Dubuque is #WHEREIOWASTARTED IN 1833
That’s 13 years before the state of Iowa! Located along the Mississippi River, Dubuque is home to 57,637 people (according to the 2010 U.S. Census.) Historic buildings are juxtaposed with modern amenities like a bustling culinary scene, booming breweries, retail, gaming, hotels, B&Bs and more. This history sets Dubuque apart and allows for the destination marketing organization, Travel Dubuque, to continue to bring over 2 million visitors to the area each year!

WHAT’S A DESTINATION MARKETING ORGANIZATION (DMO)?
A DMO is an organization tasked with marketing an area or destination as a place for travelers to come stay and enjoy. Travel Dubuque is the designated DMO for Dubuque. Funded through hotel/motel tax dollars, a county investment, and private partnerships, Travel Dubuque helps over 560 businesses tell the story of Dubuque at no cost. This resulted in over $351.76 million in economic impact to the area (in 2017.)
LEISURE TRAVEL
Efforts to reach this audience include 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 in the Des Moines/Ames DMA, Cedar Rapids/Iowa City/Dubuque DMA, Quad City DMA, Madison DMA, and Chicago DMA.

KEY EFFORTS: ANNUAL TRAVEL DUBUQUE GUIDE, TRAVELDUBUQUE.COM, SOCIAL MEDIA PRESENCE, ANNUAL MEDIA BUY

SALES (GROUPS, MEETINGS, REUNIONS)
Tradeshows, one on one appointments, cold calling and a mix of traditional and digital marketing are a few ways our sales team brings larger groups to the community.

KEY EFFORTS: CULTIVATING AND NURTURING RELATIONSHIPS WITH PLANNERS, TRADESHOWS, ONE ON ONE APPOINTMENTS

SPORTS & EVENTS
Whether through funding, sponsorship, or logistical assistance, our sports division and Sports Commission works with over 40 events each year.

KEY EFFORTS: DUBUQUE REGIONAL SPORTS COMMISSION, FACILITATION OF AMERICA’S RIVER FESTIVAL, LOGISTICAL SUPPORT TO EVENTS LIKE JULIEN DUBUQUE INTERNATIONAL FILM FESTIVAL

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.

KEY EFFORTS: WELCOME CENTER MANAGEMENT, TRAVEL DUBUQUE MERCHANDISING, CUSTOMER SERVICE TRAINING, BROCHURE DISTRIBUTION

COMMUNITY OUTREACH
Each year, Travel Dubuque brings a spotlight on the nationally celebrated Tourism Week in May. Special events like the Great Dubuque Scavenger Hunt, Root Beer Float, Community Tours and more are held.

SAVE THE DATE: MAY 6 – 10, 2019

Snapshot of Travel Dubuque
10,166 VISITORS TO THE WELCOME CENTER
71 CONVENTIONS, 60 GROUP TOURS, 78,000 SPORT & EVENT RELATED VISITORS
3,000 TRAVEL INDUSTRY PROFESSIONALS IN DUBUQUE COUNTY
566 PARTNERS IN THE AREA
$351.76 MILLION IN ECONOMIC IMPACT (FOR 2017)

WE WELCOME EVERYONE
WE MAY HAVE DIFFERENT RELIGIONS, DIFFERENT LANGUAGES, DIFFERENT COLORED SKIN, BUT WE ALL BELONG TO ONE HUMAN RACE.
- Kofi Annan

Visit us at
Office: 300 Main Street, Dubuque, IA
Welcome Center: 280 Main Street, Dubuque, IA
Or at TravelDubuque.com
Call us at 563.845.7698 or 800.798.8844

#WhereIowaStarted