



“Growing Your Tourism Opportunities”

Keith Rahe, President – Dubuque Convention & Visitors Bureau

Aaron Buzza, Executive Director – Waterloo Convention & Visitors Bureau


Mary Lee Malmberg, Director – Sports Tourism,
Cedar Rapids Convention & Visitors Bureau



DUBUQUE

river town reinvented.®

www.traveldubuque.com



Before America's River Project

Phase I & II

DUBUQUE

river town reinvented.®

After America's River Project

Phase I & II



DUBUQUE

river town reinvented.®

HOW TO

become a viable destination

Identify your (unique) strengths

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

Market that story



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...

The logo for Dubuque, featuring the word "DUBUQUE" in white, uppercase, sans-serif font, centered within a blue, horizontally-oriented rectangle with rounded corners and a slight 3D effect. A thin orange line runs along the bottom edge of the blue rectangle.

DUBUQUE

river town reinvented.®

National Mississippi River Museum & Aquarium



DUBUQUE

www.traveldubuque.com

river town reinvented.®

Dubuque River Rides & Riverboat Twilight



www.traveldubuque.com

DUBUQUE

river town reinvented.®

Grand River Center



DUBUQUE

river town reinvented.®

www.traveldubuque.com

Fenelon Place Elevator



www.traveldubuque.com

DUBUQUE

river town reinvented.®

Main Street



DUBUQUE

river town reinvented.®

www.traveldubuque.com

Hotel Julien Dubuque



DUBUQUE

river town reinvented.®

www.traveldubuque.com

HOW TO

identify your visitor

Conduct surveys (in-person or online)

Host focus groups

Gather online analytics

Analyze the trends that emerge



river town reinvented.®

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

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



river town reinvented.®

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

DUBUQUE

river town reinvented.®

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.



DUBUQUE

river town reinvented.®

HOW TO

develop a plan

Identify markets and niches that fit your visitor

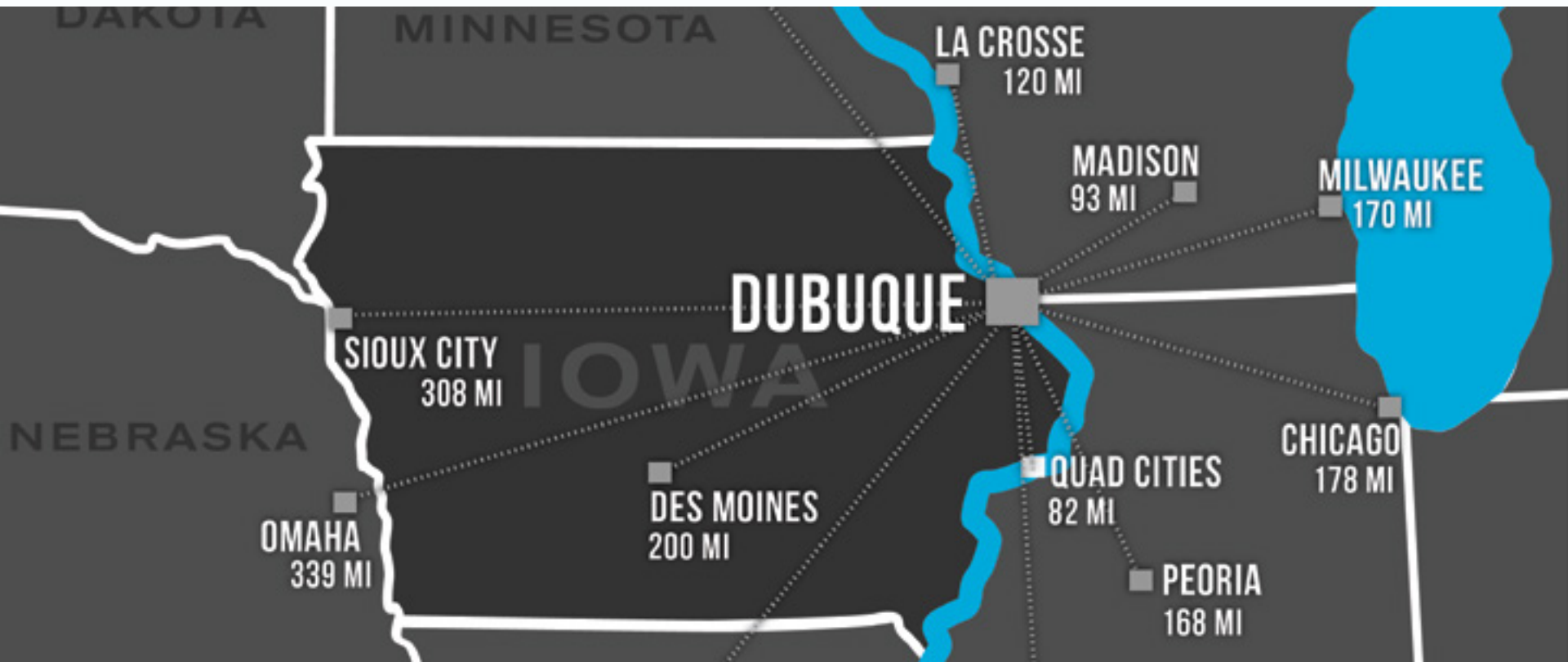
Determine your investment of resources overall, per market, per niche and per visitor

Invest resources into these visitors and analyze the impact

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



river town reinvented.®

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



river town reinvented.®

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

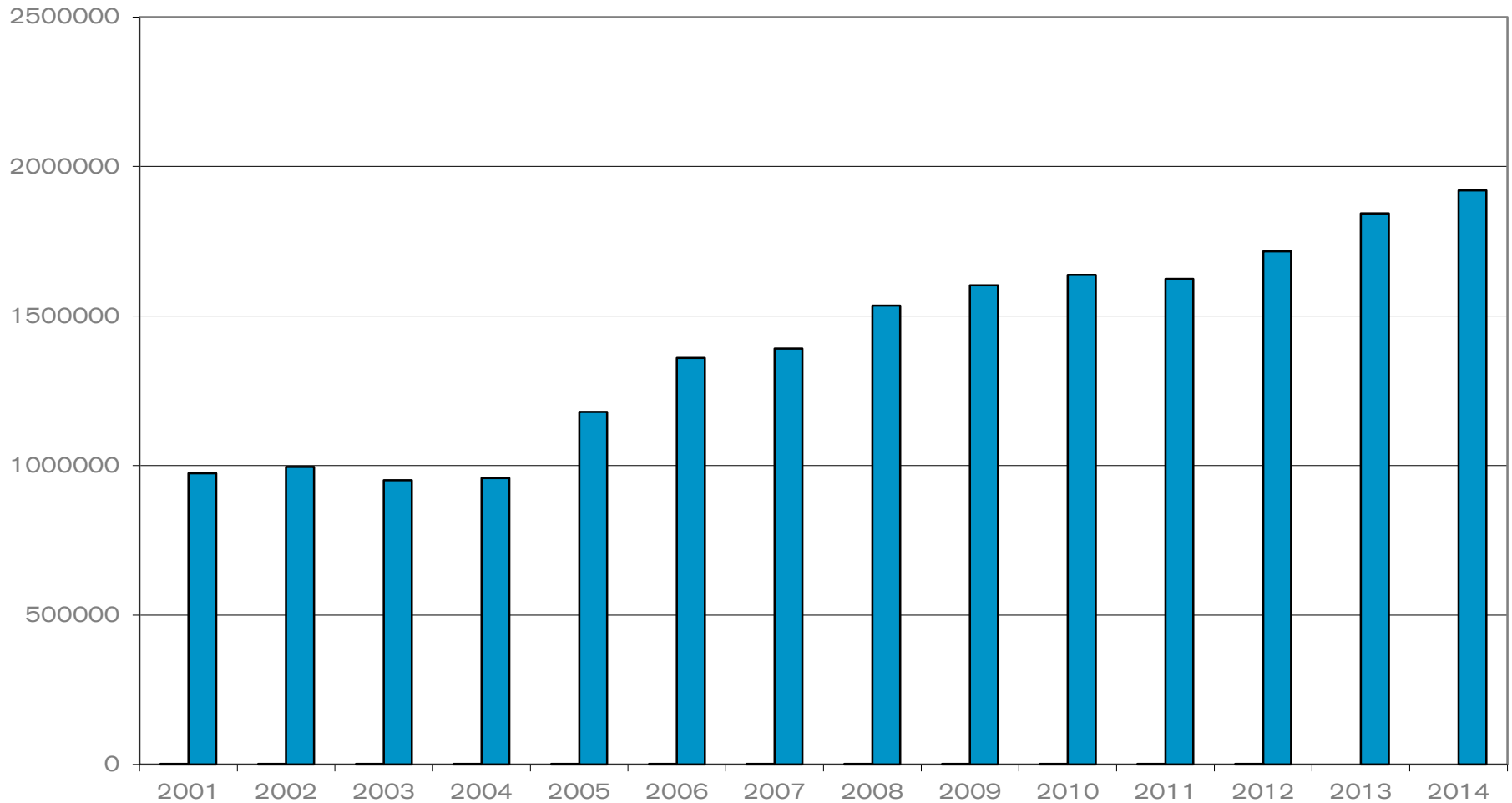
Travel Iowa | Dubuque County *impact study*

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



river town reinvented.®

Dubuque Hotel/Motel Tax Receipts



river town reinvented.®

2000-2012 Yearly Average City Wide Occupancy



river town reinvented.®

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



DUBUQUE

river town reinvented.®

www.traveldubuque.com

The Meetings and Convention Market

Finding Growth & Showing the Value



WATERLOO
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?

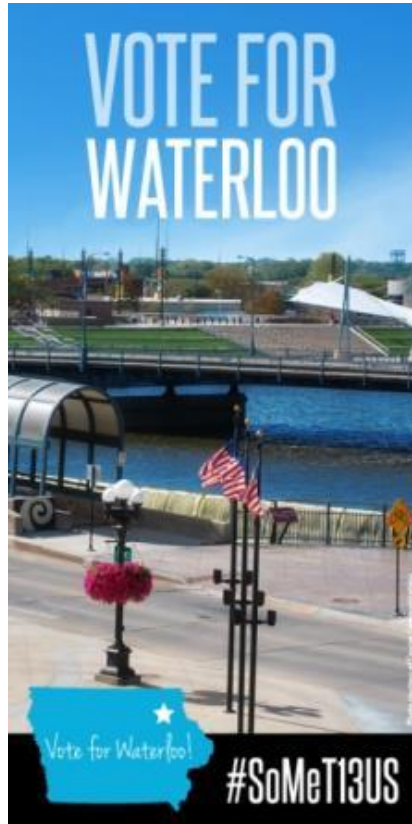


What is YOUR Unique Experience?



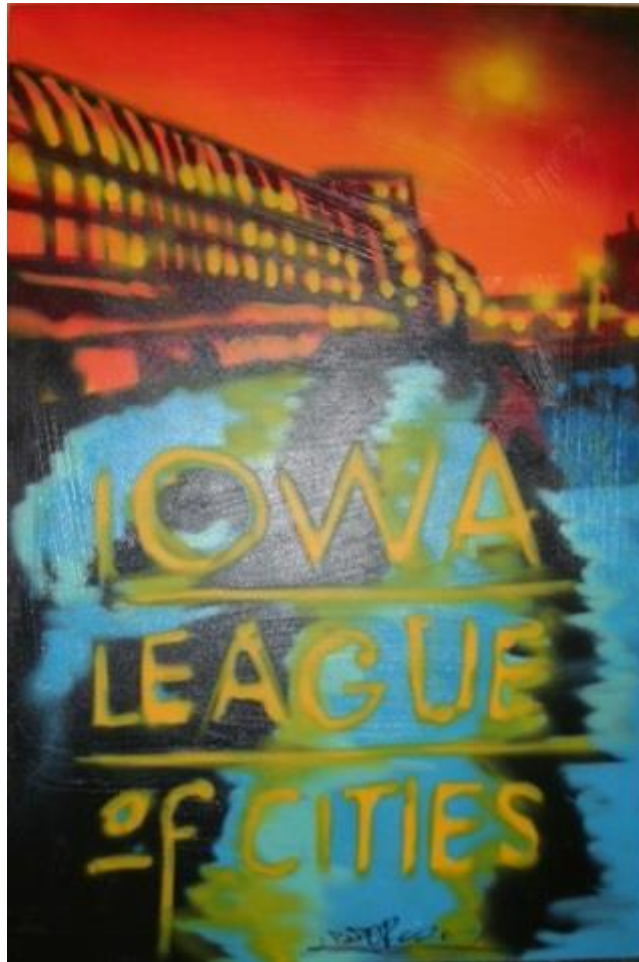
Create a Unique Sales Pitch

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



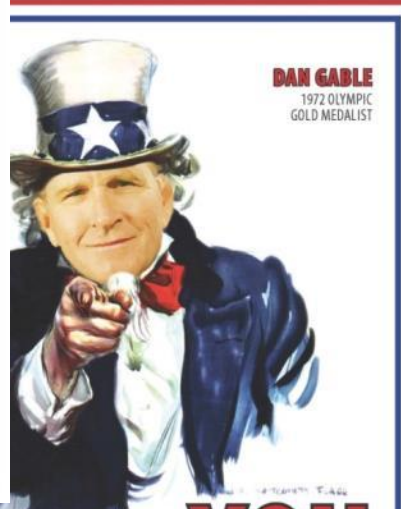
Create a Unique Sales Pitch

- 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

CONVENTION & VISITORS BUREAU

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

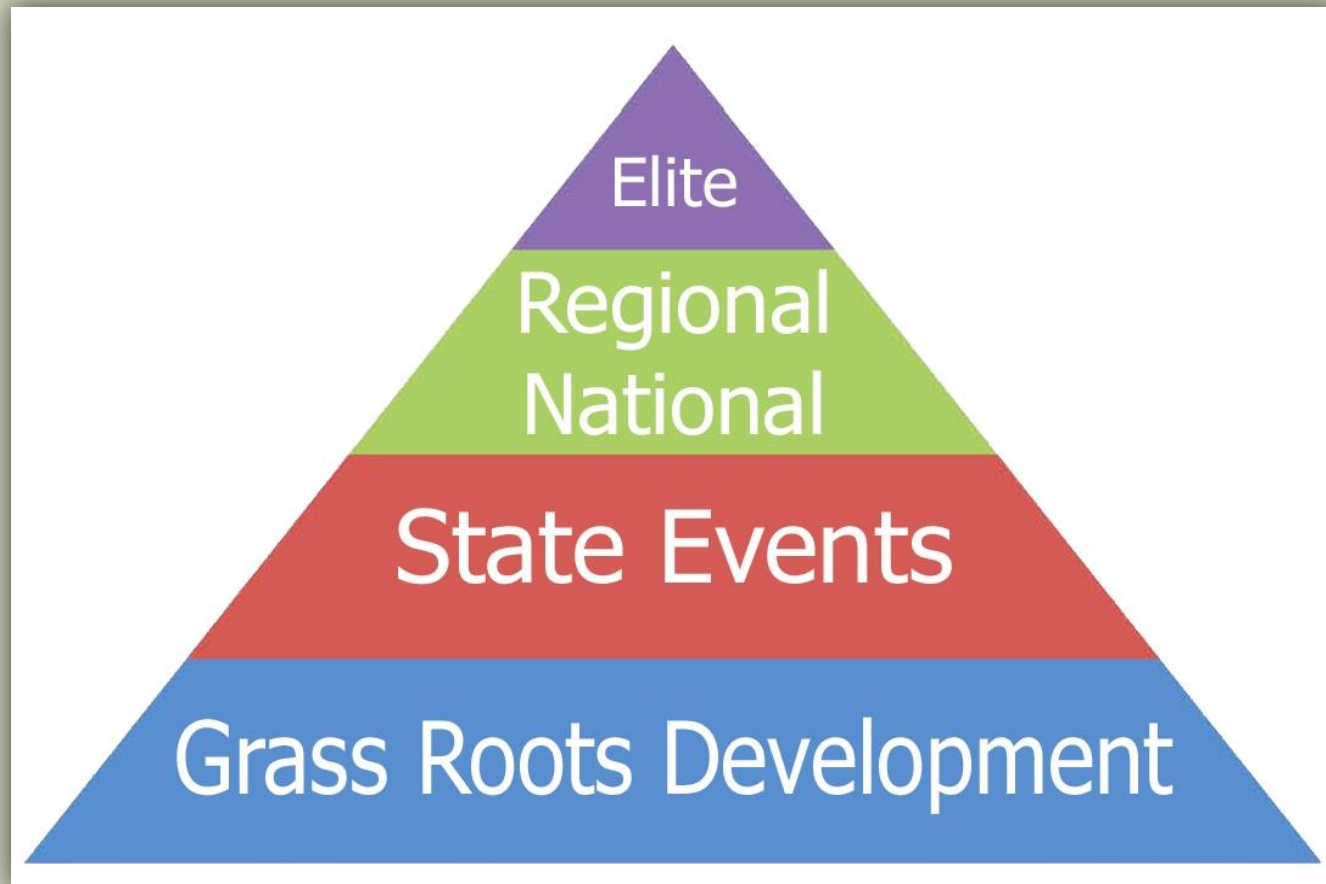
- Can occur year round
- Hotel requirements are flexible
- Tournaments can be created to attract visitors during specific, targeted time periods

**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



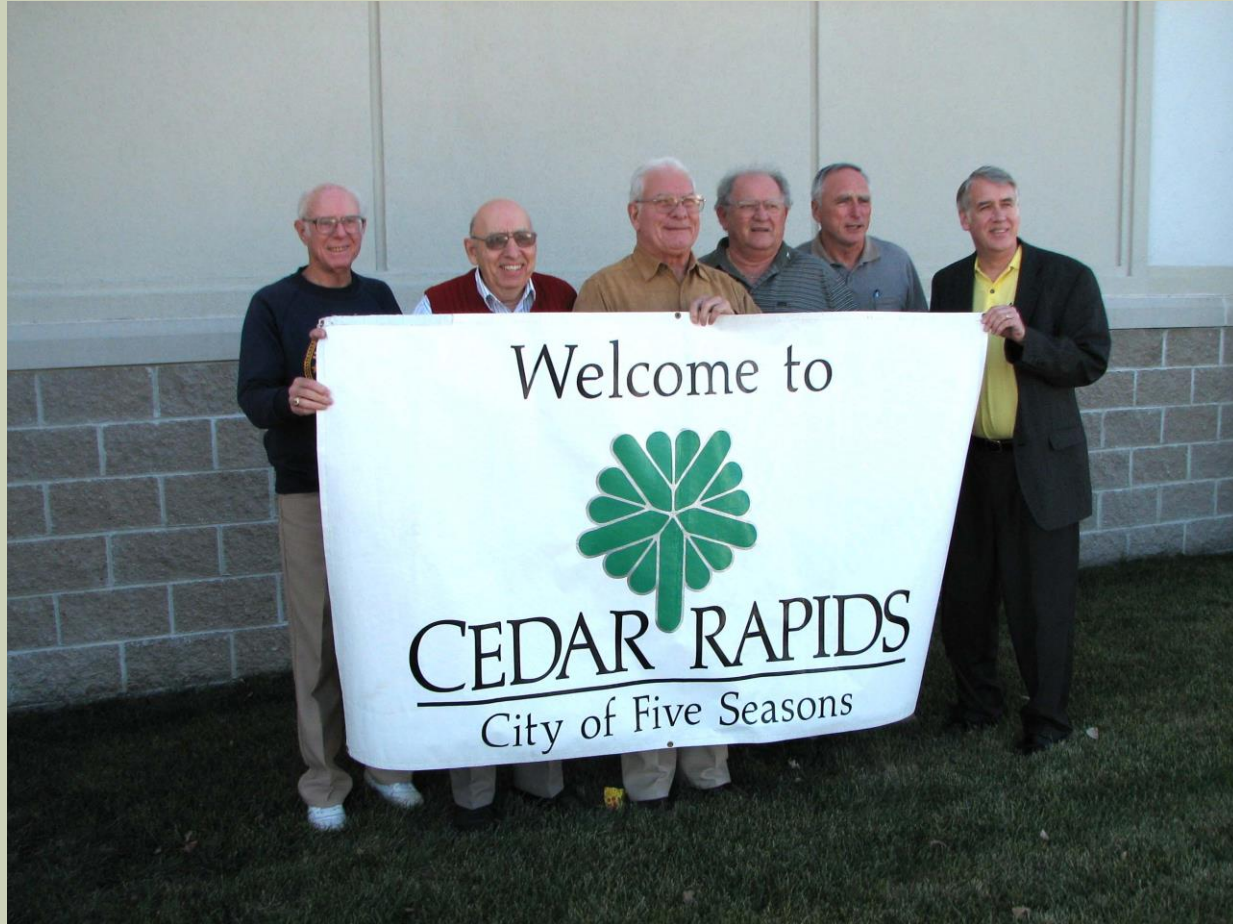
LEARN ABOUT THE REQUIREMENTS FOR THE TOURNAMENT YOU WANT TO HOST



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