

JCTA News

Winter 2009

Tourist spend \$16.64 million in Jones County



> In this issue we will try to explain all the things Jones County Tourism does to get tourists to come to our county.

> It is the state to the regional to the county to the area attraction, that make us successful in what we do.

> As you will see in this issue, many people are involved in making tourism work.

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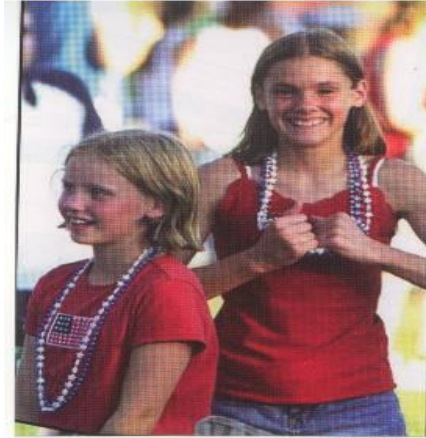
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Last year tourists spent \$16.64 million in Jones county, an increase of about 8% over the previous year. What does this really mean and how does it affect each of us?

- \$16.64 million was spent at our local merchants and attractions. This is money that we would not have if it weren't for the tourist.
- It brought in \$120 thousand in local sales tax for the cities

HOW DOES THE CURRENT ECONOMY HAVE AN EFFECT ON TOURISM?

The current economic situation will not affect Jones County Tourism as much as some of the larger cities and attractions. We have more day visitors Who will continue to visit us, our attractions are all very reasonably

priced and are of good value, We have more bus tours lined up already for 2009 than we had this year and think we will have a good bus tour year with the price of fuel coming down. We look for a good tour year.

and county to use.

- It furnished \$1.84 million in annual payroll for people working in the tourism industry-motels-restaurants-convenience stores –attractions.
- Jones County ranks in the top half of Iowa's 99 counties in visitor's expenditures.
- The average travel party of 2.5 persons spends a total of \$223.66 daily for food, lodging, transportation, entertainment and retail purchases..
- Economists tell us If many retail establishments had 10 % more business it would make the difference of a profit or no profit, Did you ever stop to think that maybe you are in business today because of the tourism business in Jones County!!! We think this is reason enough for you to continue to support Jones County Tourism with your memberships

The Welcome Mat is ALWAYS OUT in JONES COUNTY

WELCOME

Whether you have a few hours or a few days... you'll find plenty to see and do here!

Make plans to VISIT US TODAY!

JONES COUNTY TOURISM ASSOCIATION
120 E. Main St., Asamosa, Iowa
800-383-0831
www.jonescountytourism.com

TOURISM STARTS AT THE STATE THEN TO THE REGION THEN TO THE COUNTY AND THEN TO ALL THE RETAIL STORES, PLACES TO EAT, SERVICE OUTLETS AND ATTRACTIONS IN THE COUNTY

State of Iowa Tourism

What does the state tourism group do? This is a question we are asked often.

- They set up state wide coop advertising programs that we use to get the word out about Jones County at a cost that is much lower than we can get on our own.
- They advertise in all surrounding states to help bring visitors to our area.
- They sponsor trade shows and conventions that we attend to sell Jones County.
- This is just a few things they do.

Eastern Iowa Tourism Assoc.

A few of the things that Eastern Iowa Tourism Assoc does.

- Sends us leads almost daily of people that contact them about our area for travel plans.
- Have regular training sessions to show us how to contact and bring visitors to Jones County.
- Prints and sends out 28,000 visitors guides that tells prospective tourists all the things they can experience in Eastern Iowa and Jones County.
- Maintains a web page that received more than 120,000 hits last year.

Jones County Tourism Assoc.

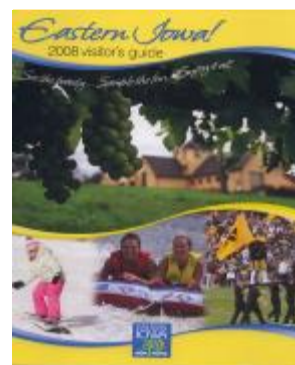
- Maintains a web page and a calendar of events to let anyone interested in Jones County know what they can experience by visiting us.
- Prints a newsletter three times a year to keep all local members informed on our activities.
- Sends information to about 750 people or organizations that request it;
- Lines up tours both by bus and car of the entire county.
- Generally sells Jones County to any interested groups or individuals.

MEMBERSHIP DUES FOR 2009

The Jones County Tourism Association Board of Directors voted for a small increase in 2009 membership dues. Membership dues have stayed the same for over five years, and like you, our organization has experienced cost increases. Advertising costs in particular have risen, but our advertising has paid big dividends. We have had record numbers of tourists coming to Jones County the last two years. It is your membership dues that helps us advertise in out-of-county papers and publications to help attract tourists.

Below is the membership dues schedule for 2009, (effective 1/1/09)

Individual membership	\$ 15.00
Family membership	\$ 20.00
Non-profit membership	\$ 30.00
Small business membership	\$ 50.00
Corporate Sponsor	\$ 250.00



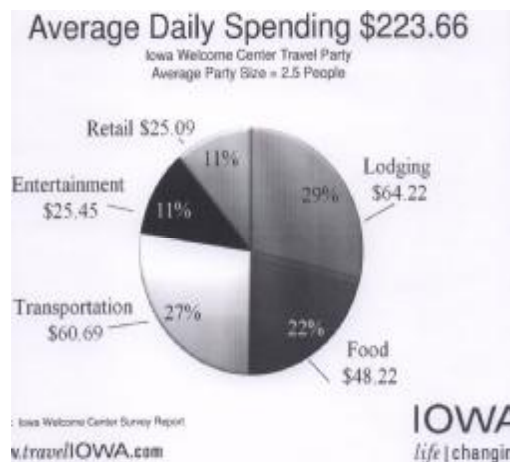
Eastern Iowa Tourism's visitors guide-available at Jones County Tourism Office

WHAT CAN YOU DO TO ATTRACT TOURISTS?

The number one thing is to become a member of and support Jones County Tourism Association. Then make sure you have an attractive, up-to-date brochure or rack card that tells about your establishment. We send these to every request we get from interested parties who want to know what to see and do in Jones County. We display all

of them in the Tourism office at 120 East Main in Anamosa. We also take them to trade shows that we attend.

And probably the biggest thing you can do is welcome each of them to your place of business or attraction, and let them know we appreciate their patronage. When you do word of mouth advertising, it really pays off for all of us.



Why is Jones County Tourism a member of Eastern Iowa Tourism association? If you check out all the facts below you will see that they are working as hard to get tourist to come to Jones County as we are.

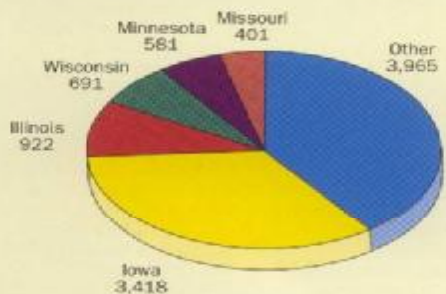
Marketing

Debi Ervin & Aaron Steinmann, Vice Presidents

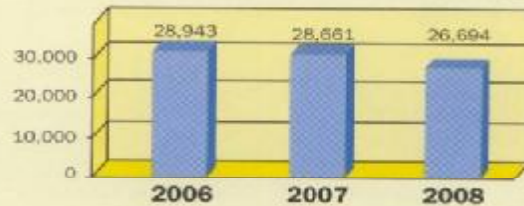
- Printed a total of 28,000 Visitor Guides to distribute in Iowa Welcome Centers, the Iowa State Fair, and all ad placement and web site inquiries.
- Partnered with 57 tourism industry members in the 2008 Visitor Guide, ad sales totaled \$ 28,710.
- Exhibited at the annual Iowa Bank Club Marketplace in Ames, Iowa.
- Exhibited at the 2007 Iowa State Fair, and coordinated volunteers to market Eastern Iowa.
- Maintained membership to the Iowa Group Travel Association.
- Maintained membership to the National Tourism Association.
- Attended the annual National Tourism Marketplace convention in Kansas City.
- Placed ads in the following publications: Better Homes and Gardens, Family Circle, Group Travel Leader, Iowa Travel Guide, Ladies Home Journal, and Midwest Living.
- Hosted the Iowa Welcome Center employees on a FAM tour for their spring training.



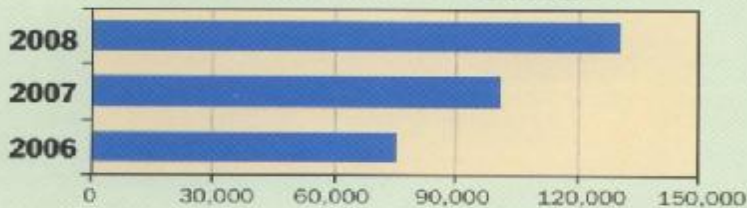
Visitor Request Statistics



Visitor Guide Distribution

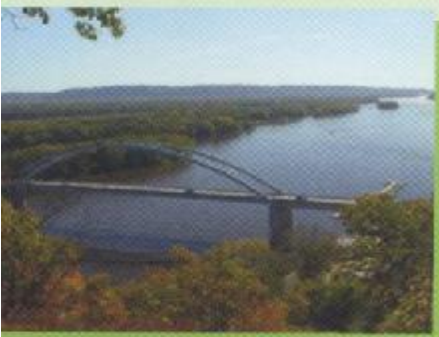


Web Site Visitors



Mission Statement

To create a thriving economic environment in Eastern Iowa by promoting our region as a principal destination for potential visitors and by serving as a catalyst to enhance our members' tourism marketing efforts.



www.EasternIowaTourism.org



JONES COUNTY
TOURISM ASSOC.

120 East Main
Anamosa, IA 52205



E-mail: jciatour@jonescountytourism.com

Prepared for Tomorrow;
Proud of Our Past

We are on the Web

www.jonescountytourism.com



The best way to find out what's happening in Jones County is to check Jones County Tourism's Web Page every day.

www.jonescountytourism.com.

Click on "Calendar of Events" and get the latest information, this page changes almost daily. If you want your event listed, e-mail it to -

jciatour@jonescountytourism.com.

Come for the Sights... Stay for the Stories!

HISTORIC HOMES · MUSEUMS · STONE CITY · FINE DINING · SHOPPING · PARKS
CAMPING · CANOEING · RAPPELING · ART · HISTORY · CAVES · HIKING · THEATER

JUNE:

- Grant Wood Art Festival

JULY:

- Wyoming Fair & Horse Show
- Great Jones County Fair & Food Fest

AUGUST:

- Olin Jamboree
- Edinburgh Folk Festival

OCTOBER:

- Pumpkinfest and Weigh-Off

DECEMBER:

- Wyoming Christmas City Celebration
- Tree Walks

JUNE-OCT:

- Farmers Markets

JONES COUNTY TOURISM ASSOCIATION

120 East Main St. • Anamosa, IA 52205
1-800-383-0831 • www.jonescountytourism.com

Eastern Iowa Tourism Association • 800-891-3482 • www.easterniowatourism.org