



## Jones County Tourism E-News

### Sell the rapids not the river

- Promote the “experience:” the activity - not the place, not the county, not the city. Geography is ALWAYS second to the experience.
- Evoke emotion • Instead of “historic district” (a collection of buildings), sell “historic shopping district” - the activity in a nice setting.
- If you sell Museums, use photos of Hands on activities, not just pictures of the Museum.
- Create an “Activities Guide” instead of a “Visitors Guide” and start with seasons, then activities - not cities, communities, counties or geographic designations. Scenic vistas, historic downtowns are not experiences, they just reinforce the experience. They are the ambiance - what a set is to a movie. Experiences are built around activities, not things to look at.
- Make sure your experiences are different from the same activity the visitor can get closer to home. It might be a park or Attraction that sets you apart as opposed to “we have something for everyone”. Sell “The world famous” or “largest in the state” or “the only one in the Midwest”.



People always choose the activity over the place, show them all the great things you have to offer.

### Telling Jones County people what we do.

We get many questions from people who live in Jones County about what we do. Because most of what we do is to attract people outside Jones County to visit us, we decided we needed to tell local people what we do and how we do it.

To do this we decided to have displays at local one day events in the county and answer the question “what do you do to attract visitors to Jones County?”.

If you have a one day event in your town and would like Jones County Tourism to bring our display and help answer the question of why your town is supporting Jones County Tourism, give me a call at 319-462-4101 and if we can schedule it we will be there.



### Quotes I like



Have you checked out our web page recently? The calendar of events changes daily.  
[www.jonescountytourism.com](http://www.jonescountytourism.com)

- You'll stop worrying about what other people think of you, When you realize how much they don't.
- It's a funny thing about life: If you refuse to accept any Thing but the best, you often get it.
- “People who are unable to motivate themselves must be Content with mediocrity, no matter how impressive Their other talents.
- Courage is the quality which guarantees all other.
- “There is a better way for everything. Find it.”.
- “Praise loudly and blame softly.”
- “What's going on in the inside shows on the outside.”
- “Others can stop you temporarily- you are the only one Who can do it permanently”.
- If you think you can, you can. If you think you can't, You're right.
- Our life is made of choices... then our choices make our Life.