

April 8, 2020 – Iowa Tourism Forum

Thank you to all that were able to join us for our first Tourism Partner Forum on April 8. We appreciate your openness as we all navigate through this difficult time and work together. We had a lot of great feedback and will be putting ideas together to share with the group in the upcoming calls. Here are some of the topics that were brought up on the call.

- How to clean venues?
 - Iowa Tourism Office is looking into suggestions from the Iowa Department of Health
- [Iowa Love Gift Cards](#) / how to move to e-commerce
 - There is an option to sell gift cards online through [IowaLove.org](#) if you don't have the opportunity to sell online this could be a good option. Thank you to our partners for bringing this opportunity up!
 - Another resource is <https://www.shopwhereilive.com/>
- Best source for local information to inform potential cancellation/postponement of upcoming events
 - Your local county health department would be able to provide current policies
- What does the traveler profile post-COVID-19 look like?
 - Great question and while we don't have this outlook quite yet, we are happy to share insights from our partners at [Destination Analyst](#) and others through [TTRA's list](#) that have current traveler sentiment indexes.
- How to alleviate fears of locals when tourists return
 - Iowa Tourism Office is looking into suggestions from the Iowa Department of Health
 - County Boards of Health would be a good resource for what needs to be communicated to both travelers and residents.
- Meetings market. This may take 18-21 months to bounce back.
 - Destination Analysts had 3 meeting planners on their last webinar and they compiled a list of [4 Things Meeting Planners Want DMOs to Know Now](#)

- Offer a co-op for 7/1-fall?
 - Iowa Tourism will investigate this option
- Consider a Dream now, visit later concept in your current marketing and social. Have more options for potential travelers to sign up for your e-mail communication to send them some inspiring trip ideas for the future. (current pop-up on traveliowa.com below)

