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## 2010 Board of Directors

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## President's Message

Happy New Year!...from myself and your board representatives at IGTA.

2009 has been a WILD RIDE! Budget cuts and reduced marketing dollars have caused all of us to become creative marketers, to don new hats that we may not have been accustomed to wearing, to partner with folks we may have never considered joining forces with before and to search out unique qualities in ourselves, our attractions, our events and our areas to draw in visitors. Believe me, all of us here at IGTA have been on this crazy adventure with you! We've experienced the ups and downs and hung on tight all year! We truly believe we can see the light at the end of the tunnel - passing the point of no return - and are all ready to get right back on the ride again in 2010, only looking ahead to the fun opportunities and the successful endings. It's kind of like the slow click of the roller coaster right now, inching it's way to the top, filled with anticipation at the ride that awaits you....and enjoying the view as we level off.

Hailing from the OKOBOJI area, I thought the amusement park analogy would be appropriate for my look ahead at 2010 serving as your new president. The "ups" of membership in IGTA certainly out shine the "downs" we encounter and our growing membership numbers and attendance at events reflect that. Like a house of mirrors, we expect to see "growth" and we will look for new ways to reflect you and your uniqueness in 2010. Having members attend shows like Travel Iowa Marketplace, Heritage Peer and GLAMER shows allow us the opportunity to invite others on the adventure. The IGTA "Take A Closer Look" campaign and the fun magnifying glass cards created smiles and interest that we hope reflected back in travel dollars to each of you.

All of us at IGTA would like to again express our gratitude to Nate for his leadership in 2009. Nate always focused on that "light" at the end of the tunnel and led us with a positive attitude and set high standards for quality opportunities to promote group travel in Iowa. We all ENJOYED the ride a little more sitting next to Nate. Thanks again and best wishes.

As members of the IGTA Board, it is our job to introduce you and your venues to the world, to invite the world to explore Iowa and to promote the unique "RIDE" they will be on while visiting us. We look forward to continuing that "work" in 2010 - and wish each of you much success in the coming year. See you at the top of the hill...

### Laurie Colt

Arrowwood Resort & Conference Center  
2010 IGTA President



Laurie Colt  
IGTA Board President

## A Look Ahead At 2010

IGTA is excited to announce some of the great ways we are going to be marketing our association in 2010. Here is a look at what you will see:

### Representation at a variety of tradeshowes including:

- Heartland Travel Showcase. This is an appointment based show that brings planners from throughout the Heartland to learn about new opportunities for travel. The Cedar Falls TVB was selected to attend this show on behalf of IGTA.
- GLAMER Shows. We are excited to again be back at Glamer in Chicago in April and in Minneapolis in August. Several members were selected during the lottery process to represent IGTA at these shows. Volunteers include Celebration River Cruises, Emmetsburg Chamber of Commerce, Marshalltown CVB and Charles City Chamber of Commerce.
- Heritage Peer Group. A favorite of IGTA and our membership, Heritage will be coming to Iowa in 2011! National Balloon Museum was the IGTA member selected to attend this show.
- CITR/IGTA Travel Iowa Marketplace. We look forward to continuing our partnership with the Central Iowa Tourism Region on this great event showcasing our membership. Plus, IGTA will have a booth at the event staffed by the Manning Hausbarn - Heritage Park.

### Advertising in new and favorite publications including:

- NEW | ByWays Ad. We will be placing 3 separate full page ads in this publication that reaches 4,000 tour planners who operate in excess of 100,000 charters and tours each year.
- NEW | Bank Travel Ad. We will be placing an ad in this publication that is read by more than 4,100 qualified readers.
- The Group Travel Leader. A favorite publication of IGTA and the State of Iowa. This publication reaches over 30,000 group travel leaders in the country.

It is easy to see that we have taken an in-depth look at ways to get the Iowa Group Travel name in front of new business for 2010. If you have questions or would like more information, please feel free to contact Julie Kronlage at [jkronlage@dubuquechamber.com](mailto:jkronlage@dubuquechamber.com).

## Tour Iowa Publication

The Iowa Tourism Office has recently reformatted its group tour publication known as Tour Iowa (once known as PlanIt Iowa).

Rather than a quarterly newsletter that features various group friendly attractions in the state, the new format showcases a monthly itinerary that features several destinations for group leaders and allows them to use the itinerary as the starting point for a planning a tour of Iowa.

The new format began in October and has already received positive feedback from tour operators. The itineraries are sent out around the first of each month.

If you would like to sign up go to [www.traveliowa.com](http://www.traveliowa.com), then go to the "Group Travel" page that can be found under "Things to Do". Remember, the publication is called "Tour Iowa".



## TFI Legislative Showcase Set For February 9th

The Travel Federation of Iowa's (TFI) Legislative Showcase will be held Tuesday, February 9, at the Paul R. Knapp Animal Learning Center on the Iowa State Fairgrounds in Des Moines.

Join your tourism industry colleagues and "Talk Tourism" with legislators from across the state. A Legislative Luncheon and Seminar will be held prior to the Showcase.

For more information, visit [www.travelfederationofiowa.org](http://www.travelfederationofiowa.org) or contact Kathy Dirks at [kdirks@harrisoncountyparks.org](mailto:kdirks@harrisoncountyparks.org) or 712-642-2114.



## NTA LEADS AVAILABLE



This past November the Iowa Tourism Office sent Group Travel Manager Colleen Murphy to the NTA Convention which was held in Reno. The Iowa Tourism Office has been represented at this convention for many years, but this year the show had a whole new format.

In the past Murphy, and others like her, have traveled to the Tour Operators booths for the appointments. This year, Murphy had a booth for the Iowa Tourism Office and the Operators came to her. Operators had their appointments scheduled within regions so that they could plan their tours with ease. Murphy found the appointments to be successful. You can find the leads by going to <http://travelliowa.com/downloads/NTAappts.xls>.

## Website Itineraries Announced

IGTA is excited to announce the following itineraries have been selected by the marketing committee and will be posted on IGTA's website for two years beginning in January 2010:

- ◆ A Memorable Drive on I-35, submitted by the Mason City Convention & Visitors Bureau.
- ◆ Ag-Venture, submitted by the Iowa State Fair.
- ◆ Beautiful Sights, Wondrous Heights & Historic Sites, submitted by the Clayton County Development Group.
- ◆ Hollywood in Iowa, submitted by the Madison County Chamber of Commerce/Development.
- ◆ Iowa's Heritage: Agriculture to Landscape, submitted by the Cedar Falls Tourism & Visitors Bureau.
- ◆ Show Me the Green, submitted by the Dubuque, Waterloo and Quad Cities Convention & Visitors Bureaus.
- ◆ Iowa Great Lakes Favorites, submitted by Arrowwood Resort & Conference Center.
- ◆ It Takes a Village, submitted by the Cedar Rapids Convention & Visitors Bureau.
- ◆ Through the Footsteps of Time: Iowa Heritage, submitted by the Iowa State Fair.

Congratulations to those communities who were selected. These itineraries are often utilized by group tour planners and have been featured in group tour publications.

One such publication was the *Group Tour Magazine* which featured "Seein' Plenty on Hwy. 20" 5 day tour in their Winter 2009 issue. This tour featured the Eastern Iowa area and nine IGTA full members.

To view the Itinerary, visit [www.grouptourmagazine.com/resources/backissue.php](http://www.grouptourmagazine.com/resources/backissue.php) and select the Northeastern #2211 issue.



## Travel Iowa Marketplace

The Iowa Group Travel Association again partnered with the Central Iowa Tourism Region for the 2009 Travel Iowa Marketplace. The show was held on September 17 in Des Moines. It brought planners from throughout the State of Iowa together with destinations, attractions and hotels to learn about new and exciting travel plans in the State of Iowa.

In 2009, the show saw 84 exhibit booths from all corners of the State. A total of 90 planners attended the marketplace. The following information was provided through an evaluation of the event:

- 30% of planners in attendance had NEVER attended the marketplace.
- Of those planners who had attended previously, 38% were not at the show in 2008.
- 100% of planners said they received information at the show that will help them plan future tours.
- 94% are planning to incorporate a destination or activity in a future tour as a result of meeting with an exhibitor at the marketplace.
- 97% said they were interested in attending future Travel Iowa Marketplaces.

Leads for this show were emailed to exhibitors following the show. If you did not exhibit at the show, but would like the leads, they can be purchased by calling the Central Iowa Tourism Association at 800-285-5842 or [ann@iowatourism.com](mailto:ann@iowatourism.com).



## SAVE THE DATE...

### Iowa Group Travel Association General Membership Meeting Dates for 2010

February 10, 2010 - Des Moines, Iowa  
(in partnership with Central Iowa Tourism Region and the day after Travel Federation of Iowa's Legislative Day)

May 5, 2010 - Cedar Falls, Iowa  
(in partnership with Eastern Iowa Tourism Region)

July 28, 2010 - Council Bluffs, Iowa  
(in partnership with Western Iowa Tourism Region)

October 20, 2010 - Burlington, Iowa  
Iowa Group Travel Association's Annual Meeting  
(in partnership with Iowa Tourism Conference)

## IGTA General Membership Meeting Agenda Wednesday Feb. 10, 2010

10:00 am - 2:15 pm

Ramada Tropics Resort, Des Moines

Held in conjunction with the Central Iowa Tourism Region

1. Welcome & Introductions
2. Approval of Minutes
3. Financial Report
4. Committee Updates
  - a. Membership Report
  - b. Education Report
  - c. Marketing Report
6. President's Report
7. Other Business
8. Adjourn

*Preregistration is required by contacting the Central Iowa Tourism Region at [ann@iowatourism.com](mailto:ann@iowatourism.com) or fax the enclosed flyer to 515-832-4809. **Registration deadline Feb. 1st.***

# No Cost Low Cost

## MARKETING IDEAS

Join us for a 2-part seminar filled with creative and budget friendly marketing ideas! Hear from a panel of experts and come prepared to share your no-cost, low cost marketing success stories during the 60 Second Ideas session. **\$50 cash prize awarded for the best idea shared during the 60 Second Ideas session!**

### Panelists:

Pat Galasso & Carolyn Frazer, O'Brien-Galasso & Frazer Project Management and Planning  
Terry Buschkamp, Wash Street Iowa  
Shannon Weston, Our Iowa

Seminar and meeting sponsored by Central Iowa Tourism Region & Iowa Group Travel Association.

### Location:

Ramada Tropics Resort & Conference Center

5000 Maria Hay Rd.

Des Moines, Iowa 50322

Call 515-278-8271 for room reservations

**Group Name: Iowa Tourism Meeting**

Room Rate: \$79 plus tax. Discounted rate available if booked by January 20, 2010

The Ramada is the location for both the TTR

Legislative Luncheon/Seminar on Tuesday,

February 9 and the joint CTR / IGTA Seminar and meetings on Wednesday February 10.



## WEDNESDAY, FEBRUARY 10, 2010

### Schedule:

9:00 AM to 10:00 AM - Registration and refreshments

9:30 AM to 10:00 AM - Optional Bonus Session: IGTA

Orientation for those new to the Iowa Travel Association or wanting to learn more about IGTA

10:00 AM to 11:00 AM - Seminar, Part 1 - Panel Session

11:00 AM to 12:00 PM - Seminar, Part 2 - 60 Second Ideas

12:00 PM to 1:00 PM - Lunch

1:00 PM to 1:30 PM - IGTA Business Meeting

1:30 PM to 1:45 PM - State Tourism Office Report

1:45 PM to 2:15 PM - CTR Business Meeting

cut along the dotted line



## Registration Form

Registration is required for the meeting/seminar and due by February 1. Please complete this form for each person registering.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization: \_\_\_\_\_

Please check appropriate boxes:

- \$29 per person if registered by February 1.  
 \$30 per person if registered after February 1.  
 Check enclosed       I'll pay at the seminar  
 This is my first CTR / IGTA meeting

Send Registration to:

Central Iowa Tourism Region, PO Box 484, Webster City, IA 50588

FAX: 515-832-4809 Email: [enr@iowatourism.com](mailto:enr@iowatourism.com) Phone: 800-285-6842

We understand schedules change and cancellations are accepted until February 1. Those unable to attend and do not cancel their registration by this date are expected to pay the registration fee and will be invoiced if necessary.