



## **Jones County Tourism E-News**

### **Jones County Tourism's Annual Meeting**

Over 30 people attended the annual meeting, viewed the displays, ate some fine food and heard Tourism's annual report that tourism is up in Jones County, Tourist spent over \$17.42 million last year in Jones County—with local tax receipts of \$130,000.00. The group also heard Charlie Becker Director of Camp Courageous tell them about the workings of the camp and show us a new power point program, as usual his speech was enjoyed by all. Four board members were reelected to the board and two new board members were elected to the board, Chip & Kim Smith will also represent Monticello. Cindy Hall was elected President, Paul Lewison Vice President, Dave Morriem Treasurer, Suzanne Willman Secretary. Were elected as executive officers for the Board of Directors.



Cindy Hall-New President of Jones County Tourism Board of Directors

### **Facts about Jones County Tourism**

- Iowa Tourism generated \$6.4 Billion Last year—up slightly.
- Iowa only budgeted for Tourism \$4.4 million—the average of all Midwest states (excluding Illinois) is \$10.2 million, Iowa is the lowest of all Midwest states.
- The good news is our legislators Senator Hancock and Representative Zirkelbach fight very hard for tourism dollars and have supported tourism at every turn.
- Jones County Supervisors and all Jones County Cities have supported tourism and do all they can to promote tourism.
- Visitors spent \$17.42 million in Jones County last year up 5.86 %
- Tourism employees about 110 people in Jones County—an annual payroll of \$1.97 million—up 7% from last year.
- Local Tax receipts were \$130,000.00 last year—up 6.46%
- Jones County ranks 45 in all of the 99 counties in Iowa in visitors expenditures.
- The average travel party spends \$257.93 a day for food, lodging, transportation and entertainment.

### **Are you a member of Jones County Tourism? If not, why not?**



Why should you become a member of Jones County Tourism?

**Note: If you would like a full report and a full financial report, please stop by the office or send me an e-mail and will see that you get one.**

1. Every business and attraction has a chance to share in the dollars spent in the county, tourists spend their money on food, gas, lodging, attractions, and sightseeing in general. They ask Jones County Tourism about the best places to visit and buy things.
  2. When you become a member, you are automatically listed on our web page, which received more than 26,000 hits last year. If you have a web page we can link your site to ours. More than 70 percent of travelers decide where to stay and eat and what attractions to see before they leave home.
  3. We include you in our advertising to tour groups and will include your brochure (if you have one) in all our mailings to people who request information about Jones County as well as putting your brochure on all our racks.
  4. You will get a decal for your window that lets all travelers recognize you as a member of Jones County Tourism. Travelers will recognize your establishment as a place of quality and a place they would like to visit.
- We also feel one of the big benefits of becoming a member is you get a newsletter to keep you up on happenings with tourism and tourists. Thank you in advanced for becoming a member of Jones County Tourism.