

Insider  
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By Kim Burger

The 2010 Cedar Falls/Waterloo Visitor Guides have arrived and they look fabulous! Courtney Towler, a graphic designer for the Courier did an outstanding job of displaying the 64 pages of material in an exciting and attractive manner. The guide is loaded with info about attractions, restaurants, hotels, festivals and events, meeting and sporting facilities and more. Courtney did an outstanding job of organizing the material from the perspective of a visitor or newcomer, making things fun and easy to find. We are also pleased to note that 125 local businesses and organizations elected to partner with us to produce the guide thanks to the work of Sheila Kerns and her special publications sales staff at the Courier. An index of these partners can be found toward the back of the guide. We are extremely grateful for the support of these businesses and pledge to get all 85,000 guides into the hands of folks who might chose to do business with them. With over \$275 million in visitor spending in our county last year, I believe an advertisement in the visitor guide is a wise investment!

The guides will be used throughout the coming year as fulfillment to advertisements we've placed in the *Iowa Travel Guide*, *Midwest Living*, *Better Homes and Gardens*, *Ladies Home Journal*, *The Iowan*, *Our Iowa*, *AAA Living*, *Iowa Outdoors*, and several others. We'll also take them to trade and consumer shows like the upcoming St. Louis RV Travel & Vacation Show; Iowa Bike Summit in Des Moines; Heartland Travel Showcase in Columbus, Ohio; and Iowa and Minnesota State Fairs. They will also be displayed throughout the year in welcome centers around the state and area hotels, attractions and event spaces. We have reciprocal agreements to display them with many other destinations throughout the Midwest and make weekly visits to local hotels, attractions and businesses to replenish supplies.

On-line versions of the guide can be found on the web sites of both bureaus and of the Courier as well. As with other projects, we strive to make each edition a little better than the last and we are particularly pleased with this one. We invite you to pick up a copy for yourself at one of our distribution points or at each of our offices. The guide is a great source of information for anyone entertaining visiting family and friends and I'd wager that even a life long resident of the Cedar Valley would discover something new about our community when leafing through its pages. Thank you to all the business partners who made this project possible and especially to Courier Communications.