



# “Growing Your Tourism Opportunities”

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# *Before* America's River Project

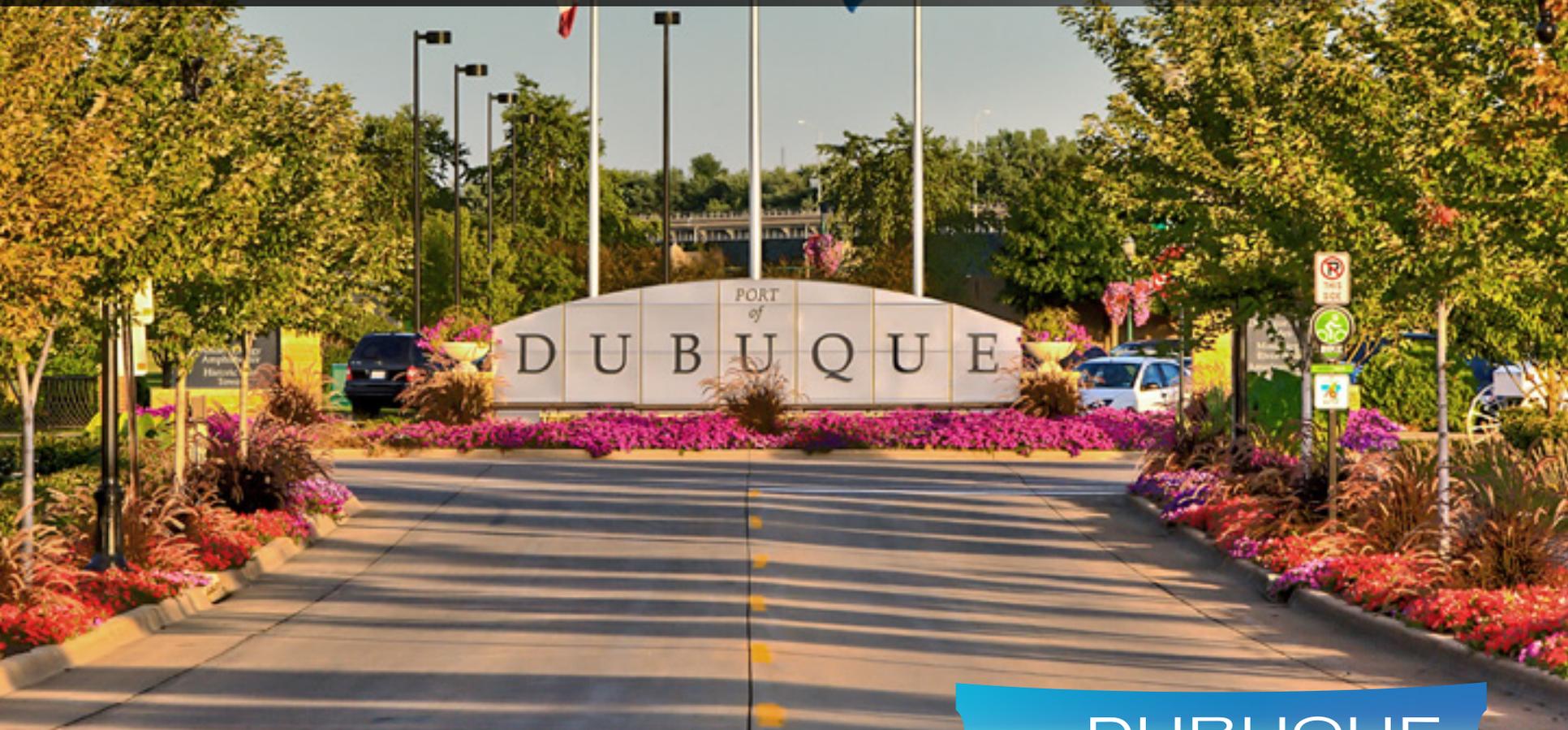
Phase I & II

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# *After* America's River Project

Phase I & II



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# HOW TO

*become a viable destination*

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Identify your (unique) strengths

Develop what your story is and how those strengths complement your story

**Market that story**



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# HOW

*we have applied this idea...*

*Identify your (unique) strengths:*

## Our Heritage:

THE RIVER

HISTORIC LANDMARKS

LOCATION

*Develop what your story is and how those strengths complement your story:*

Dubuque is overflowing with things to see and do...

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# National Mississippi River Museum & Aquarium



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# Dubuque River Rides & Riverboat Twilight



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# Grand River Center



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# Fenelon Place Elevator



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# Main Street



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# Hotel Julien Dubuque



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# HOW TO

*identify your visitor*

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Conduct surveys (in-person or online)

Host focus groups

Gather online analytics

**Analyze the trends that emerge**

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# HOW *we have applied this idea...*

*Conduct surveys (in-person or online)*

Surveys are conducted in our Welcome Center, via email & online at [www.traveldubuque.com](http://www.traveldubuque.com)

Pop up survey for all visitors outside of a 50 mile radius of Dubuque. Incentive is offered through giveaway.



**WIN a Weekend GETAWAY!**  
TWO NIGHTS LODGING | TWO DINNERS AND BREAKFASTS  
\$50 GAS CARD | VISITS TO AREA ATTRACTIONS, GAMING, AND MORE!  
Enter to win by completing this survey >  
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# HOW

*we have applied this idea...*

## *Host focus groups*

Held our first focus group August 2012 inviting visitors who participated in our online surveys to come to Dubuque. They spent an afternoon answering questions and providing their perspective as a visitor.

### **Two major trends of visitors emerged:**

#### **“Marsha”**

Female

25-40 years old

Family still in the house

Budget conscience

Family focused

#### **“Jackie”**

Female

41+ years old

Family out of the house

A little more expendable income

Spas, Gaming, Dining

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# HOW *we have applied this idea...*

## *Gather online analytics*

Analytics are collected weekly and analyzed for common trends, relation to events/peaks, mobile usage and other relevant insights.



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# HOW TO

## *develop a plan*

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Identify markets and niches that fit your visitor

Determine your investment of resources overall, per market, per niche and per visitor

**Invest resources into these visitors and analyze the impact**

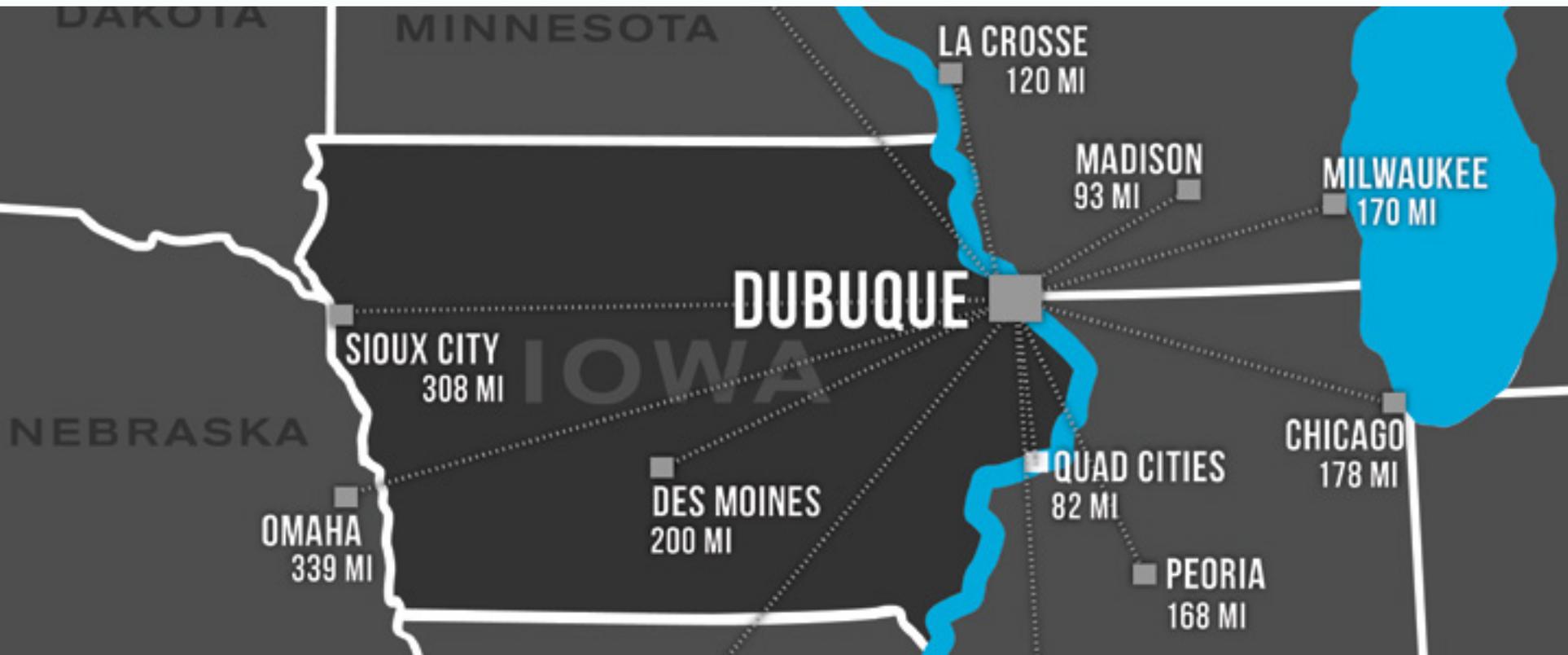
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# HOW

*we have applied this idea...*

*Identify markets and niches that fit your visitor  
Determine your investment of resources overall, per  
market and per visitor*



# HOW TO

## *leverage effective partnerships*

Identify organizations who share a common goal

Work together to enhance current or new initiatives

**Realize the time it takes to foster these partnerships is an investment in the future**

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# HOW

*we have applied this idea...*

City of Dubuque

Dubuque Area Chamber of Commerce

Dubuque Main Street

Greater Dubuque

Development Corporation

Dubuque Regional Sports Commission

300+ Travel Related Businesses

Tri-State Tourism Council

Dyersville Chamber of Commerce

Eastern Iowa Tourism Association

Visit Galena

Dubuque County

Platteville Chamber of Commerce

Bellevue Chamber of Commerce

Travel Iowa

Travel Federation of Iowa

Iowa Group Travel Association

Team Iowa

Iowa Destination Marketing Association

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# *Dubuque's Impact* to our area

Dubuque welcomed 1.9 million visitors in 2012

Group tours brought in 4,000 nights of mid-week business

Conventions brought in over 72,000 delegates

The Dubuque Regional Sports Commission attracted over 8,500 competitors

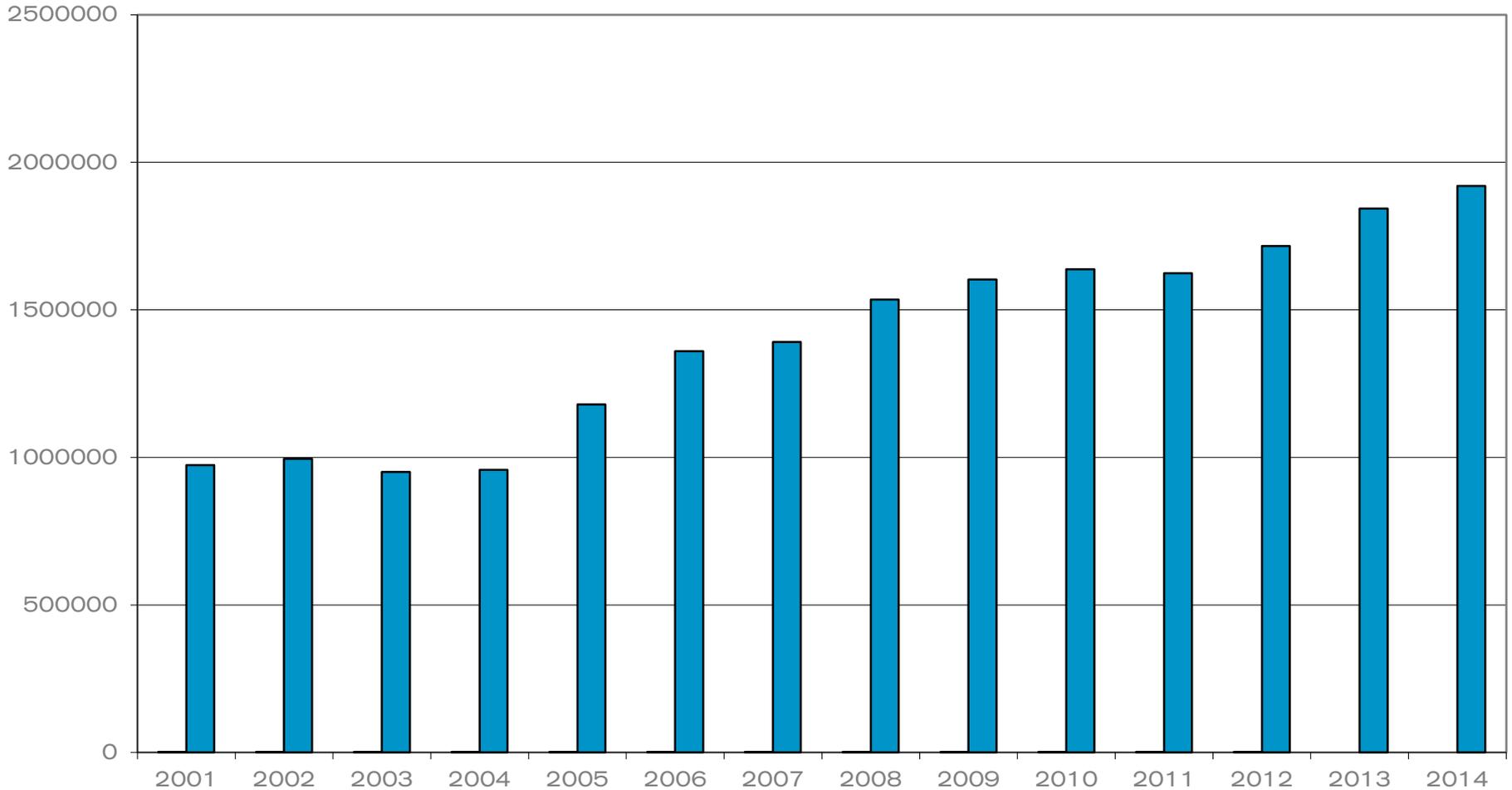
# Travel Iowa | Dubuque County *impact study*

YEAR	Expenditures (Millions)	Payroll (Millions)	Employment (Thousands)	State Tax (Millions)	Local Tax (Millions)
2002	166.84	35.25	2.53	9.23	2.42
2003	186.03	37.77	2.6	10.22	2.68
2004	200.13	28.69	2.6	10.56	2.81
2005	214.72	39.69	2.6	10.86	2.93
2006	236.82	41.78	2.69	11.47	3.14
2007	253.2	43.66	2.73	12.03	3.33
2008	253.66	44.22	2.67	11.61	3.35
2009	254.03	45.38	2.76	12.69	3.62
2010	275.28	45.37	2.71	13.03	3.78
2011	302.43	47.79	2.8	13.57	4.02
2012	320.56	49.91	2.84	14.32	4.19



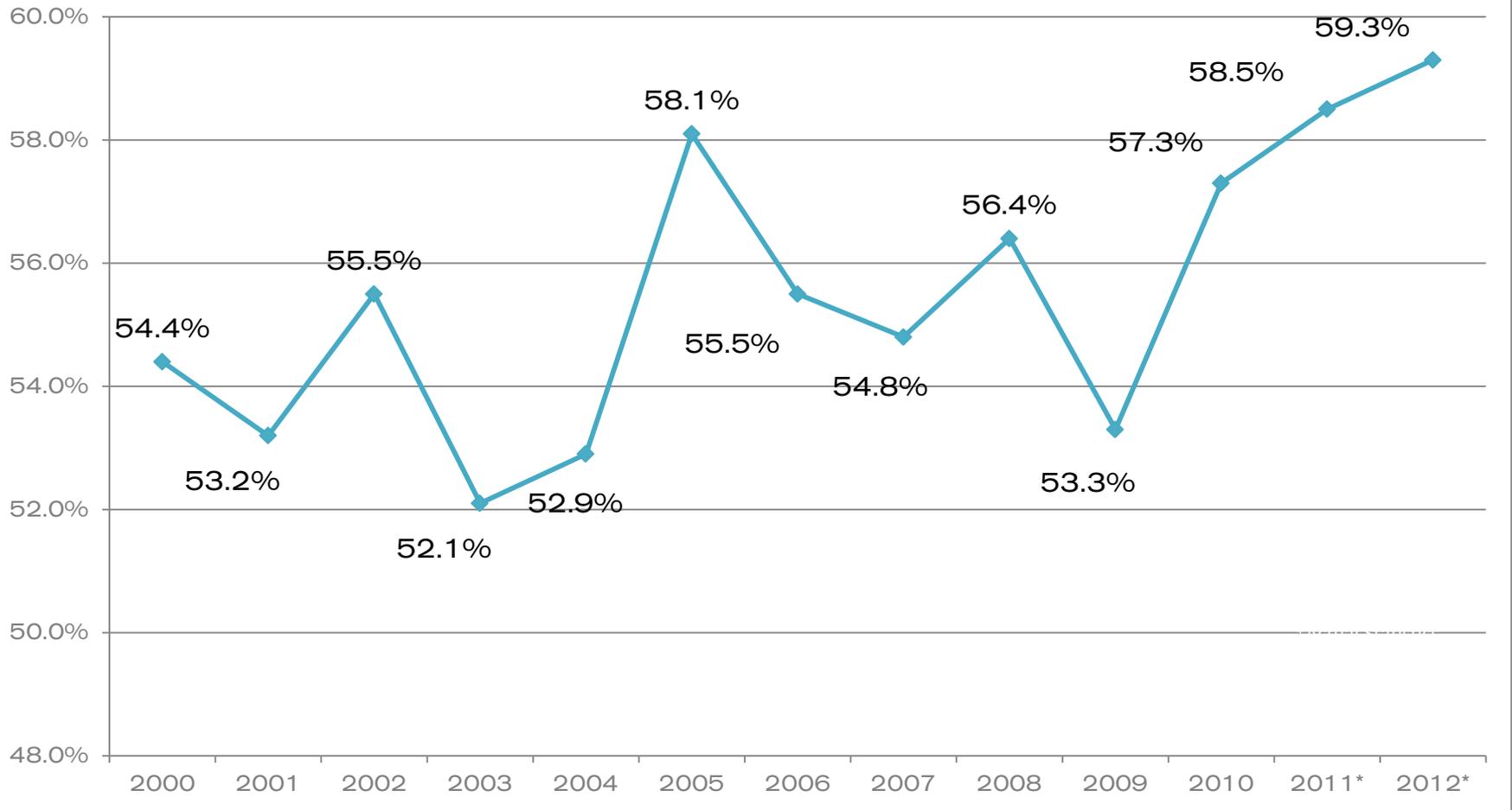
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# Dubuque Hotel/Motel Tax Receipts



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## 2000-2012 Yearly Average City Wide Occupancy



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**Become a viable destination** by marketing your UNIQUE story

**Identify your visitor** and analyze the trends that emerge

**Develop a plan** by investing resources into these visitors and analyze the impact

**Leverage effective partnerships** by realizing the time it takes to foster these partnerships is an investment in the future



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# The Meetings and Convention Market

Finding Growth & Showing the Value



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CONVENTION & VISITORS BUREAU

# It Ain't About the Building



# It is About the Experience

- Convention attendees do more than meet



# What Experiences Do You Offer?

- Restaurants
- Attractions
- Recreation
- Location, Location, Location
- Walkability is EXTREMELY Important
- Promote the “secrets”
- Not unlike promoting to Leisure Visitors

# What is YOUR Unique Experience?

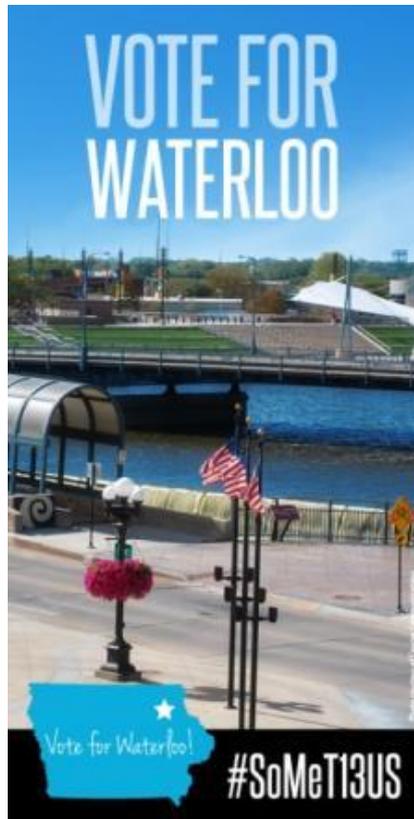


# What is YOUR Unique Experience?



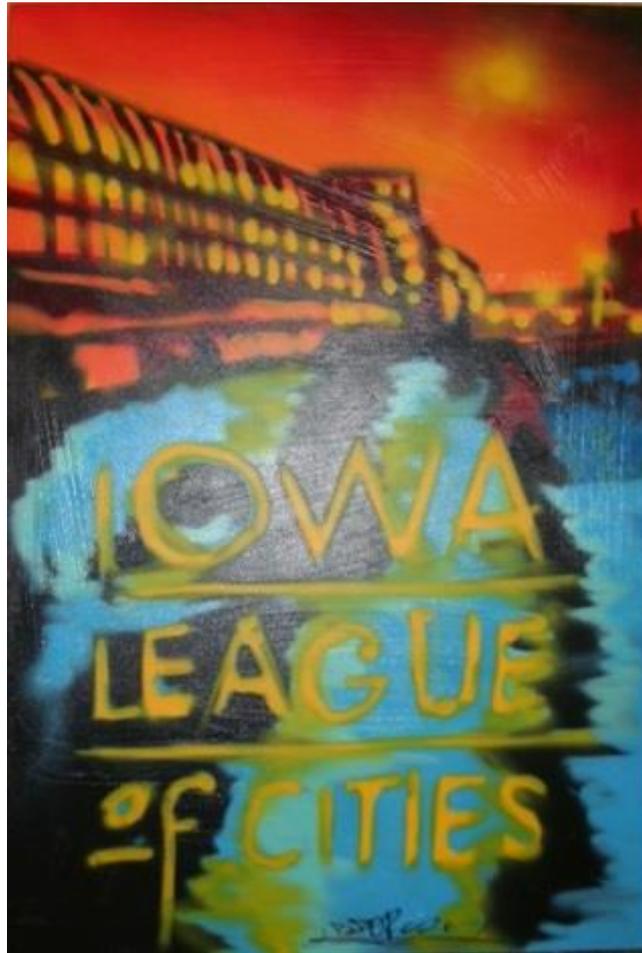
# Create a Unique Sales Pitch

- How do you stand out?
- Each sales message is a little different.
- Tie in to the event or community experience.



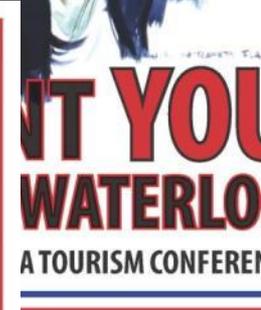
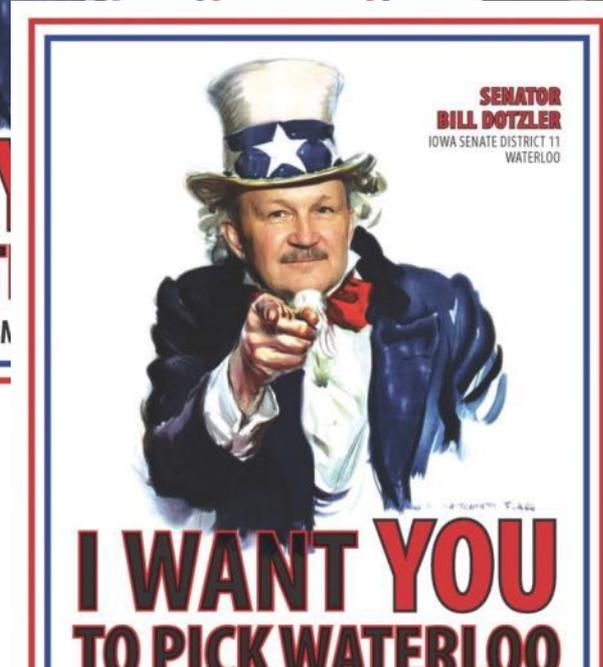
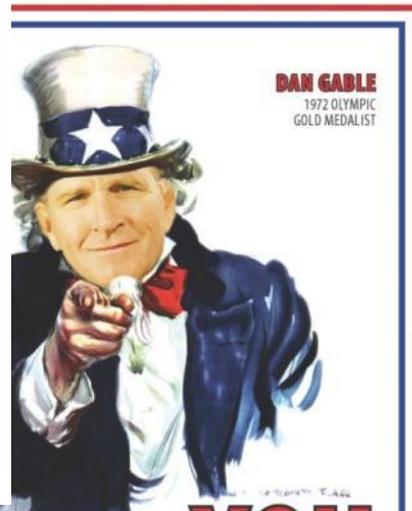
# Create a Unique Sales Pitch

- Iowa League of Cities



# Unique Sales Pitch

- Iowa Tourism Conference



# Other Keys

- Face Time & Visibility
- Flexibility
  - Transportation
- Financial Support
  - Grant dollars
  - Discounts

# Sharing Value of Meeting/Conventions

- Challenges:
  - Attendees not always visible to general public
  - Convention Center is downtown
- We need to make visitors more visible
  - Media coverage
  - Informing businesses, especially in service industry
  - Importing taxpayers
  - Communicate value of the visitor with the planners
  - “On the average night” stats



WATERLOO

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# GROWING YOUR TOURISM OPPORTUNITIES THROUGH SPORTS EVENTS



# 3 FORMS OF TRAVEL MAKE UP THE SPORTS TRAVEL INDUSTRY

- Those who participate in a sporting event
- People who travel to watch a game or tournament
- Others who visit sports attractions

# SPORTS TOURIST

- Person who travels away from home to watch or compete in a sports event



# GEORGE WASHINGTON UNIVERSITY 2012 SURVEY

- **101 markets that host sports events**
- **Sports events generated \$8.3 billion in visitor spending**
- **Number of events hosted grew by 10% over 2011**
- **Visitors entertained totaled 27.5 million**

# JUST ABOUT ANY COMMUNITY CAN HOST A SPORTS EVENT!



# **SPORTS EVENTS GROW TOURISM & GENERATE REVENUE**

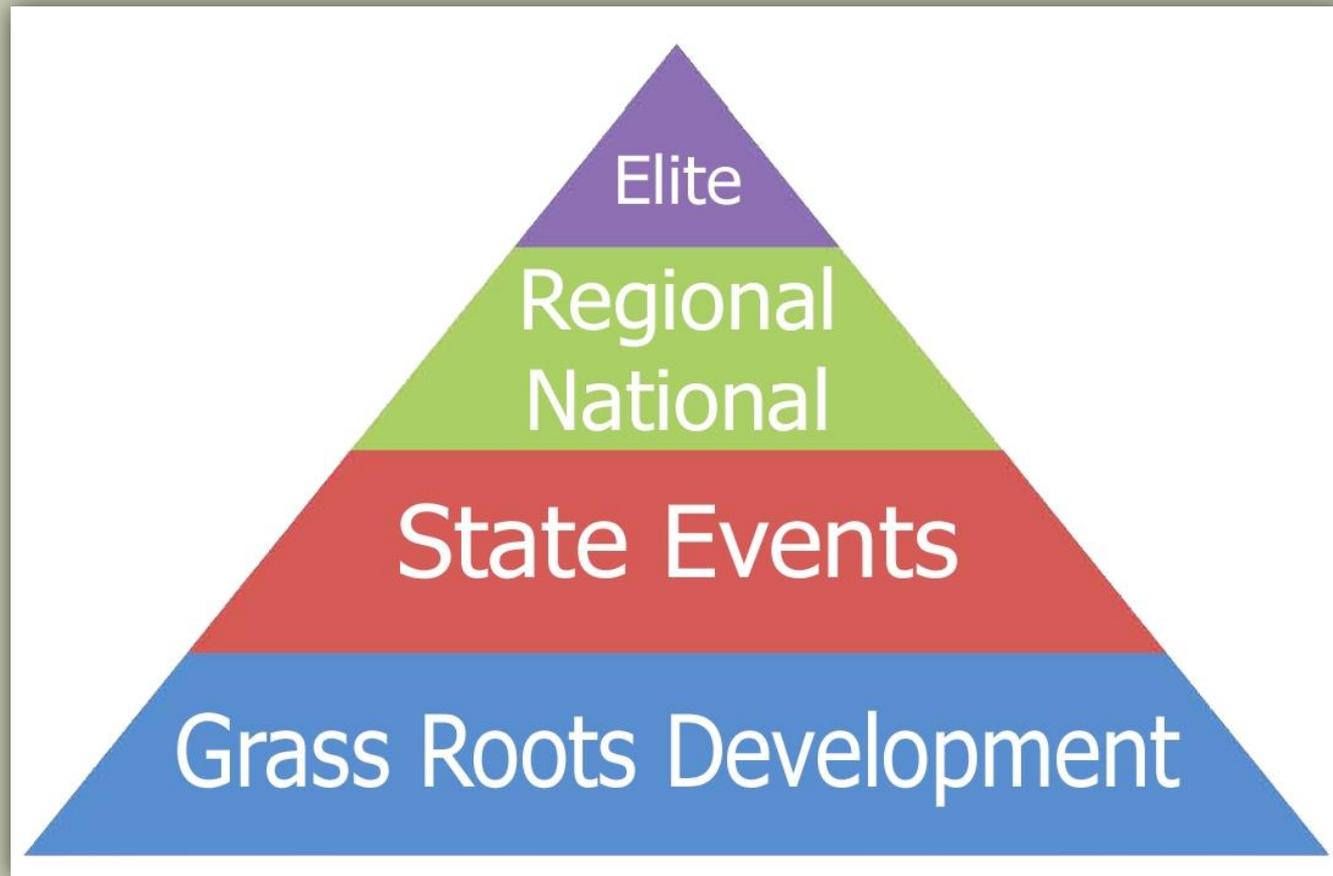
- **Can occur year round**
- **Hotel requirements are flexible**
- **Tournaments can be created to attract visitors during specific, targeted time periods**

**TO GENERATE VISITOR  
SPENDING AS A RESULT  
OF SPORTS EVENTS,**

**THERE ARE A FEW  
THINGS YOU NEED  
TO KNOW**



# *THERE ARE DIFFERENT LEVELS OF SPORTS EVENTS*



# KNOW YOUR RESOURCES

- Inventory your facilities
  - think outside the box
- How many soccer fields, gymnasiums, baseball fields do you have?
- The nicer the facility, the better opportunity to attract tournaments



# LEARN ABOUT THE REQUIREMENTS FOR THE TOURNAMENT YOU WANT TO HOST



# IF A NEW FACILITY IS BEING BUILT, DESIGN IT FOR EVENTS YOU WANT



# MAKE SURE YOU GET LOCAL SUPPORT



# RESEARCH COMMUNITIES THAT HAVE HOSTED THE EVENT IN THE PAST

- Learn what worked well and what didn't
- Did the event meet the community's expectations
- Find out what type of assistance the community provided



# HOSTING SPORTS EVENTS CAN BENEFIT YOUR COMMUNITY

- Athletes and their travel parties will inject new dollars into your local economy
- Sports events will add to the quality of life of local residents
- Most sports events take place whether the economy is good or in recession



# FOR MORE INFORMATION CONTACT:

- National Association of Sports Commissions
  
- [www.sportscommissions.org](http://www.sportscommissions.org)