



PROFILE

NEWSLETTER OF THE EASTERN IOWA TOURISM ASSOCIATION

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Annual Meeting-Kinnick Stadium!

The FY'11 EITA Annual Meeting will be held Wednesday, June 29 at Kinnick Stadium in Iowa City.

The featured presenters for the day will be Josh Schamberger and Tom Brands who will share their experience with successful community collaborations. Also, the day's activities will include a luncheon and EITA Business Meeting. You can download the registration flyer at www.easterniowatourism.org or call the EITA Office at 800-891-3482 to register.

The day's activities will kick-off with registration beginning at 10:00 AM. We look forward to you joining the fun-Hawkeye Style!



Please feel free to wear your destination shirt or sport your favorite colors for the day.

FY'12 EITA Advertising Opportunities...Great Buys!



EITA has two affordable advertising opportunities available



Sign up for a rotating **Website Banner Ad** and increase your presence on the EITA website by providing a direct link to your website. The Eastern Iowa Tourism website is the traveler's tool for destination information in Eastern Iowa. Prospective travelers can search member attractions, events, destinations, lodging and restaurants by community. EITA is offering a **NEW** option of any two consecutive months for **\$200**. The ads are sold on a first come, first serve basis.



You can now reserve your ad placement in the **2012 EITA Visitors Guide**. The guides are distributed to prospective travelers, travel media, tour planners and placed in Welcome Centers throughout Iowa. The EITA Visitor Guides are printed with a reply postcard listing all advertisers. The leads resulting from the postcards are shared directly with the advertisers. Also, the ads are featured in the *Download a Visitor's Guide* section of the EITA website.



Check out www.easterniowatourism.org (Membership Section) to find an assortment of placement options. Anyone who takes advantage of both opportunities will receive 5% off their banner ad price.

Membership Investments

A new EITA fiscal year will begin July 1, 2011. All invoices, county contribution letters, and prospect mailings were mailed out in early June. Please keep an eye out for these to arrive on your desk with your 2012 EITA Visitor Guide submission form. The forms and payments must be received no later than **September 30, 2011** to be included in the 2012 Visitor's Guide.



EITA is once again offering a free meeting voucher to attend a FY'12 EITA meeting for any current member that recruits a new member between **June 15 and September 1, 2011**. We are also offering a free membership to any current member who recruits two new EITA members between **June 15 and September 1, 2011**. The updated Eastern Iowa Tourism Association Membership Application is available at www.easterniowatourism.org.

Mark your Calendar

The CITR/IGTA Travel Iowa Marketplace will be Wednesday, September 28 in Marshalltown. To learn more, please contact the Central Iowa Tourism Region at 800-285-5842.



FY'12 EITA General Membership Meeting Dates

- September 7, 2011
- January 4, 2012
- March 7, 2012
- May 2, 2012

The meeting locations will be announced June 29 at the FY'11 EITA Annual Meeting in Iowa City.

DATES & DEADLINES

June 29	Annual EITA Meeting Iowa City, Kinnick Stadium
July 15	FY'11 Out-of-State Marketing Grant Reimbursement Forms due in EITA Office
August 4	EITA Executive Committee Meeting
August 12-22	Iowa State Fair
September 1	EITA General Membership Meeting
September 28	Travel Iowa Marketplace, Marshalltown
September 30	2012 Visitor Guide Submission Forms due
October 5	EITA Executive Committee Meeting
October 7	EITA Regional Grant Deadline-NOON
October 20-22	Iowa Tourism Conference, Okoboji

May Web Site Statistics

	<u>FY'11</u>	<u>FY'10</u>
Page Views	3,998	5,661
Visitors	1,260	1,606
Visitor Guides Downloaded	44	64

May Visitor Guide Distribution

	<u>FY'11</u>	<u>FY'10</u>
Guides Distributed	2,523	1,471
Year-to-Date	20,110	15,797



Happy Fourth of July!

EITA Awards Scholarship Grants

A total of 16 EITA members received scholarships to attend IDED sponsored training sessions. A total of \$5,330 was awarded through the EITA scholarship program for recipients to attend the Smart Conference, Iowa Tourism Conference, and the National Main Street Conference. These funds were made possible through a grant from IDED and the Eastern Iowa Tourism Association. It is great to see members taking advantage of the Iowa training sessions and conferences.

Iowa Destination Marketing Alliance (IDMA)

The newly formed Iowa Destination Marketing Alliance (IDMA) serves as a proactive and united voice of destination marketing organizations throughout Iowa.

The organization will include such member benefits as networking with industry peers, participation in idea exchanges and professional development, presence on the IDMA website, access to the latest trend information, advocacy opportunities, and access to the member intranet.



To become a member of IDMA you must be an all Iowa incorporated destination marketing organization with at least one full time employee who is responsible for marketing tourism, conventions, events, or meetings. Annual member investments are based upon the member organization's annual budget.

For more information or to download a membership application, please go to www.IowaDMA.com.

FY'12 TFI Planning

A **TFI Meeting and Planning Session** was held on June 20 in Des Moines. Each year TFI develops a legislative agenda to further the interests of the tourism industry and to develop its upcoming state legislative priorities. Kirk Brandenberger, Kim Burger, Marilee Fowler, Carrie Koelker, and Kristie Wetjen represented Eastern Iowa by participating in the planning session. Please feel free to contact one of the appointed TFI liaisons with your suggestions for FY'12.



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FY'11 EITA Wrap-Up...

Fiscal Year 2011 was another great year for EITA thanks to the membership and their continuous support. Our association remains strong and continues to thrive during this difficult economic climate.

EITA faced challenges with state budget cuts and was still able to award grant funds and scholarships, sponsored great educational sessions, generated ad sales for the visitor's guide and website, and had record attendance at meetings.

We encourage you to connect with your tourism partners, EITA, and the Iowa Office of Tourism. Please take advantage of the benefits that EITA offers including grants, CDF Scholarships, General Membership Meetings, education sessions, advertising opportunities, and the chance for your voice to be heard regarding legislative issues facing the Iowa Tourism Industry.

We invite you to get involved with the region and welcome your suggestions for FY'12-**we value your input and partnership!** We hope you are able to join us at the Annual Meeting as we look forward to celebrating another successful year in Eastern Iowa!