

*The*  
**What**  
**We Do**  
*Guide*



 **We Welcome Everyone.**

*We may have different religions, different languages, different colored skin,  
but we all belong to one human race. – Kofi Annan*

# Our Mission.

## Leading tourism destination, promotion, and development to enhance and expand the Dubuque area experience.

### WHO IS TRAVEL DUBUQUE?

Travel Dubuque is the designated DMO (destination marketing organization, tasked with marketing an area or destination) for Dubuque & Dubuque County. Funded through hotel/motel tax dollars, a county investment, and private partnerships, Travel Dubuque helps businesses impacting tourism tell the story of #WhereIowaStarted.

*Oh yeah - did you know Dubuque is the birthplace of Iowa? Cool, huh?*

### YEAH, BUT WHO IS TRAVEL DUBUQUE?

We are made up of part and full time staff members, volunteers, board members, advisory committee members, and more.

### HERE IS OUR STAFF AKA YOUR NEW FRIENDS.

|                        |                                      |  |
|------------------------|--------------------------------------|--|
| <b>Keith Rahe</b>      | President & CEO .....                | <a href="mailto:krabe@traveldubuque.com">krabe@traveldubuque.com</a>           |
| <b>Sara Hanten</b>     | Vice President of Operations.....    | <a href="mailto:shanten@traveldubuque.com">shanten@traveldubuque.com</a>       |
| <b>Julie Kronlage</b>  | Vice President of Sales.....         | <a href="mailto:jkronlage@traveldubuque.com">jkronlage@traveldubuque.com</a>   |
| <b>Taylor Cummings</b> | Director of Marketing .....          | <a href="mailto:tcummings@traveldubuque.com">tcummings@traveldubuque.com</a>   |
| <b>Tyler Daugherty</b> | Director of Sports & Events.....     | <a href="mailto:tdaugherty@traveldubuque.com">tdaugherty@traveldubuque.com</a> |
| <b>Becky Carkeek</b>   | Director of Guest Services.....      | <a href="mailto:bcarkeek@traveldubuque.com">bcarkeek@traveldubuque.com</a>     |
| <b>Whitney Sanger</b>  | Sales Manager.....                   | <a href="mailto:wsanger@traveldubuque.com">wsanger@traveldubuque.com</a>       |
| <b>Adele Herman</b>    | Social Media Marketing Manager ..... | <a href="mailto:aherman@traveldubuque.com">aherman@traveldubuque.com</a>       |

### MORE WAYS TO CONNECT.

There are so many ways to get connected to Dubuque that it can be overwhelming. Give us a call at 800.798.8844, visit [traveldubuque.com](http://traveldubuque.com) or like us on Facebook and follow us on Instagram for inspiration.

**OFFICE:** 300 Main Street, Suite 120

Dubuque, Iowa 52001

563.845.7698

**WELCOME CENTER:** 280 Main Street

Dubuque, Iowa 52001

800.798.8844

# The Basics

## Let's dig in.

### WHAT DOES TRAVEL DUBUQUE DO?

Travel Dubuque is focused on providing visitors with authentic experiences, rooted in Dubuque's history. We produce printed and digital guides, online resources, in-person service and more to make sure #WhereIowaStarted is a memorable destination.

### CAN I BE INVOLVED?

We thought you'd never ask! We work primarily with travel related businesses but we love stretching out our message to other like minded organizations who want to see the community thrive.

### HOW CAN I GET STARTED?

Take a look below for an overview of what *The 'What We Do' Guide* covers.

#### HERE ARE THE DETAILS.

##### **Marketing p. 6**

This is truly where to start. From complimentary opportunities for partners in Dubuque County and a minimal annual investment for those outside the area. Get involved with enhanced promotion of your business with marketing opportunities. This is the most common way to get started with Travel Dubuque.

##### **Sponsorship p. 8**

Travel Dubuque helps bring events to the community as well as plays host to our own. If you are looking to engage with the community - event sponsorship may be the way to go.

##### **Ambassadorship p. 9**

Feel like you would be a good fit to offer insight to Travel Dubuque? Want to know more about the travel industry? You may be a great fit for one of our committees or to strike up an on-going relationship that benefits our organization.

##### **Notes & Checklist p. 10**

The title of this section says it all. Take notes and get started with Travel Dubuque.

#### DON'T SEE SOMETHING THAT WOULD FIT YOU?

No worries, reach out to us and see how we can work together. We love a challenge!

## **MORE ABOUT TRAVEL DUBUQUE.**

### **MARKETING**

Efforts to reach the leisure traveler audience includes a multi-channel marketing strategy focusing on digital and social media. The primary audience for our efforts are 25-45 year old females with children in the home, located within a 200 mile radius. Each year, the marketing division helps foster this following while also supporting the other division's efforts at Travel Dubuque.

### **SALES (GROUPS, MEETINGS, REUNIONS)**

Cultivating leads from a variety of efforts, including tradeshows, one on one appointments, and networking events has allowed the sales team to develop relationships with planners across the country. Through a mix of traditional and digital marketing strategies, they work hard to bring those leads to the Dubuque area to host meetings, group tours, reunions and more.

### **SPORTS & EVENTS**

Whether through funding, sponsorship, or logistical assistance, our sports division and Sports Commission works with over 40 events each year. Our sports & events division also works with various event to contract support systems to allow for high quality event production for area events.

### **HOSPITALITY**

Our Welcome Center provides an in-person presence for the Travel Dubuque brand. Open to the public and located on Main Street, the staff answers questions, provides visitors with assistance, and offers support for the administrative office. Our travel experts also facilitate the Sister Cities program to promote mutual understanding and cooperation internationally with designated communities.

## **THE NUMBERS.**

**2.2 Million (estimated) visitors to Dubuque in 2018**

**\$351.76 Million in estimated economic impact in 2017\***

**3,000 travel industry professionals in Dubuque County in 2017\***

**566 tourism partners in the Dubuque area in 2018**

**10,000+ visitors to the Welcome Center in 2018**

**71 Conventions in 2018**

**60 Group Tours in 2018**

**82,000 Sports & Event visitors in 2018**

**\$10.5 Million in Sports & Event related estimated economic impact for 2018**

**25.81% growth of users to [traveldubuque.com](http://traveldubuque.com) in 2018 compared to 2017**

*\*According to annual State of Iowa Travel Impact Report*

# Marketing.

## The Co-Op.

The Co-Op is a fancy way of saying partnership. By joining you become a partner of Travel Dubuque and receive a ton of super cool benefits. Businesses must fall into one of the categories below and pricing is based on location inside or outside of Dubuque County.

### THE CATEGORIES

*Attractions*

*Events*

*Lodging*

*Nature & Outdoors*

*Restaurants*

*Retail*

*Recreation*

*Welcome Centers*

### THE COST

If you are located within Dubuque County there is no fee to take advantage of the Co-Op. If you are outside of Dubuque County and within a 50 mile radius of Dubuque the cost is \$300 annually with the exception of Lodging partners. Properties with 51-100 rooms are \$400 annually and 100+ room properties are \$500 annually.

### WHAT DOES THIS GET ME?

#### Listing in the Dubuque Travel Guide

Printed annually & distributed across the world & available online. Participants have the ability to offer these guides to your customers or serve as a distribution point for Travel Dubuque.

#### Listing on [traveldubuque.com](http://traveldubuque.com)

Averages 12,000 visitors a month and is mobile device friendly. Includes the ability to add unlimited event listings throughout the year.

#### Brochure Placement

Located at 280 Main Street, the Travel Dubuque Welcome Center sees over 10,000 visitors each year.

#### Consideration for Marketing Promotion

With an influential media buy, Travel Dubuque is able to market partners and the region throughout the Midwest as the ultimate vacation destination. Consideration is given only to Co-Op partners.

## More Partnerships.

### COMMUNITY

**\$3,000/Annually** Organizations can come together and represent their community by taking part in a Community Partnership. Base fee is \$3,000 and includes representation of 6 Co-Op Partnerships and a dedicated landing page on [traveldubuque.com](http://traveldubuque.com). Partnerships are \$200 each thereafter. (A \$100/partner discount for participating communities.)



**Hey, my name is Taylor.** I'm the Director of Marketing and would love to chat about how we can help! [tcummings@traveldubuque.com](mailto:tcummings@traveldubuque.com) | 563.845.7698

# Digital.

## ENHANCED LISTING

**\$300/Season (3 Months)** Enhanced listings get placed at the top of the directory pages throughout [traveldubuque.com](http://traveldubuque.com) giving businesses the advantage of added visibility.

## ARTICLE FEATURE

**\$500/Article** Feature your business with a curated article feature on [traveldubuque.com](http://traveldubuque.com). This article will be laid out and curated by the Travel Dubuque team and will feature dynamic content to help drive traffic to your business. (+\$100 to add a social advertising budget behind the article promotion.) **12 SPOTS AVAILABLE (1 PER MONTH)**

## EMAIL ADVERTORIAL

**\$250/Email** Get your message out to over 10,000 emails of folks that have requested Travel Guides or visited Dubuque recently. Include a short headline, 40 word write-up, and url link to drive traffic. (+\$100 to add a photo.) **12 SPOTS AVAILABLE (1 PER MONTH)**

**ALSO AVAILABLE FOR MEETING + GROUP TOUR PLANNER LISTS - ASK FOR MORE DETAILS**

## EMAIL COUPON

**\$100/Email** Include a short coupon headline, 25 word write-up, and url link to drive traffic.

**12 SPOTS AVAILABLE (1 PER MONTH)**

# Printed Materials.

## TRAVEL GUIDE

**Starting at \$430 (Pricing Varies Based on Size)** The Official Travel Guide is distributed throughout Iowa, the Midwest, and the world. 90,000 copies are printed and distributed each year. Advertising is available for purchase May - September.

## BROCHURE DISTRIBUTION

**Starting at \$500/Quarter** This year-round service is available to distribute brochures, posters, and other promotional materials within a 100 mile radius of Dubuque.

## KID'S GUIDE

**\$500 Activity Sponsor** Illustrated kid's activity page to feature your organization through imagery and content. Includes 1 complimentary Kid's Guide Coupon Sponsorship.

**4 SPOTS AVAILABLE**

**\$100 Coupon Sponsor** Space to promote a 'kid/family related' offer. Designed by Travel Dubuque this includes offer title, name, description, expiration date, & website.

**24 SPOTS AVAILABLE**

## POCKET MAP SPONSOR

**\$500/Annually** Space to promote your business in a fold-out, pocket size map available at our Travel Dubuque Welcome Center.

# Sponsorship.

## Tourism Week.

With special events throughout National Tourism week including the Great Dubuque Scavenger Hunt, educational luncheons, a Root Beer Float & more, this series of events kicks off the busy travel season with a bang.

### TITLE SPONSOR

**\$2,000** Become a Title Sponsor of the annual May Tourism Week. Get your logo represented at events throughout the week via signage, programs, marketing, and more!

### EVENT SPONSOR

**\$500 - \$1000** Become a sponsor of an event throughout the week! Root Beer Float, and the Food Truck Friday season opener are a \$500 investment. The Great Dubuque Scavenger Hunt, Tri-State Tourism Luncheon, and Hospitality Breakfast are a \$1,000 investment.

## Food Truck Friday.

This event takes places every second Friday, May through October, at the heart of #whereiowastarted in Washington Park & features trucks with yummy street food.

### SEASON SPONSOR

**\$2,500** Co-Sponsor this event with Travel Dubuque for the May - October season. Taking place once a month you have the opportunity to set up a booth, handout giveaways, meet people in the community and spread the word about your business!

### GIVEAWAY SPONSOR

**\$500** Sponsor a monthly giveaway with your logo on some cool Travel Dubuque swag. Booth opportunity also available.

### FOOD TRUCK VENDOR

**\$100** Want to become a vendor? It just takes this one-time per season vendor fee.

## One-Time Events & Meetings.

Travel Dubuque is proud to partner with meetings and events that come up throughout the year that allow for additional promotion for area businesses. Check with Tyler on current event options and Julie on current meeting sponsorships.



**Hi, I'm Julie.** I'm the Vice President of Sales and work with meetings & groups to welcome folks to the area.  
[jkronlage@traveldubuque.com](mailto:jkronlage@traveldubuque.com)  
563.845.7698



**Hey...I'm Tyler.** I'm the Director of Sports & Events and want to help you sponsor an event.  
[tdaugherty@traveldubuque.com](mailto:tdaugherty@traveldubuque.com)  
563.845.7698



# Ambassadorship.

## Become an advocate.

Travel Dubuque is proud to have the support of many community leaders who volunteer their time on the Board of Directors and Advisory Committee, as well as those who have long believed in the crucial impact the travel industry plays in our community.

## Become a catalyst.

Are you a business or individual who wants to help support & grow the tourism industry by investing in our future? Corporate or Individual Partnerships are available and allow Travel Dubuque to continue our work as a destination marketing organization.



**Hi, I'm Keith.** I'm the President & CEO and would love to talk to you about your involvement.  
*krabe@traveldubuque.com*  
563.845.7698



**Hey...I'm Tyler.** I'm the Director of Sports & Events and would love to help you learn about corporate opportunities.  
*tdaugherty@traveldubuque.com*  
563.845.7698

## Spread the word.

We love people who love Dubuque as much as we do. Their passion makes a great fit to become more involved with Travel Dubuque by becoming an unofficial ambassador of the organization. Step-on guides are an excellent way to welcome folks from riverboats and group tours to the community. Our Welcome Center is also a place where knowledgeable fans of the community can help visitors coming in from outside the area.



**Hi, I'm Julie.** I'm the Vice President of Sales and work with meetings & groups to welcome folks to the area.  
*jkronlage@traveldubuque.com*  
563.845.7698



**Hey! I'm Becky.** I'm the Director of Guest Services in the Welcome Center and create memorable experiences for travelers.  
*bcarkeek@traveldubuque.com*  
563.845.7698

## Become a Champion.

Are you a member of a local, regional or national organization? If so, let us help you bring your group to Dubuque for your next meeting or convention. The Travel Dubuque team will assist in gathering rates at local facilities, planning off site events, provide welcome materials and registration assistance and so much more!



**Hi, I'm Julie.** I'm the Vice President of Sales and want to help you bring your group to the area. *jkronlage@traveldubuque.com* 563.845.7698

# Checklist.

## Let's do this.

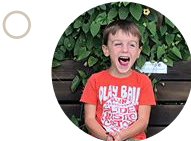
Hopefully we got your attention with *The 'What We Do' Guide*. We are going to make it even easier to get started by providing you this checklist. It's not homework, and we won't grade you for completing it, but there might be some Dubuque swag in it for someone who completes the whole thing. Just sayin'.

### STUFF YOU CAN DO NOW.

- Visit [traveldubuque.com](http://traveldubuque.com) (bonus points if you use our nifty heart feature to save your favorite places, events, and articles.)
- Like Travel Dubuque on Facebook
- Follow Travel Dubuque on Instagram
- Become an unofficial ambassador. Buy a Dubuque shirt, tell your friends, become a step-on guide. Get involved!
- Check out sponsorship opportunities and see if they make sense for you.
- Sign up to become a Co-Op Partner. (You must do this to move forward with the checklist. If not, don't pass go & don't collect \$200. *Just kidding, we don't give out \$200.*)

### STUFF YOU CAN DO WHEN YOU BECOME A CO-OP PARTNER.

- Send us your details. (You know, name, address, website...*the good stuff*.)
- Send us a photo of your business. (We love insta-worthy shots from actual visitors.)
- Put your brochures in the Welcome Center or distribute Travel Guides to guests.
- Decide if any of the marketing enhancements make sense for your business. (We are talking about the Community, Digital & Printed stuff on page 6 & 7.)
- Set up a site visit with Travel Dubuque staff. We love getting out of our offices and acting like tourists for an hour or two. Show off your business and give us all the background information so that we are smarter when we talk to our guests.
- Consider becoming more involved with one of our leadership opportunities.



Come visit our office! Ok, you can do this without being a Co-Op Partner but we really do love to have people pop by and bring us smiles, coffee, treats...or just smiles.  
*We promise we'll be as happy as this guy is to see you!*



TRAVEL  
*Dubuque*