



## Jones County Tourism E-News

### Want visitors to stop at your place?

Stop trying to be all things to all people! The days of being all things to all people are as gone as the industrial revolution. People are bombarded with thousands of advertising messages, and this oversaturation causes people to simply tune out things they don't feel apply directly to them.

The solution? Focus on what makes you unique. Ask yourself is it worth the drive? If so, promote the heck out of it. Don't try to be the "something for everyone" destination. That kind of promotion is ineffective and largely ignored. What makes your destination special and better than others? What makes it something they will drive by others to see or do? If your marketing message can apply to about any other destination or attraction, then its time to take a fresh look at what makes you unique.



We should shout it from the roof tops all the good things Jones County has to offer.

### Tourism is big business in Jones County

#### Money Fast Facts for 2011

- Tourists spent \$17.9 million in Jones County last year (up 11 % over previous year).
- Tourism employs approximately 110 persons in Jones County. Annual payroll of \$1.9 million. (Up 2.4% over previous year).
- State sales tax receipts of \$1.14 million (up 5 % over previous year)
- Local tax receipts of \$130,000.00, (up 6.79 % over previous year).
- Hotel/Motel tax for FY11 = \$64,948.73 up 69% over FY10.
- Jones County ranks in the top half of Iowa's 99 counties in visitor's expenditures.



### Quotes from famous people



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**If you don't read the newspaper you are uninformed, if you do read the newspaper you are misinformed. Mark Twain**

**I contend that for a nation to try to tax itself into prosperity is like a man standing in a bucket and trying to lift himself up by the handle. Winston Churchill**

**A government which robs Peter to pay Paul can always depend on the support of Paul. George Bernard Shaw**

**A liberal is someone who feels a great debt to his fellow man, which debt he proposes to pay off with your money. G. Gordon Liddy**

**You will find the key to success under the alarm clock." Benjamin Franklin**

**"Nearly all men can stand adversity, but if you want to test a man's character, give him power." A. Lincoln**