

## NOVEMBER BOOKINGS

- Midwest Aronia Association Annual Conference / **MARCH 2019**
- NAACP Region IV / **MARCH 2019**
- American College of Osteopathic Surgeons Seminar / **APRIL 2019**
- Dwolla Monetery 2019 / **MAY 2019**
- Iowa High School Baseball Coaches Association Annual Convention / **JANUARY 2023**

## UPCOMING EVENTS

### JANUARY

- Iowa State Archery - Annual Iowa Pro-Am
- Gym Rats Basketball - Hardwood Alliance
- Iowa Pork Congress
- Iowa Turfgrass Conference & Trade Show
- Iowa Power Farming Show

### FEBRUARY

- Des Moines Home and Garden Show
- Iowa Beef Expo
- IHSAA State Wrestling Tournament
- Blue Ribbon Bacon Festival
- IGHSAU State Basketball Tournament

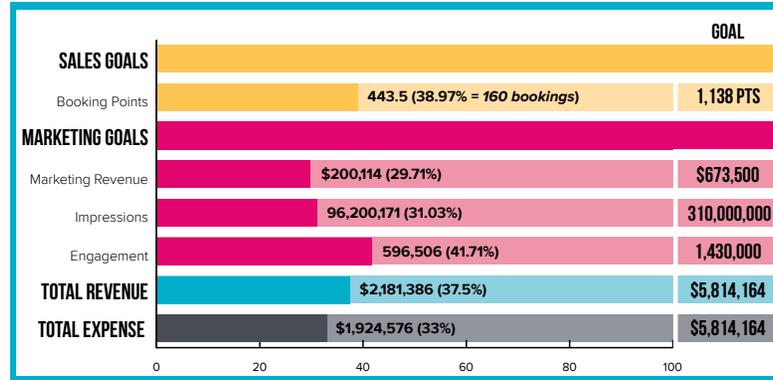
### MARCH

- NAIA Wrestling National Championships
- Iowa Deer Classic
- IHSAA State Basketball Tournament
- USA Swimming TYR Pro Swim Series
- Iowa State Association of Counties Spring Conference
- NCAA - Div. I Men's Basketball 1st & 2nd Rounds
- Iowa Communications Alliance Annual Meeting

## LOST BUSINESS

Organization Name	Date	Room Nights	Reason
EVERFI	2019	1,409	Location
Dairy Farmers of America Team Development Conference	2019	1,061	Attached hotel - Additional rooms needed
NCAA - Div. III Wrestling Central Regional	2019 & 2020	1,050	Availability
NASIG, Inc. Annual Conference	2020	850	Image/destination
Maritz Travel Anheuser Busch SAMCOM	2022	12,270	Image/destination
Missouri Valley Conference Women's Basketball Conference Tournament	2023	1,000	Facilities

## 2018-2019 GOAL UPDATES



## STR - HOTEL TRENDS

	OCTOBER 2018	OCTOBER 2017
OCCUPANCY	62.5%	61.1%
AVERAGE DAILY RATE	\$104.68	\$101.85

## MONTHLY ACTIVITIES



### DES MOINES, IA

Hosted three national planners on site visits who have potential events for 2020

### COLUMBUS, OH

Sponsored and attended the USA Track & Field Annual Meeting

### KANSAS CITY, MO

Attended the PCMA Heartland Chapter State of the Industry event

### LOUISVILLE, KY

Exhibited at the Nursing Organization Alliance Fall Summit

### ONTARIO, CA

Attended Connect Faith and had over 40 appointments with religious planners

### ST. PETE BEACH, FL

Attended SPIN, Senior Planner Industry Network, and engaged with planners with over 10 years experience in the industry

### PELLA, IA

Exhibited at the Iowa Group Travel Association's Travel Iowa Marketplace

## MONTHLY HIGHLIGHTS

### AAU JUNIOR OLYMPIC GAMES & CATCH DES MOINES RECOGNIZED AS CHAMPIONS FOR ECONOMIC IMPACT

Sports Destination Management, the leading publication with the largest circulation of sports planners in the sports tourism market, announced the 2018 Champions of Economic Impact in Sports Tourism. The 2018 AAU Junior Olympics and Catch Des Moines received the award and will be recognized in the November/December publication. The 2018 Games marked the fifth time Des Moines played host, with a total of 30,000 room nights and \$28 million in economic impact.

### THE NOMADE HITS THE ROAD

A new tradeshow booth was rolled out in November, featuring the popular Nomade sculpture from the Pappajohn Sculpture Park. Illustrated by local artist John Bosley, the new booth is a direct tie to the prominent Des Moines landmark and includes refreshed brand messaging and imagery.

### BRAND DIGITAL ADS ROLLED OUT IN DRIVE MARKETS

Brand digital ads, highlighting the Catch Des Moines sports and restaurant pages, began running in our drive markets this month. Ads continue to run in Iowa, Omaha, Kansas City and Minneapolis. The ongoing advertising will include two separate digital display campaigns each month to drive leisure travel to Greater Des Moines.

### DES MOINES MAY BE "SMALL," BUT...

"Along with many other cities of its size, 'The Des' has gotten... hip." That's how John Marcus of the Boston Globe characterized Des Moines in his recent article, "[These cities may be small, but they're mighty appealing.](#)" The article received nearly 3.5 million impressions by the end of November.

### HOLIDAYS WITH THE CATCH CREW

The Catch Des Moines team celebrated the Catch Crew this month with a holiday luncheon at Biaggi's. The Catch Crew assists conventions and sporting events with on-site staffing needs. Twenty members of Catch Crew attended the celebration. A holiday gathering of the Catch Des Moines airport volunteers is planned for December.