



Jones County Tourism E-News

Did You Know?

- 70% of retail sales are after 4:00 pm and on weekends.
- Number one shopping day/sales per hour is Sunday.
- Most day trippers and regional visitors come on the weekend.
- Saturdays are “chore and errand day”.
- Sundays are “shopping “days.
- 85 % of household purchasing decisions are made by women.
- 90% of the wealth is controlled by women.
- Is your retail establishment taking advantage of this information? If not guess where they go to shop.



You are invited to our annual meeting

You are invited to Jones County Tourisms annual meeting that will be held November 12, 2009 at 7:00 pm at Camp Courageous in the sill barn at 12007—190th street—Monticello, Iowa.

There will be a short business meeting of course, we have to elect some board members and seat some new ones, and we need you to help us do this, there will be a quick report on tourism this past year in Jones County and any business that you might want to bring up.

Then an inspirational talk from Charlie Becker-director of Camp Courageous and some tasty treats while you take a few minutes to look at the displays of some of our attractions in Jones County, please plan to attend.



Branding your community



Branding is a different word for most of our towns, but it is a word that we are going to have to get use to if we want to attract tourist to our communities, it really doesn't make any difference the size of the community, large or small, we just cant continue to try and be everything to everybody.

If your community is looking for new residents, businesses, or increased tourism, then branding should be part of your economic development vocabulary. In fact, branding should play a prominent role in your tourism and economic development planning efforts. A well-branded community will attract the kind of visitors, residents, and businesses you are looking for.

When the Baldknobbers Hillbilly Jamboree Show began performing in 1959, it was the only show in town. A year later, the Presley Family opened the first theater on Highway 76. The Baldknobbers followed suit, also opening a theater on the highway. Over the next twenty years, another dozen theaters were built. As the number of theaters increased, visitors came from further away and stayed for longer periods. Stars began to take notice. In 1987 Boxcar Willie became the first celebrity entertainer to perform on a permanent schedule there. In 1991, nearly 32 years after the first theater opened, national news organizations “discovered” Branson.

This little town now features such entertainers as Mel Tillis, Andy Williams, Jim Stafford, Kenny Rogers, The Osmonds, John Davidson, Tony Orlando, Bobby Vinton, Ray Stevens and dozens more. In fact, Branson is now one of the most popular visitor destinations in the country. When people hear the name Branson they think of live entertainment. Branson has done an excellent job of branding itself.