



**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, step-on guides, and more.

Here is our staff aka your new friends.

Keith Rahe	President & CEO
Sara Hanten	Vice President of Operations
Julie Kronlage	Vice President of Sales
Taylor Kellogg	Vice President of Marketing
Becky Carkeek	Sales Manager
Willie Tigges	Content Marketing Manager
Michelle Rahe	Director of Guest Services
Carrie Koelker	Vice President of Community Engagement
John Sutter	Vice President of Fundraising & Education, Field of Dreams Movie Site
Noah Westhoff	Director of Programming, Field of Dreams Movie Site
Tyler Daugherty	General Manager - Ballpark, Field of Dreams Movie Site
Allie Mormann	Food and Beverage Director - Ballpark & Youth Complex, Field of Dreams Movie Site

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 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?

This guide is meant to be a quick overview of what Travel Dubuque offers. It focuses heavily on marketing and promotional opportunities but there are so many more ways to get involved. Page 5 has a cheat sheet with more information and who you should reach out to.

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!

The Numbers.

\$460.62 Million in travel related expenditures in 2024

2,990 travel industry professionals in Dubuque County in 2024

6,700+ visitors to the Welcome Center in 2025

Visitors from 49 States & 39 Countries

93 Group Tours in 2025

2.49 Million Views across Social Media in 2025

23.4K Followers across Social Media in 2025

Here are the details.

Marketing

Our marketing team works to reach the leisure traveler audience via 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. We offer complimentary opportunities for Co-Op partners in Dubuque County and a minimal annual investment for those outside the area. Get involved and leverage enhanced promotion for your business. This is the most common way to get started with Travel Dubuque. A deeper dive into this can be found on page 6.

Taylor Kellogg Vice President of Marketing tkellogg@traveldubuque.com
Willie Tigges Content Marketing Manager wtigges@traveldubuque.com

Sales & Sports

Meetings, Riverboats, Group Tours, + more

Cultivating leads from a variety of efforts, including tradeshow, 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.

Julie Kronlage Vice President of Sales..... jkronlage@traveldubuque.com
Becky Carkeek Sales Manager..... bcarkeek@traveldubuque.com

Sports & Events

Whether through funding, sponsorship, or logistical assistance, our sports division and Sports Commission works with 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.

Julie Kronlage Vice President of Sales..... jkronlage@traveldubuque.com

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.

Michelle Rahe Director of Guest Services..... mrahe@traveldubuque.com

Marketing

THE CO-OP

Think of the Co-Op as your all-access pass to Dubuque tourism. When you join, you become an official Travel Dubuque partner and unlock a lineup of benefits designed to get more eyes on your business. To qualify, you'll need to fall into one of our partner categories, and pricing is based on whether you're inside or outside of Dubuque County.

The Categories

Attractions	Events	Lodging	Nature & Outdoors
Restaurants	Retail	Recreation	Welcome Centers

The Cost

Located within Dubuque County? Joining is completely free. Outside the county but within 50 miles of Dubuque? Annual membership is \$300. Lodging partners have their own tier: properties with 51-100 rooms are \$400 annually, and 100+ room properties are \$500 annually.

What does this get me?

Listing + Events on traveldubuque.com

Our site welcomes around 14,000 visitors every month and is mobile-friendly. Your listing is all about your business and features your open hours, location, description, and photos. You also have the ability to add event listings throughout the year, free of charge.

Brochure Placement in the Welcome Center

Your materials will be front and center at the Travel Dubuque Welcome Center at 280 Main Street, where visitors stop in each year.

DIGITAL

Enhanced Listing

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

Article feature

\$500/Article Feature your business with a curated article feature on 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 15,500+ subscribers (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)**

PRINTED MATERIALS

Annual Opportunities

Travel Guide

Starting at \$430 (Pricing Varies Based on Size) The Official Travel Guide is distributed throughout Iowa, the Midwest, and the world. 65,000 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.

Occasional Opportunities

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

Pocket Map Sponsor

\$500 for an Ad | \$100 for a Listing Space to promote your business in a fold-out, pocket size map available at our Travel Dubuque Welcome Center.

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. Partnerships are \$200 each thereafter. (\$100/partner discount for participating communities.)



Checklist

LET'S DO THIS.

Hopefully you understand a little more about Travel Dubuque and the work that we do to promote the Dubuque area. Want to get started? The best way is to take a look through 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 (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!
- 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.

- Get us your details! Fill out the form at traveldubuque.com/listings and we will follow up.
- Send us a photo of your business. (We love insta-worthy shots from actual visitors.) Upload photos at traveldubuque.com/photos
- Upload your events to our calendar at traveldubuque.com/events. Want this to be an automatic process? Send Willie an email at wrigges@traveldubuque.com to learn more.
- Reach out to to the Welcome Center and set up a time to drop off your brochures and get a supply of Travel Guides to distribute to your 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.
- Come visit our office! Ok, you can do this without being a partner but we really do love to have people pop by and bring us smiles, coffee, treats...or just smiles.

TRAVEL
Dubuque