



CEDAR FALLS TOURISM

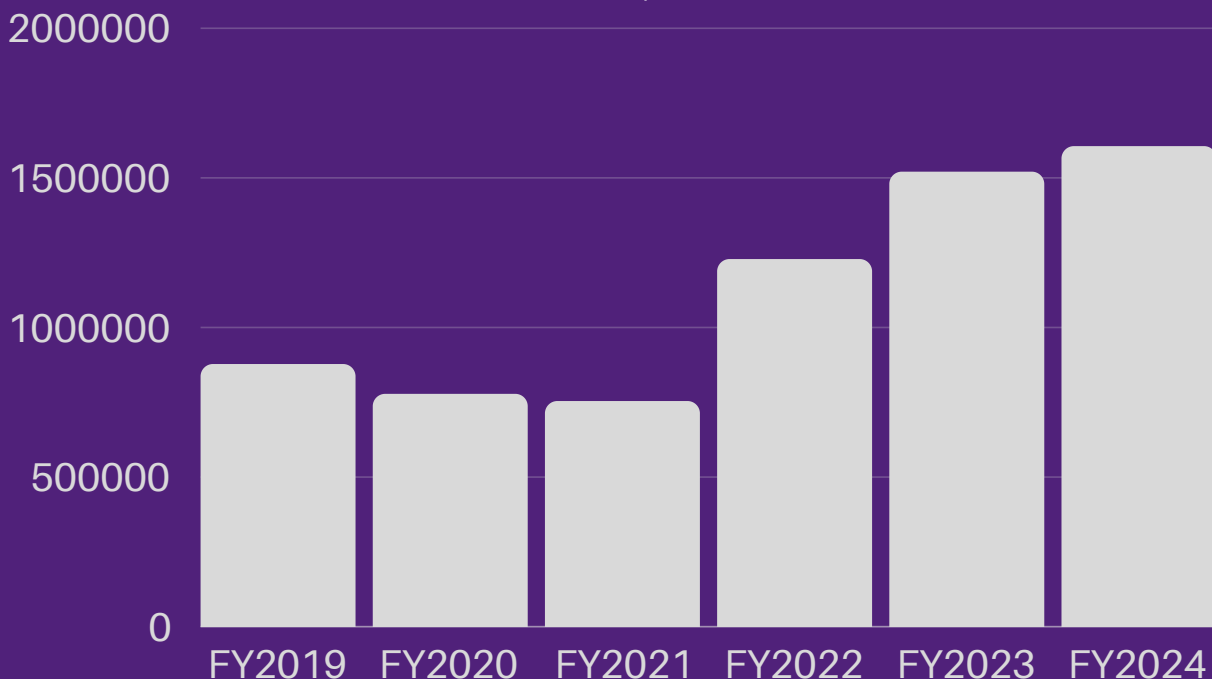
FY24 Annual Report



Cedar Falls saw a second year in a row of record-breaking hotel tax collection. In our city, 50 percent of these funds go to Cedar Falls Tourism as we continue to market the area to visitors. The other 50 percent is used to enhance our quality of life through cultural programs, parks, and trails.

RECORD HOTEL/MOTEL TAX COLLECTION

\$1,606,401



FY24 ACCOMPLISHMENTS

Meetings & Conferences



- Hosted 38 meetings/conferences (21 new)
 - Estimated Attendees: 5,280
 - Estimated Overnights: 3,540
 - Estimated Economic Impact: \$1,052,253
- Hosted 8 conventions/trade shows (1 new)
 - Estimated Attendees: 38,350
 - Estimated Overnights: 590
 - Estimated Economic Impact: \$2,811,933
- Hosted 10 site visits with meeting planners with 8 of those booking in Cedar Falls following visit
- Created a VIP experience program with conference hotels

Sports



- Cedar Falls hosted 21 sporting events (4 new)
 - Estimated Attendees: 93,600
 - Estimated Overnights: 6,943
 - Estimated Economic Impact: \$10,796,418
- Executed new welcome signage for IHSAA State Football

Leisure Travel



- Ran digital advertising campaigns and placed advertising throughout the year promoting trails, weekend getaways, holiday events, and family-friendly trips
- Secured \$10,000 Iowa Tourism Grant specifically for digital bike trail promotion in Wisconsin and Minnesota
- Hired a content coordinator position to the staff to elevate messaging
- Hosted travel journalists and influencers
- Promoted Cedar Falls at the Iowa Bike Expo in Des Moines, Canoecopia in Madison, WI, and Omaha Boat & Travel Show
- Cedar Falls Visitor Center was named an Iowa Welcome Center Partner

Local Tourism Industry Collaboration



- Coordinated Panthers on Parade with 27 6 foot tall TC mascots across Cedar Falls/Cedar Valley to showcase the community's UNI pride
- Shared Cedar Falls Tourism and industry updates via new quarterly email

Attractions and Asset Development



- River Recreation Project funding support
- Continued work with Great American Rail-Trail / Rails-to-Trails Conservancy
- Assisted Cedar Falls Natatorium project in state's CAT grant process

SALES SNAPSHOT

38

Conferences &
Meetings

8

Conventions &
Tradeshows

21

Sporting Events

FY24 VISITOR SERVICES

	FY24	FY23
Vistor Center Traffic (Door Counter)	6,532	5,172
Visitor Guide/Pocket Gude Distribution	23,709	22,919
Trail Guide Distribution <i>*new guide in Jan 2023</i>	3,885	6,609*
Website Traffic	133,324	113,187
Volunteer Hours	667	512

FY24 TOURISM DEVELOPMENT GRANTS

Iowa Shrine Bowl	\$1,000
Iowa Square Dance Convention	\$1,000
Iowa Certified Assessors	\$1,500
Antique Acres	\$300
Iron Elite Wrestling - 3 events	\$2,500
IA Community College Online Consortium	\$2,000
APA Upper Midwest Conference	\$1,000
IHSAA Football Championships	\$14,000
FIRST Robotics	\$5,000
Iowa Sexual Assault Response Conference	\$3,000
Game One Bowl	\$1,000
NWCA Wrestling Tournament	\$1,700
Iowa 7v7 Football - 2 events	\$6,000
NE 7v7 UNI Invitational	\$2,500
Cedar Valley Sports Commission	\$22,500

2023 TORCH AWARDS

Event

Iowa Shrine Bowl

Partner

Holiday Inn & Suites /
Bien Venu

Collaborator

Cedar Falls
Public Works / Streets

Attraction

Downtown District
Street Party



CEDAR FALLS
TOURISM



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