

# FY19 Cooperative *Partnership Opportunities*

A photograph of two women walking on a rocky path next to a small waterfall in a garden. The woman on the left is wearing a light blue dress and sunglasses, and the woman on the right is wearing a white top and a blue patterned skirt. They are surrounded by lush greenery, including tall pine trees and various flowers like yellow and purple blooms. The sky is overcast with grey clouds.

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# This is a unique opportunity to *promote your destination*

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As advertising opportunities continue to become more sophisticated and diverse, the Iowa Tourism Office is committed to offering a cooperative partnership program that meets our partners' needs. As described in this packet, the Iowa Tourism Office's Cooperative Partnership Program includes native advertising, multi-page print, music management platforms, Google Ad Words, video advertising and much more. The program offers creative, new opportunities while maintaining a presence in traditional favorites.

The Iowa Tourism Office annually invests more than \$500,000 in the Cooperative Partnership Program, negotiating the purchase of large advertising buys and then selling that space back to our tourism partners at a cost far more affordable than what they could purchase directly.

In addition, the Cooperative Partnership Program allows the Iowa Tourism Office to diversify its audience and gives the industry a range of advertising choices and expenditures. The program is truly a public/private partnership that extends the reach of Iowa's travel message and gives the tourism industry a chance to be a part of the Iowa Tourism Office's broader marketing efforts.

Print ads for the Cooperative Partnership Program feature the partner's high-resolution photo, website, phone number and description. Digital and out-of-home ads vary based on the platform. Partners have the opportunity to proof all ads before they go to print or go live online.

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If you have questions or comments about the program, please contact:  
Jenna Beary, Partnerships Manager  
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515.348.6254, [jenna.beary@iowaeda.com](mailto:jenna.beary@iowaeda.com)

### CO-OP TASK FORCE

Thank you to these individuals who helped craft the FY19 Cooperative Partnership Program:

Mark Eckman, Council Bluffs Convention & Visitors Bureau

Ellen Gerharz, Creston/Union County Tourism

Jessica Hansen, The Iowa Children's Museum

Nick Pfeiffer, Iowa City/Coralville Area Convention & Visitors Bureau

Jennifer Pickar, GO Cedar Rapids

JoAnn Ruopp, Matchstick Marvels

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**BOONE**  
Plan a Mystery in Boone County! With a variety of attractions and activities for all ages...  
VisitBooneCounty.com | 800.266.6312

**DES MOINES**  
Get ready for roller coasters and water rides...  
catchdesmoines.com | 800.451.2625

**OKOBOJI**  
Find your escape in Okoboji with abundant water recreation activities...  
vacationokoboji.com | 800.270.2974

**BURLINGTON / WEST BURLINGTON**  
Celebrate your next family getaway with an adventure in Greater Burlington...  
visitBurlingtonIowa.com | 319.792.8365

**PELLA**  
Need a new idea for a family vacation? Go somewhere that's fun for all ages!...  
visitpella.com | 888.746.3882

**CLEAR LAKE / MASON CITY**  
After a relaxing day on the lake and exploring Clear Lake's beaches, experience music history...  
traveltourthiowa.com | 800.285.5338

PLAN YOUR TRIP AT TRAVELIOWA.COM

# The Iowa Travel Guide

*Iowa's official travel publication*

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## Iowa Travel Guide

We are currently working on exciting advertising opportunities for the 2019 *Iowa Travel Guide*. Look for details soon about how to represent your organization at the same affordable rate or look forward to new opportunities for enhanced visibility.



*Participation is limited — reserve your 2019 space today!*

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# traveliowa.com *Opportunities*

To sign up, visit: [traveliowa.com/coop](http://traveliowa.com/coop)



## Free Listings

In 2017, nearly two million people used traveliowa.com to inspire their travel planning. traveliowa.com is a traveler's first stop to learn about the thousands of attractions, museums, shops, galleries, hotels, restaurants, campgrounds, parks and events in Iowa. Listings may include information, photos, videos and direct links to your website and social channels. The Iowa Tourism Office also packages these listings together into trip itineraries, travel themes and inspirational content.

It's all FREE! Go to [traveliowa.com](http://traveliowa.com) and find "Submit A Listing" or "Submit an Event" at the bottom of each page.

## Sponsored Listings

Destinations that want to return first in traveliowa.com searches should consider sponsoring their listing.

- Sponsored listings appear in the top four spaces on attraction and lodging searches.
- Sponsored listings will rotate among a maximum of 12 partners in the four available spaces.
- The sponsored listing will click through to their traveliowa.com listing or city page. The sponsors must already have listings in the available search or be applicable to the search.
- Minimum three-month commitment anytime between July 1, 2018, to June 30, 2019. Months must be consecutive.

### Partner Cost:

\$450/three months  
(must be consecutive)

\$1,500 for full year

## Ads Within traveliowa.com

Have your ads appear among listings when consumers conduct a search on traveliowa.com.

- You design the ad.
- Each ad will click to your website.
- A one-year commitment from July 1, 2018, to June 30, 2019.

### Partner Cost:

\$2,500 (14 partners max)

## Blog

The Travel Iowa Blog is a great, free way to promote your destination. Bloggers can win \$20 per post!

How to submit a blog about your destination:

- Go to [blog.traveliowa.com](http://blog.traveliowa.com).
- Create an account.
- Submit your original story with photos.
- Share it on your social media channels.
- Include the blog on your website and in digital communication.

## Leads From traveliowa.com

Give your business a boost with a database of direct leads! Through the traveliowa.com leads program, prospective travelers who request the Iowa Travel Guide at traveliowa.com may also request information about your destination.

- Postal addresses will be available weekly.
- Limited to 20 participants.
- A one-year commitment from July 1, 2018, to June 30, 2019.

### Partner Cost:

\$1,500 (20 partners max)

## Email Marketing

Put your brand in the inbox of consumers who've already expressed interest in Iowa by taking advantage of the email database of the Iowa Tourism Office. Partners have the opportunity to place an ad in Travel Iowa's monthly consumer-targeted email that is distributed to more than 50,000 subscribers. The average open rate is 20%. One partner may participate per month.

### Partner Cost:

\$500

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### Allrecipes

*Allrecipes* magazine sifts through and serves up the best from Allrecipes.com, the world's largest online community of cooks. Combining digital insights and editorial expertise, *Allrecipes* shares recipes from the people for the people.

**Circulation:** 206,900  
(IA, IL, MN, MO, NE, KS, ND, SD, WI)

**Published:**  
Six issues per year

**Reader Profile:**

- Median age: 45
- 82% female readership
- Food and cooking enthusiasts

**Advertising Opportunity:**  
April/May 2019 issue

**Partner Cost:**  
\$1,250 (6 partners max)

### Best Of The Midwest

*Midwest Living's* annual special interest publication provides readers with trusted information on the top travel attractions in the Midwest – and beyond! Every year, the Editors at *Midwest Living* curate their top picks for the best restaurants, shops, state parks, things to do and places to see, including fun-filled itineraries for Midwest destinations.

**Circulation:** 125,000  
(IA, IL, IN, KS, MI, MN, MO, NE, ND, SD, OH, WI)

**Published:**  
Annually in March

**Reader Profile:**  
Available only on newsstands

**Advertising Opportunity:**

- March 2019 issue
- Free reader service listing

**Partner Cost:**  
\$950 (12 partners max)

### Better Homes & Gardens

*Better Homes and Gardens* serves readers who embrace the totality of family life. Most of their readers travel by car, so editorial emphasizes destinations within specific geographic regions that can be reached in one day of driving or less.

**Circulation:** 1,018,300  
(IA, IL, MN, MO, NE, KS, ND, SD, WI)

**Published:**  
Monthly

**Reader Profile:**

- Median age: 52
- Median household income: \$65,501

**Advertising Opportunity:**

- April 2019 issue
- Free reader service listing

**Partner Cost:**  
\$3,500 (6 partners max)

### Midwest Living

A regional consumer publication devoted to the interests, values and lifestyles of Midwestern families. Provides region-specific information to travel attractions and events; food, dining and recipes; home decorating, building and remodeling; and gardening and landscaping.

**Circulation:** 400,000  
(IA, IL, KS, MN, MO, NE, ND, SD, WI)

**Published:**  
Six issues per year

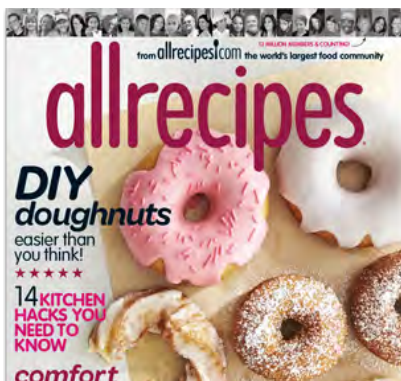
**Reader Profile:**

- Median age: 58
- Median household income: \$75,650
- 76% female readership

**Advertising Opportunity:**

- May/June Gatefold 2019 issue
- Free reader service listing

**Partner Cost:**  
\$3,500  
(12 partners max)



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### Iowa Outdoor Package: Iowa Outdoors & Iowa Sportsman

*Iowa Outdoors* is the Iowa Department of Natural Resources' magazine that effectively reaches outdoor enthusiasts. *Iowa Sportsman* is a magazine truly devoted to the sports and activities of Iowans of all ages.

**Total Circulation:** 56,000

- *Iowa Outdoors*: 42,000
- *Iowa Sportsman*: 14,000

**Published:**

- *Iowa Outdoors*: Four issues per year
- *Iowa Sportsman*: Monthly

**Advertising Opportunity:**

March/April 2019 issues

**Reader Profile:**

- *Iowa Outdoors*: 39% have traveled to a new part of Iowa they have never visited before based on a magazine feature
- *Iowa Sportsman*:
  - Median age: 48
  - Spend an average of 40 days hunting and 31 days fishing annually

**Partner Cost:**

\$300 (12 partners max)

### Iowa Package: Our Iowa & The Iowan

*Our Iowa* is a magazine designed to celebrate all that is great about living in Iowa. *The Iowan* is a high-quality magazine featuring beautiful Iowa photography and articles about our way of life.

**Total Circulation:** 112,804

- *Our Iowa*: 93,554
- *The Iowan*: 19,250

**Published:**

- *Our Iowa*: Six issues per year
- *The Iowan*: Six issues per year

**Advertising Opportunity:**

April/May and May/June 2019 issues

**Reader Profile:**

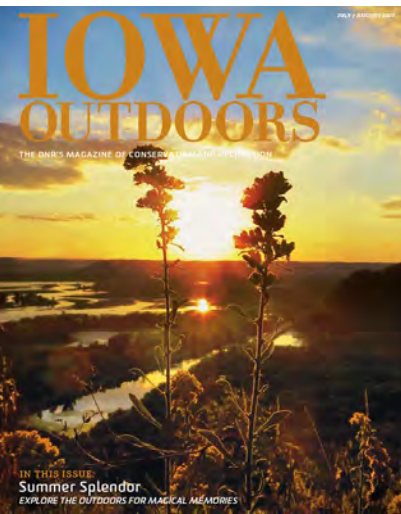
- *Our Iowa*:
  - Median age: 63
  - Reside in small towns and rural areas throughout Iowa
- *The Iowan*:
  - Median age: 65
  - Frequent travelers

**Partner Cost:**

\$450 (20 partners max)

*Two publications in one package.*

*Two publications in one package.*



### Vacation Iowa

During the summer hundreds of thousands of Iowans will load the car and take off for Iowa getaways and extended vacations. But before packing, they'll check out *The Des Moines Register's Vacation Iowa* in search of fantastic family vacations, exciting on-the-go outings and romantic retreats.

**Circulation:**  
101,970 (Sunday)

**Published:**  
Annually in May

- Reader Profile:**
- Median age: 48
  - Readers spend an average of \$1,391 annually on travel

**Advertising Opportunity:**  
May 2019 issue

**Partner Cost:**  
\$600 (12 partners max)



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## Martha Stewart Living

*Martha Stewart Living* is the source of inspiration for millions to discover, learn and share their passions for living creatively.

**Circulation:** 251,100  
(IA, IL, MN, MO, NE, KS, ND, SD, WI)

**Published:** 10 issues per year

### Reader Profile:

- Median age: 52
- 89% female readership
- Average household income: \$73,913

### Advertising Opportunity:

- May 2019 issue
- Free reader service listing

### Partner Cost:

\$1,400 (6 partners max)

## South Dakota Magazine

*South Dakota Magazine* provides content such as lodging, events, food, crafts and gift guides in South Dakota.

**Circulation:** 43,000

**Published:** Six issues per year

### Reader Profile:

62% of subscribers live in South Dakota, with the remaining in the surrounding six-state region.

### Advertising Opportunity:

May/June 2019 issue

### Partner Cost:

\$150 (6 partners max)

## Minneapolis Star Tribune: Summer Fun

*Summer Fun* is a fun-fueled guide to attractions, events, festivals and performances delivered to fun-seekers and visitors in search of good times and great memories.

**Circulation:** 432,015

**Published:** Annually in May

### Reader Profile:

68% of Minnesotans and 72% of Star Tribune readers are planning a trip in the next 12 months.

### Advertising Opportunity:

May 2019 issue

### Partner Cost:

\$650 (6 partners max)

## Omaha World-Herald: GO Magazine

*GO Magazine* is a weekly entertainment guide that is published in the Thursday edition of the *Omaha World-Herald*.

**Circulation:** 82,202

**Published:** Weekly

### Reader Profile:

Adults 50+

### Advertising Opportunities:

- April 2019 Issue
- May 2019 Issue
- June 2019 Issue

### Partner Cost:

\$250 per issue  
(18 partners max)

## Omaha World-Herald: Spring & Summer Travel Issue

This special publication focuses on fun destinations and attractions for the spring and summer traveler.

**Circulation:** 117,000

### Published:

Annually in April or May

### Reader Profile:

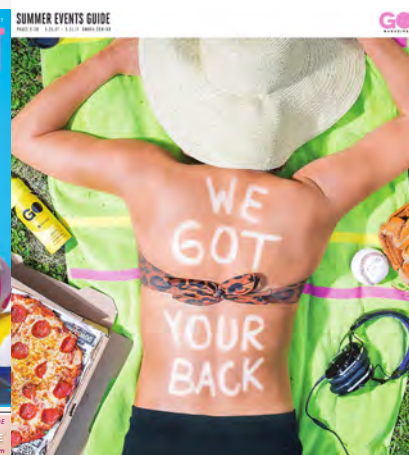
Adults 50+

### Advertising Opportunity:

End of April or beginning of May 2019

### Partner Cost:

\$425 (12 partners max)



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### Preservation Magazine

*Preservation Magazine* serves readers' love of historic places from houses, train depots and theaters to battlefields, national parks and sacred sites. Readers learn about historic sites and travel ideas.

**Circulation:** 135,000 (National)

**Published:** Four issues per year

#### Reader Profile:

- Median age: 64
- 56% female readership
- 50% of readers have visited each of the four regions of the U.S.

#### Advertising Opportunity:

- Spring 2019 issue
- Free reader service listing

#### Partner Cost:

\$900 (6 partners max)



### Midwest Package: Illinois Country Living, Minnesota Monthly, Missouri Life, Nebraska Life

*Illinois Country Living*, *Minnesota Monthly*, *Missouri Life* and *Nebraska Life* all have readers who enjoy visiting nearby states. The magazines feature beautiful photography as well as travel information.

#### Total Circulation:

- *Illinois Country Living*: 190,000
- *Minnesota Monthly*: 42,000
- *Missouri Life*: 35,000
- *Nebraska Life*: 40,000

#### Published:

- *Illinois Country Living* and *Minnesota Monthly*: Monthly
- *Missouri Life*: Eight issues per year
- *Nebraska Life*: Six issues per year

#### Reader Profile:

- Frequent travelers
- Majority of readers are female
- Readership age between 46-85

#### Advertising Opportunity:

March – June 2019

**Partner Cost:** \$1,000 (12 partners max)

*Four publications in one package.*



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### Google Network – Mobile Display Ads

Google's vast network of associate websites allows advertisers to efficiently target potential customers. These ads will run on mobile devices only.

**Impressions:** 300,000 estimated (IA, IL, MN, MO, NE, WI, SD)

#### Advertising Opportunity:

- March 1 – April 30, 2019 or May 1 – June 30, 2019
- Partner's Travel Iowa-branded banner ads run on a variety of websites containing content relevant to travel, outdoors, culture and culinary.
- Ads will link to the partner's website only if that site is responsive.
- Ads will link to the partner's page on [traveliowa.com](http://traveliowa.com) if the partner's site is not responsive.

**Partner Cost:**  
\$300 (16 partners max)



### Google AdWords

Madden Media is a Google AdWords Qualified Company with a team of certified Google Advertising Professionals. They offer ongoing optimization of your ad copy and landing pages, understandable results metrics and eliminate competition for keywords.

#### Advertising Opportunity:

- Minimum purchase is any four consecutive months between July 1, 2018 and June 30, 2019.
- Purchase Google AdWords at 64 cents per click.
- Must add the Travel Iowa logo and link to all pages that receive traffic from Google AdWords.

#### Partner Cost: Bronze

391 clicks per month,  
\$250 per month

#### Silver

781 clicks per month,  
\$500 per month

#### Gold

1,172 clicks per month,  
\$750 per month

#### Platinum

1,563 clicks per month,  
\$1,000 per month



### Meredith Digital Network

Meredith Digital Network consists of the websites for these publications: *Allrecipes*, *Midwest Living*, *Better Homes & Gardens*, *EatingWell*, *Martha Stewart Living*, *Parents* and *Rachel Ray*. Meredith Digital's powerful brands deliver exceptional experiences around home, food, family and lifestyle for 55 million women. Leveraging premium content from their trusted brand and social communities, Meredith Digital inspires and engages women at every life stage.

**Impressions:** 404,040

#### Advertising Opportunity:

- March 1 – June 30, 2019
- Partner's Travel Iowa-branded banner ads run on a variety of Meredith websites containing relevant content to travel, outdoors, culture and food.
- Ads will link to partner's website.

**Partner Cost:**  
\$2,000 (10 partners max)



### Native Advertising

Native advertising integrates high-quality content into the organic experience of a given website. Native ad units conform to the design and feel of the sites on which they display, preserving the immersive user experience while producing click-through rates like that of editorial content.

**Impressions:** 333,000

#### Advertising Opportunity:

- March 1 – June 30, 2019
- Travel Iowa partners will provide a high res image, copy and headline. At no additional cost, ZLR Ignition will work with partner to create the native ad.
- Ads will link to partner's website.

**Partner Cost:**  
\$1,000 (10 partners max)

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### Pandora

Pandora is free personalized internet radio. Users enter a favorite artist, track, comedian or genre and Pandora creates a personalized station that plays their music and more like it.

#### Impressions:

- 633,333  
(IL, NE, MN, MO, WI)

#### Advertising Opportunity:

- March 1 – June 30, 2019
- Partners will have a 30 second announcer commercial with a clickable companion banner.

#### Partner Cost:

\$2,500 (5 partners max)



### Programmatic Banner Ads

Programmatic advertising uses software and algorithms to serve digital ads to targeted people based on their interest in niches such as food, travel, outdoors, etc.

#### Impressions: 250,000

#### Advertising Opportunity:

March 1 – June 30, 2019

#### Partner Cost:

\$1,250 (5 partners max)

### Remarketing From traveliowa.com

Each month approximately 100,000 users visit traveliowa.com. By placing code on the site, we are able to follow these users as they browse various websites and serve them ads to redirect them to Travel Iowa partners. Remarketing ads that link to a partner's website are served to these users after they leave traveliowa.com and visit other websites.

#### Clicks: 500

#### Advertising Opportunity:

- July 1, 2018 – February 28, 2019,  
March 1 – April 30, 2019  
or May 1 – June 30, 2019
- Partners' Travel Iowa branded ads will be served to users who were on traveliowa.com and left for other Google network websites.

#### Partner Cost:

\$500 (24 partners max)



### Travel Iowa Facebook Page

With over 120,000 Facebook followers, Travel Iowa's largest social media network engages visitors from across the country with inspirational photos and travel suggestions.

#### Impressions:

Estimated 16,100 – 77,000  
(IL, IA, KS, MN, MO, NE, SD, WI)

#### Advertising Opportunity:

- Travel Iowa will post the partner's content on our Facebook page. After 24 hours, we will boost the post for seven days to reach people who like Travel Iowa's Facebook page, and their friends.
- Partners will provide a high res photo, copy and a link to their website. Travel Iowa will tag partner's Facebook page in post.
- Limit two partners per month.
- Limit one boosted post per partner.

#### Partner Cost:

\$400



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### TripAdvisor

TripAdvisor is the world's largest travel site, enabling travelers to not only plan and book their trip, but receive trusted advice from other travelers.

**Impressions:** 147,059

#### Advertising Opportunity:

- April 1 – June 30, 2019
- Partners' Travel Iowa-branded banner ads on TripAdvisor Midwest content pages with links to each partner's website.

#### Partner Cost:

\$2,000 (10 partners max)

### TripAdvisor Native

TripAdvisor is the world's largest travel site, enabling travelers to not only plan and book their trip, but receive trusted advice from other travelers.

**Impressions:** 125,000

#### Advertising Opportunity:

- April 1 – June 30, 2019
- The native external ad works to engage with users as they browse hotels, restaurants and locations.
- Partners will provide a high res image, copy and logo. At no additional charge, ZLR Ignition will work with partner to create the native ad.
- Ads will link to partner's website.

#### Partner Cost:

\$1,250 (5 partners max)

### TripAdvisor Video

TripAdvisor is the world's largest travel site, enabling travelers to not only plan and book their trip, but receive trusted advice from other travelers.

**Views:** 6,250

#### Advertising Opportunity:

- April 1 – June 30, 2019
- Travel Iowa partners will provide a 15 or 30 second commercial that will run within the photo viewer targeted to Iowa content as native content on TripAdvisor.com.
- Videos will link to partner's website.

#### Partner Cost:

\$1,250 (4 partners max)

### YouTube

YouTube is a video-sharing website that receives millions of video impressions each day. The site allows users to upload, view, rate, share and comment on videos.

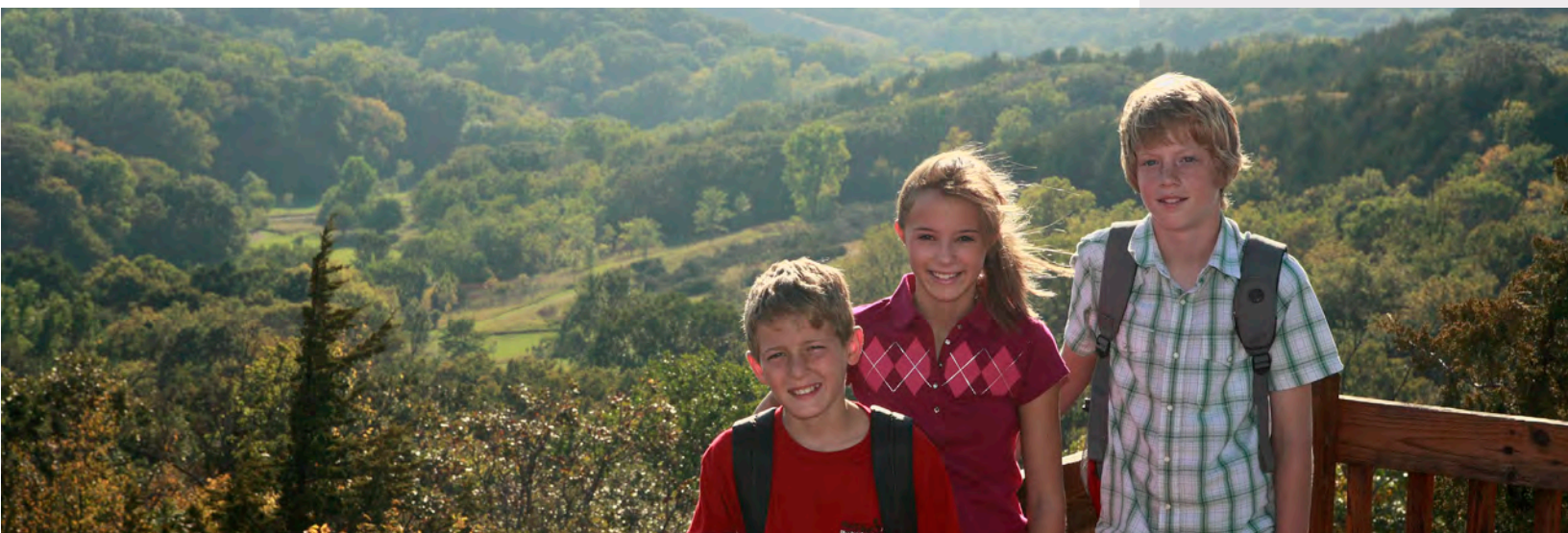
#### Views:

9,940 (IA, IL, MN, MO, NE, SD, WI)

#### Advertising Opportunity:

- March 1 – June 30, 2019
- Partners will provide a 15 or 30 second video that will run before, during or after a user's video plays (instream) or upon clicking on the video still to the targeted audience (in-display).
- Beginning January 2018, YouTube users are now able to skip 30 second videos after they have played for five seconds. Because of this, Travel Iowa recommends submitting a 15 second rather than a 30 second video.

**Cost:** \$1,000



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# Out of Home

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## Digital Billboards — Des Moines, Iowa

Bulletin located on I-80 and East 14th Street, facing westbound near the East Mixmaster.

### Advertising Opportunities:

- March/April or May/June 2019
- Ads appear for 10 seconds per minute for eight weeks (11,200 total times) on a 14x48 outdoor bulletin.
- Partners will design their own ads.

### Partner Cost:

\$900 (10 partners max)

## Digital Billboards — Moline, Illinois

Bulletin located on John Deere & 60th facing East (reaching traffic heading east to I-74, airport, hospital and shopping).

### Advertising Opportunities:

- March/April or May/June 2019
- Ads appear for 12 seconds per minute for eight weeks (11,200 total times) on a 14x48 outdoor bulletin.
- Partners will design their own ads.

### Partner Cost:

\$800 (10 partners max)

## Digital Billboards — Omaha, Nebraska

Bulletin located on I-80 & 81st Street – roughly seven miles from the Iowa border.

### Advertising Opportunities:

- March/April or May/June 2019
- Ads appear for 10 seconds per minute for eight weeks (13,440 total times) on a 14x48 outdoor bulletin.
- Partners will design their own ads.

### Partner Cost:

\$1,000 (10 partners max)

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# Program Guidelines

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### Reservations

Reservations are accepted beginning May 22, 2018, at 10 a.m. Space is available on a first come basis. Within two weeks of your reservation, you'll receive a formal confirmation from the Iowa Tourism Office. When opportunities are full, partners are placed on a wait list. There is no cost to be on the wait list and being on the wait list does not confirm your interest in buying that opportunity if it becomes available. If space should become available and you are at the top of the wait list, you will be offered the opportunity to confirm your space or pass.

### Cancellation Policy

There is no penalty for cancellations before September 1, 2018. Cancellations between September 2, 2018, and December 1, 2018, require the partner to pay 50 percent of the ad placement cost. On or after December 2, 2018, no refunds are available.

Partner ad materials and due dates will be shared in November 2018. Reminders to send in materials are sent out to partners prior to the due dates. If a partner doesn't submit their materials by the appropriate due dates, Travel Iowa may move forward with the ad without the partner materials. The partner is still required to pay for the ad placement.



### Other Guidelines

Travel Iowa may edit any material provided by the partner for grammar or to fit within Travel Iowa's brand standards.

Travel Iowa reserves the right to reject partner photos or ads based on content or quality.

### Questions?

Jenna Beary, Partnerships Manager  
Iowa Tourism Office  
515.348.6254, [jenna.beary@iowaeda.com](mailto:jenna.beary@iowaeda.com)

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