

Join a progressive organization
160+ members strong!

- ◆ Lead...Learn...Share
- ◆ Focus your efforts on tourism development & sales.
- ◆ Increase visitor numbers and business.
- ◆ Learn from the pros at the membership meetings designed to help you generate revenue.
- ◆ Target new customers.
- ◆ Network with your peers.
- ◆ Create valuable partnerships.
- ◆ Capitalize on co-operative advertising opportunities that support your own programs and lets you target new areas inexpensively.
- ◆ Double your money by competing for grant dollars for tourism promotion, advertising, & education.
- ◆ Cross sell & package your tourism product to create the critical mass travelers are looking for.
- ◆ Capitalize on direct sales efforts & sales leads.
- ◆ Receive legislative updates that affect the tourism industry. Attend the annual Legislative Showcase.
- ◆ Showcase, promote, and advertise your attraction, event, and/or business on the Region's website www.visitwesterniowa.com & Facebook page.
- ◆ Stay informed about state-wide grant opportunities.

Become a member today!



The Power of Partnerships

No matter what community you're in, you share customers and tourists with other communities and counties. Smart communities understand that sharing ideas and resources leads to success for everyone. Western Iowa Tourism Region's plan for long-term partnerships will help grow tourism for years to come.

Over the years, we've used cooperative advertising, brochures, itineraries, truck wraps, website, Facebook, the Freedom Rock guide, blogs, posts & videos on social media and now a Western Iowa Visitors Guide.

Member Benefits:

- ◆ Attendance at region meetings
- ◆ Participate on region committees
- ◆ Receive region communication
- ◆ Vote on region business
- ◆ Networking & seminars at WITR meetings
- ◆ Listing in the Western Iowa Travel Guide
- ◆ Opportunity to place advertising in the Travel Guide & receive your ad electronically to use on social media
- ◆ Receive a link to the Travel Guide to use on your website and social media.
- ◆ Staff the booth at the Clay County Fair
- ◆ Eligible to represent the region at Travel Iowa Marketplace
- ◆ Automatically a member of Travel Federation of Iowa (TFI) & eligible to exhibit at TFI's Legislative Showcase
- ◆ Receive legislative updates & alerts

Join the team

Create Connections

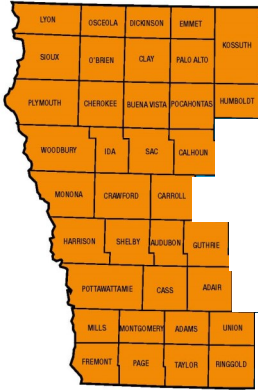
Make an Impression

Market Together

The Western Iowa Tourism Region connects, develops, and promotes the tourism industry in Western Iowa.

What is the Western Iowa Tourism Region?

The Western Iowa Tourism Region is the only organization solely devoted to promoting and developing the tourism industry in Western Iowa.



Where does the money come from?

- ◆ County Government: Supervisors provide partnership funds
- ◆ Private Membership
- ◆ Special Projects

Who qualifies as a Private Member?

- ◆ Tourism Organizations
- ◆ Chamber of Commerce
- ◆ Economic Development
- ◆ Lodging Properties
- ◆ Conservation Organizations
- ◆ Convention & Visitors Bureaus
- ◆ Attractions
- ◆ Events
- ◆ Local Government
- ◆ YOU!

2022-23 Meeting Schedule
(Tentative)

The Western Iowa Tourism Region meetings may fluctuate to accommodate the membership and other events

Aug. 10, 2022 • Membership meeting, Manning Hausbarn Heritage Park

Oct. 26, 2022 • Membership meeting, Audubon Recreation Center

Jan. 31, 2023 • TFI Legislative Showcase

Feb. 28, 2023 • Membership meeting, Storm Lake

April 26, 2023 • Membership meeting, Harlan

June 14, 2023 • Annual Meeting, Audubon County

Sept. 27, 2023 • Membership meeting, Clarinda

Meeting bids are always accepted. If you want to host a meeting, reach out to Shirley@visitwesterniowa.com and she'll send you the application.

Notices are e-mailed prior to each meeting & posted on our Facebook page. Register online by Jotform or by Email Shirley@visitwesterniowa.com

The registration fee for each meeting in \$25.00 per person. The cost includes a workshop, handouts, and lunch in addition to the business meeting.

\$150 entitles you to full membership status. Please list the contact person(s) to receive the WITR information:

Name _____

Organization _____

Address _____

City _____ Zip _____

County _____

Phone _____

E-mail _____

Website _____

Private memberships are valid for one year and are renewed in June of each year. Make your check payable to **Western Iowa Tourism Region. Mail to 615 West Main Street, Sac City, IA 50583**

Please rank your project interests.

Marketing _____

Education _____

Membership _____

Website _____

Social Media _____

____ Yes, Please contact me. I would like to get involved.