



# Park Passport

## Launch & Next Steps



# WHY A PASS?



IOWA STATE PARK  
PASSPORT

- Celebrate 100<sup>th</sup> Anniversary Of Parks
- Cost
- Incentivization To Increase Park Visitation
- Data & Analytics
- Opportunities For Growth

# Launch

- June 11
- Coordinated between Travel Iowa and Iowa DNR

- Statewide Press Release
- Iowa Outdoors Magazine
- Posters in Parks
- Paid & Organic Social Media
  - Travel Iowa
  - Iowa DNR
- Website Integration
  - Travel Iowa
  - Iowa DNR
- Search Engine Marketing
- Email
  - Travel Iowa
  - Iowa DNR



**IOWA STATE PARK PASSPORT**

The Iowa State Park Passport is your ticket to visit our state parks, earn prizes and celebrate the outdoors. There are no apps to download and you will receive your personalized passport immediately upon sign-up.

For each park that you check-in at, you'll receive one entry to the **Grand Prize Giveaway - a two-night stay at the Honey Creek Resort with waterpark passes, golf passes and more.** (One prize package available, all check-ins qualify through October 31, 2020.) You can also win prizes like t-shirts and state park art prints.

**HOW IT WORKS**

1. Receive a text or email with a link to your passport
2. Click on "Check-in" at the park you are currently visiting.
3. Enter the displayed PIN or use your GPS to complete your check-in.

**AMBROSE A. CALL STATE PARK**  
ENTER THE FOLLOWING PIN & ID COMPLETE YOUR CHECK-IN  
**6855**

Sign up for free at [www.iowadnr.gov](http://www.iowadnr.gov) or text PARKS to (515) 531-5995

## Posters in Parks



**State Park News**  
Conservation and Recreation

**IOWA STATE PARK PASSPORT**  
Your Passport to Iowa's Outdoors

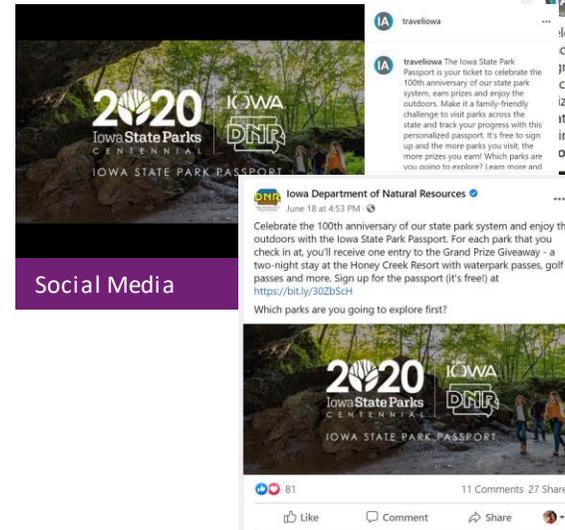
### Celebrate 100 years of Iowa state parks!

Looking for a fun way to celebrate the Iowa State Park Centennial? The new [state park passport](#) is the perfect way to get outdoors, earn prizes and celebrate 100 years of state parks. This [free passport](#) will provide a family-friendly challenge to visit parks and track your own progress. Sign up [here!](#)

### As you visit more parks, you earn more prizes.

- EVERY unique check-in counts as an entry to the GRAND PRIZE GIVEAWAY - a two-night cabin stay at Honey Creek Resort with waterpark passes, golf passes and access to all of the resort amenities! All check-ins through October 31, 2020 qualify.

## Consumer Emails



**Social Media**

**Travel Iowa**  
June 11 at 2:30 PM

celebrate the 100th anniversary of our state park system, earn prizes and enjoy the outdoors with the Iowa State Park Passport. It's free to sign up and the more parks you visit, the more prizes you earn! For each park that you check-in at, you'll receive one entry to the Grand Prize Giveaway - a two-night stay at the Honey Creek Resort with waterpark passes, golf passes and more. You can also win prizes like t-shirts and state park art prints! Sign up for the passport at [http://www.iowadnr.gov](#). See more

**Iowa Department of Natural Resources**  
June 18 at 4:53 PM

Celebrate the 100th anniversary of our state park system and enjoy the outdoors with the Iowa State Park Passport. For each park that you check in at, you'll receive one entry to the Grand Prize Giveaway - a two-night stay at the Honey Creek Resort with waterpark passes, golf passes and more. Sign up for the passport (it's free!) at <https://bit.ly/30ZbSch>

Which parks are you going to explore first?

81 Likes 11 Comments 27 Shares

## Iowa Outdoors

### FREE DIGITAL PARK PASSPORT IS YOUR TICKET TO PRIZES, FUN

Get the free Iowa State Parks Digital Passport and "check in" when you arrive at the park where geofencing will let you "stamp your passport." The passport will also show nearby restaurants, attractions, shops and stores to round out your getaway and support area businesses.

For each park you check-in at, you'll earn one entry for the grand prize giveaway—a two-night, free stay at Honey Creek Resort State Park with golf and waterpark passes and more. You can also win state park t-shirts and park prints from BozzPrints (see feature story on page 56.)

The DNR and Iowa Economic Development Authority partnered on the passport, expected to be completed mid-May with a statewide launch on May 28, the 100th anniversary of the first Iowa state park, Backbone.



Beef's Lake State Park is a centerpiece of Franklin County. The park's beautiful limestone Civilian Conservation Corps (CCC) dam is the most photographed dam in the Midwest. Access to the dam is on the east side of the lake. The causeway was originally built to store water for the necessary to the mill, which was located downstream from the current dam.

Swimming beach, boating, fishing and a two-mile trail around the lake with beautiful scenery. Modern restroom and showers, dump station.

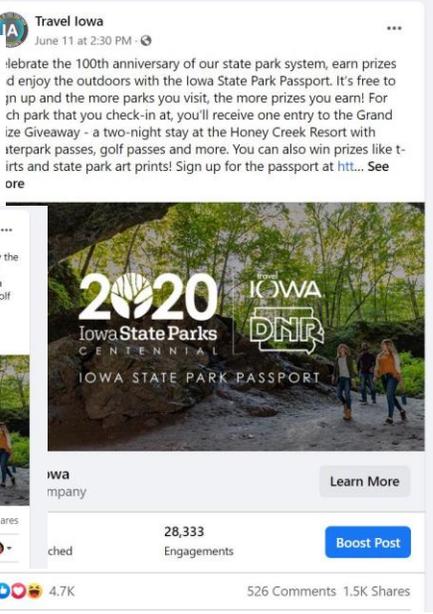
- Accessible to Persons with Disabilities
- Pets Allowed
- Boating
- Electrical Sites
- Dump Station
- Modern Restrooms
- Rate Range: \$11 - \$15
- Trails: Hiking, Biking, Cross-country skiing, Nature Observation



**Iowa State Park Passport**

- Visit state parks and track your progress.
- Earn prizes by checking in at parks.
- Enjoy Iowa's outdoors while supporting Iowa state park system.

**SIGN UP**



**Travel Iowa**  
June 11 at 2:30 PM

celebrate the 100th anniversary of our state park system, earn prizes and enjoy the outdoors with the Iowa State Park Passport. It's free to sign up and the more parks you visit, the more prizes you earn! For each park that you check-in at, you'll receive one entry to the Grand Prize Giveaway - a two-night stay at the Honey Creek Resort with waterpark passes, golf passes and more. You can also win prizes like t-shirts and state park art prints! Sign up for the passport at [http://www.iowadnr.gov](#). See more

**Learn More**

28,333 Engagements

4.7K

526 Comments 1.5K Shares

## Website Integration



**Get Your Iowa State Park Passport**

Visit State Parks. Check in. Get Rewards.

The Iowa State Park Passport is your ticket to celebrate the 100th anniversary of our state park system, earn prizes and enjoy the outdoors. Make it a family-friendly challenge to visit parks across the state and track your progress with this personalized passport.

**It's free to sign up and the more parks you visit, the more prizes you earn!**

- The first 800 passholders to visit 3 unique parks earn a FREE Iowa State Parks t-shirt.
- The first 100 passholders to visit 10 unique parks earn a FREE State Parks Art Print from BozzPrints.
- EVERY unique check-in counts as an entry to the GRAND PRIZE GIVEAWAY - a two-night cabin stay at Honey Creek Resort with waterpark passes, golf vouchers and more! All check-ins through October 31, 2020 qualify.

**Iowa State Park Passport**

- Visit state parks and track your progress.
- Earn prizes by checking in at parks.
- Enjoy Iowa's outdoors while supporting Iowa's state park system.

**SIGN UP**

# STATE PARK PASSPORT: As of June 23, 2020

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**9,657**  
pass sign-ups



**5,931**  
check-ins



**5,952**  
marketing opt-ins



**900+**  
checked in to 3+ parks

**150+**  
checked in to 10+ parks





## WHAT'S NEXT?

- Adding Prizes
- Promotion Runs Through October
  - Passholders Will Continue To Access The Pass Through 2021
- Deals & Discounts for Nearby Businesses
- Advertising Options

# GIFT CARD MARKETPLACE



- Launched Simultaneously With Park Passport
- Locations & Search Filters Have Been Added
- Customizable News Release & Social Posts Available
- Additional Promotion Being Planned
- Continue to sign up!