

## Summer Success Leads to Visitor Campaign Growth

Written by Kristine Reeves  
Monday, 21 April 2014 15:02

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DES MOINES, IA – Today the Greater Des Moines Convention and Visitors Bureau launches its largest summer marketing campaign to-date, partnering with fourteen local organizations to bring visitors to Greater Des Moines.

The campaign includes TV, cable, radio, digital billboard and online advertising in four markets across Iowa and surrounding states, timing as follows:

Omaha/Council Bluffs: April - May

Central Iowa: June - July

Southern Minnesota: June - July

Eastern Iowa: July - August

The TV, cable and radio spots feature music by local band, the River Monks. The campaign is made possible by the support of the following advertising partners:

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- Prairie Meadows
- Homemakers
- Adventureland Park
- Iowa Speedway
- Iowa State Fair
- Des Moines Performing Arts
- Science Center of Iowa & Blank IMAX Dome Theater
- Jordan Creek Town Center
- Blank Park Zoo
- Des Moines Art Center
- Valley West Mall

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- National Balloon Classic
- Des Moines Arts Festival
- 80/35 Music Festival

With the strong support of the summer campaign, an additional arts and culture campaign will be announced soon.

The 2013 summer campaign contributed to a three-year high in hotel occupancy during the peak summer travel months in Greater Des Moines. Additionally, more than 90,000 inquiries were gained year-over-year in comparison to the 2012 campaign.

How to Catch Summer in Des Moines:

- Find exclusive deals and discounts from participating partners at [catchdesmoines.com/summer](http://catchdesmoines.com/summer)
- Enter to win tickets, hotel stays, restaurant and winery gift cards during May 12-16 and May 19-23 at [facebook.com/catchdesmoines](https://www.facebook.com/catchdesmoines)

The Greater Des Moines Convention and Visitors Bureau is a not-for-profit organization whose mission is to promote Greater Des Moines as a fun, vibrant and affordable destination statewide, nationally and internationally. Our focus increases visitors to our community through meetings, conventions, sports events, leisure travel, and group tours, thereby contributing to the local economy.