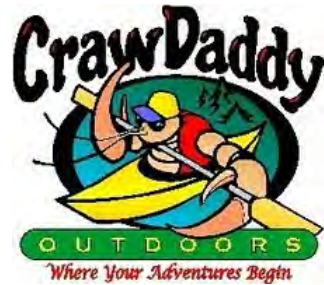
A picture is worth a thousand words and these are sure to prepare you for your visit!

[Videos](#) | [Photos](#)

- [Lisa's CV Trails Adventures Celebrate the Trails](#)
- [Lisa's CV Trails Adventures First Stop, Cup of Joe](#)
- [Lisa's CV Trails Adventure Meet the Flamingos at Tosa's](#)

- University of Northern Iowa
- Fun Facts
- Maps
- Photos and Videos
- Climate
- Visitor Center
- Transportation
- Trails
- History





Iowa
Natural Heritage
Foundation

Friends of
Waverly Rail Trail



CVAST
CEDAR VALLEY ASSOCIATION FOR SOFT TRAILS



Cedar Trails Partnership



WATERLOO
CONVENTION & VISITORS BUREAU



EUROPA
Cycling & Ski



CEDAR
VALLEY
CYCLISTS



Cedar Falls & Waterloo Visitors Guide

2012 Outstanding Tourism Publication Award

Beth Keeney
Waterloo Convention & Visitors Bureau



Challenge

How do we represent two communities?

AND

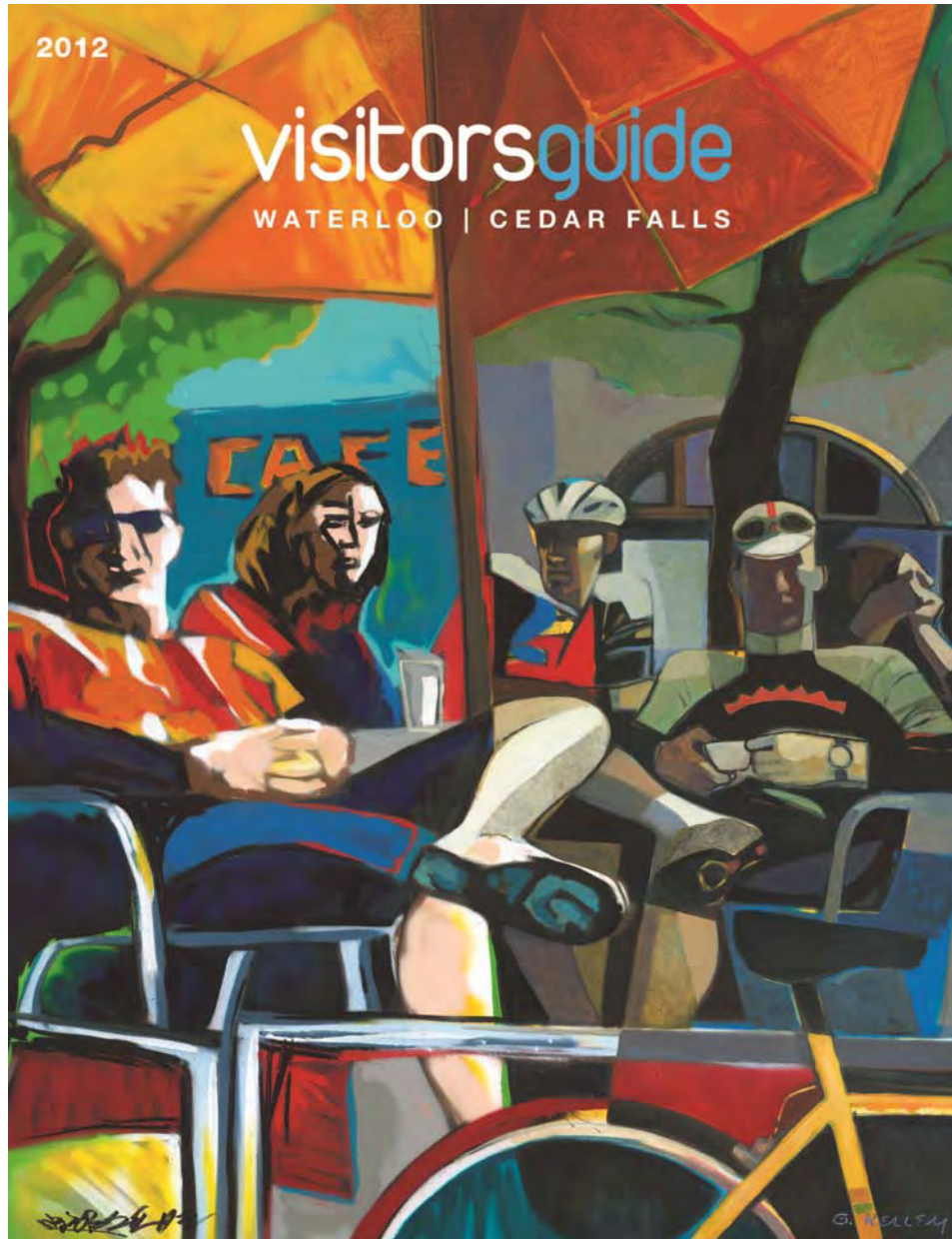
Showcase what makes us unique from one another?



2012

visitorsguide

WATERLOO | CEDAR FALLS



Focus on your strengths

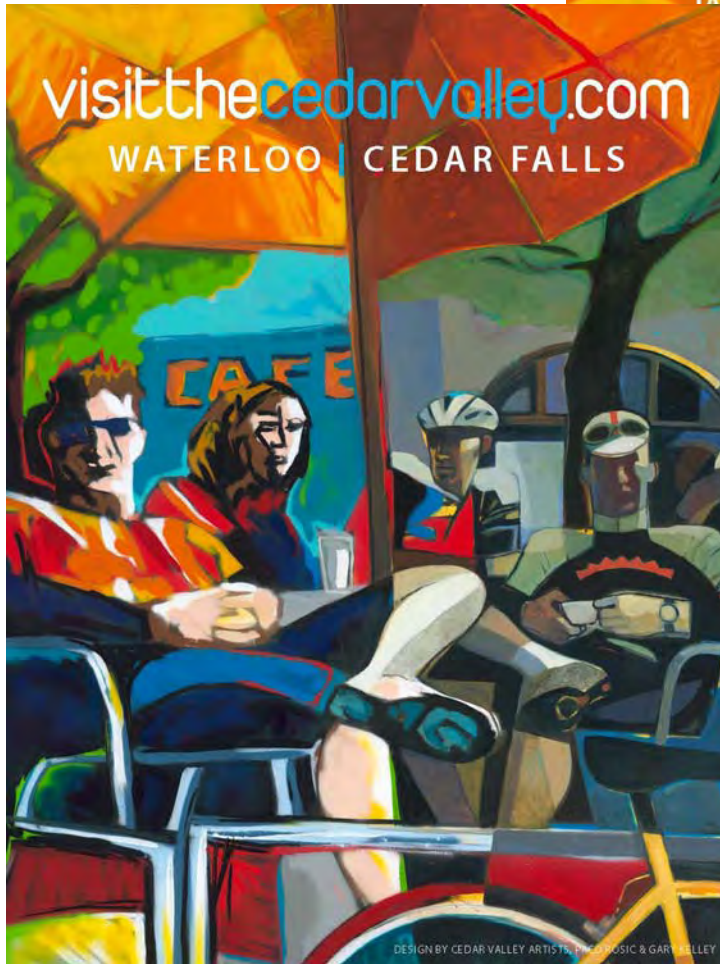






CEDAR VALLEY CALENDAR OF EVENTS
WATERLOO | CEDAR FALLS
JANUARY - MAY 2012

visitthe**cedarvalley**.com
WATERLOO | CEDAR FALLS



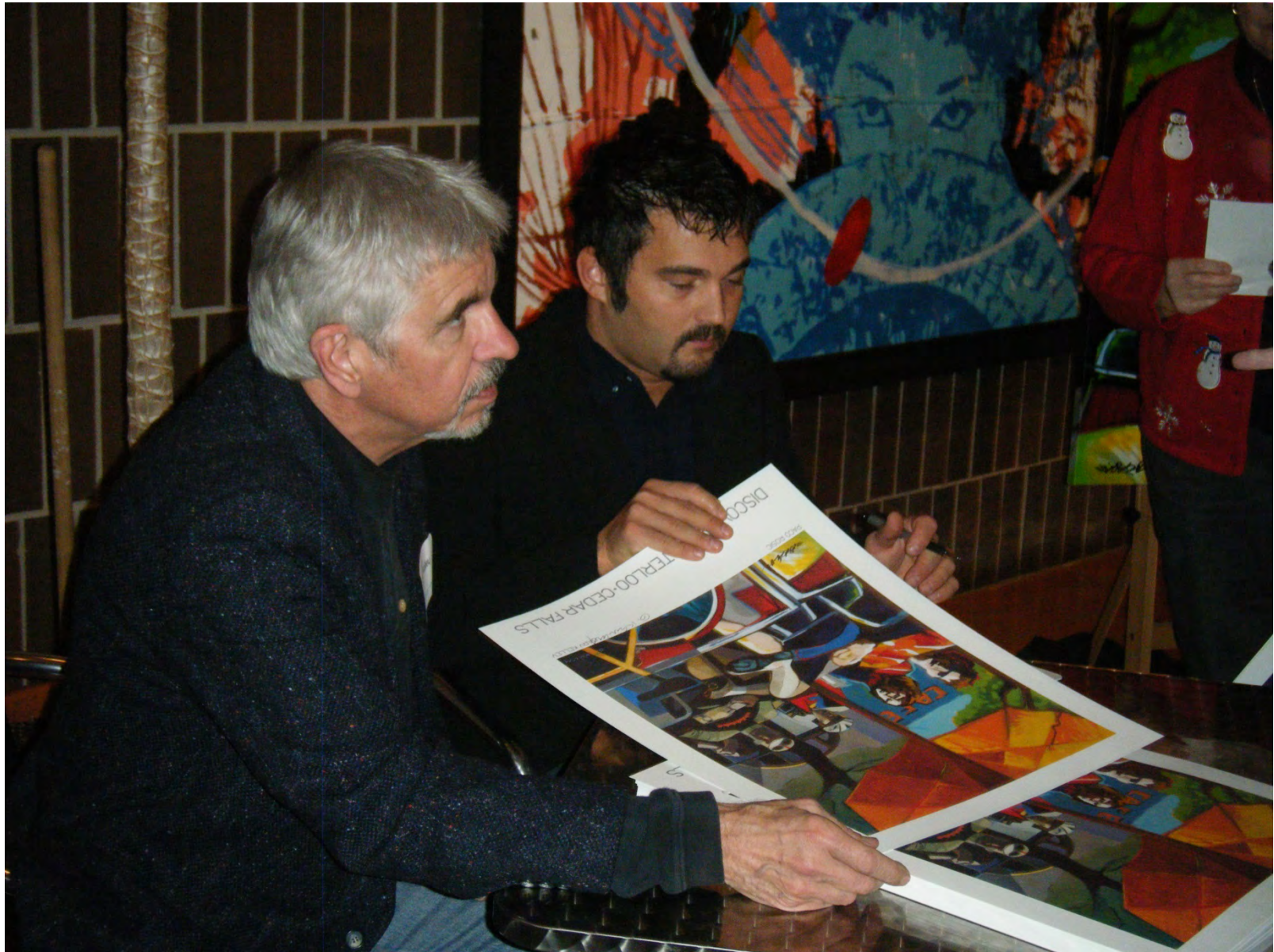
GARY KELLEY

DESIGN BY CEDAR VALLEY ARTISTS, PACO ROSIC & GARY KELLEY

DESIGN BY CEDAR VALLEY ARTISTS, PACO ROSIC & GARY KELLEY

visitthe**cedarvalley**.com

WATERLOO • CEDAR FALLS



STOP...
collaborate
and listen







Catch Our Spirit

2012 People's Choice Award

Kathy Fiscus
Council Bluffs Convention & Visitors Bureau





Challenge!



IOWA'S
SPIRIT
Council
Bluffs



IOWA'S
SPIRIT
**Council
Bluffs**



**Create Awareness
Encourage Enthusiasm
Increase Attendance
Urge Cross-Promotion
Create a New Group Tour**

Solution Ground Rules:

Utilize what we already have

**Emphasize stories– people
love behind-the-scenes
gossip and juicy stuff**





IOWA'S
SPIRIT
**Council
Bluffs**





IOWA'S
SPIRIT
**Council
Bluffs**

"Catch Our Spirit" Tour!



You are invited to get on the
bus to "Catch Our Spirit"!

April 3, from 2:30-3:30pm,
you'll be whisked around the
Bluffs in a whirlwind tour.

The Bluffs has SO MUCH to offer
– *experience the Bluffs.*
Learn why we're so excited!

(Get a Bounce- back- pack, too!)

Location: Bayliss Park at
Willow and Pearl parking nearby

Seating is LIMITED so RSVP!!

Diane 712 325 1000

dhestness@councilbluffsiaowa.com

The Catch Our Spirit Tour is
FREE, courtesy of the
Council Bluffs CVB.











IOWA'S
SPIRIT
**Council
Bluffs**



RAGBRAI Corn Maze
2012 Outstanding Niche
Marketing Campaign Award

Freda Dammann
Manning Hausbarn-Heritage Park



Attract 1,000 riders off the route...



...and make \$3,000

Network Locally

- Chamber
 - We use Chamber bucks to track advertising
- Community
 - We have a “free day” for locals to visit the park



Network Regionally

- Western Iowa Tourism Region
 - Savor the Flavors tour
 - Politics, Prohibition, Preservation & Poop
 - New tour with the German Opera House in Denison
- Iowa Group Travel
 - Use the opportunity to post tour itineraries
 - Get leads
 - Education



Google Your Brain

- Read publications from all sources
 - Our Iowa, Midwest Living, etc.
 - German-American Society in Omaha
 - American Schleswig-Holstein Heritage Society
 - Television: Beer and Sauerkraut Fudge Cupcakes
- Keep tourism opportunities top of mind
- Listen to the people who visit your site or locals who travel



And Finally...
Get a Partner Like LeRoy

















Questions?