



# *Putting Iowa on the Map*

An Integrated Tourism and Talent Recruitment Campaign  
for Economic Development



**64%**

**of U.S. adults seriously consider moving to a new place after visiting**

*Source: FH/TGI & IEDA, Talent Attraction Survey, 2025*

**Ask 100 people to point out Iowa on a map, and you'll probably get 98 misfires. So if nobody knows where the state even is, why would the key people we're trying to attract -- travelers and talent -- want to come here? And on top of that, the Iowa Economic Development Authority (IEDA) has a fraction of the scale and budget of the other 49 states.**

#### **BUSINESS CHALLENGE**

Drive revenue for the state tourism industry, while replenishing a shrinking workforce

#### **OBJECTIVES**

- Increase travel (visits)
- Attract talent (moves)

#### **THE INSIGHT**

People who visit a place fall in love with it. They come back. They move to it, and they invest in it.

#### **THE SOLVE**

Integrated program to drive Iowa economic development  
Step 1: Discover the Unseen Wonders  
Step 2: Explore Unknown Possibilities

1

## Give It Time

*We know we've **always** been at the top of your list; it just took a minute to convince the family to vacation here. So, give us time.*

*Time to show you that you've underestimated Iowa. Time to make this the passed-over spot you'll now return to every season.*

***The more time you spend in Iowa, the more you'll get back in return.***

***Give it time.***



2

## Give Your Life a Promotion

*The richness of life in Iowa can cultivate your growth, personally and professionally.*

*Iowa has the best of both worlds – big city opportunities without the hassle and price tag. Here, you'll find supportive communities, affordable homes, diverse cultures, space to breathe and more. You can have it all.*

***Give your life a promotion that goes far beyond career prospects.***



IEDA communications  
campaigns have

**driven  
sustained,  
significant  
impact**

*for five years in a row, with the  
biggest jump in consideration  
this year!*

## PRE-POST SURVEY DIFFERENCE

### AWARENESS



### FAVORABILITY



### CONSIDERATION





# TRAVEL PROGRAM AT-A-GLANCE

BRAND

Travel Iowa

GOAL

Move travelers from consideration to action (Book a trip)

STRATEGY

Prioritize consumer motivators (emotional connection, unique experiences, financial value) to drive action

BUSINESS OBJECTIVE

Attain 5% growth in YOY visitor spending through 2027

Achieve 65% of total visitation from out-of-state visitors by 2027

AUDIENCES

Young Families | Child-Free | Iowans | Potential Relocators

PLATFORM

Give It Time

COMMUNICATION OBJECTIVES

Create **AWARENESS** of Iowa as a viable travel option

Inspire **CONSIDERATION** of Iowa through trip shopping

Drive **ACTION** that shows legitimate intent to book a trip

KPIS

**Priority KPI:** Watch time

*Secondary KPIs: Shares/saves, cost per view, video completion rate (VCR), engagement rate, impressions*

**Priority KPI:** Website engagement rate

*Secondary KPIs: Website users per landing page, website engaged sessions, social saves*

**Priority KPI:** Hotel booking via Adara tracking

*Secondary KPIs: Goldie use, website outbound clicks, travel guide orders, passport sign-ups*

PRIORITY PROGRAM / TAGLINE CTA

Book your trip



Give it Time employed a wide range of creative content designed to spark surprise and connection.

235+



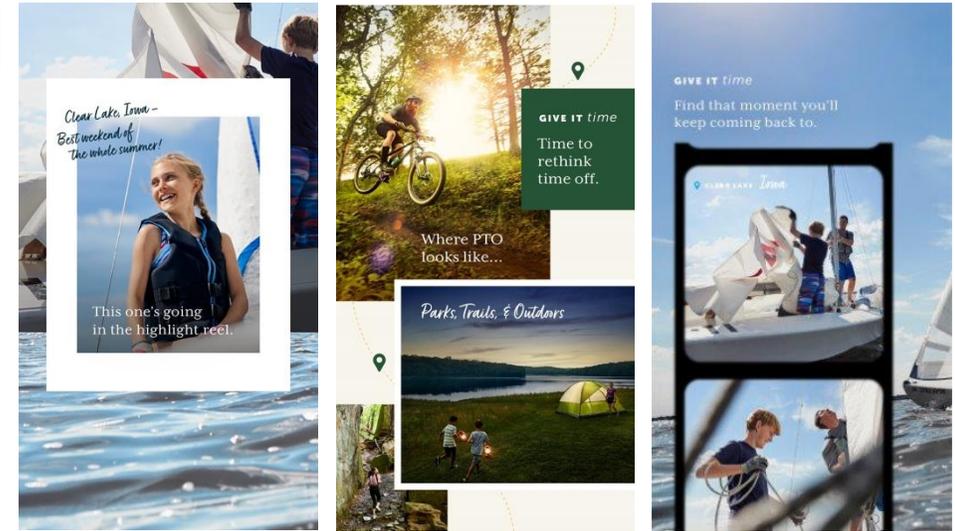
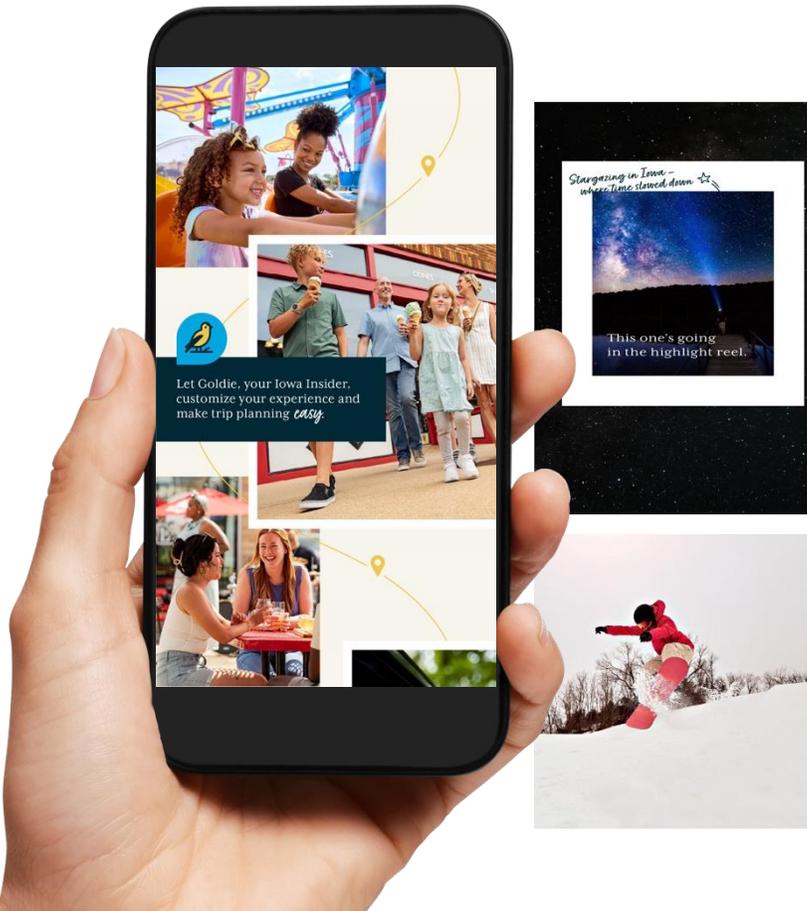
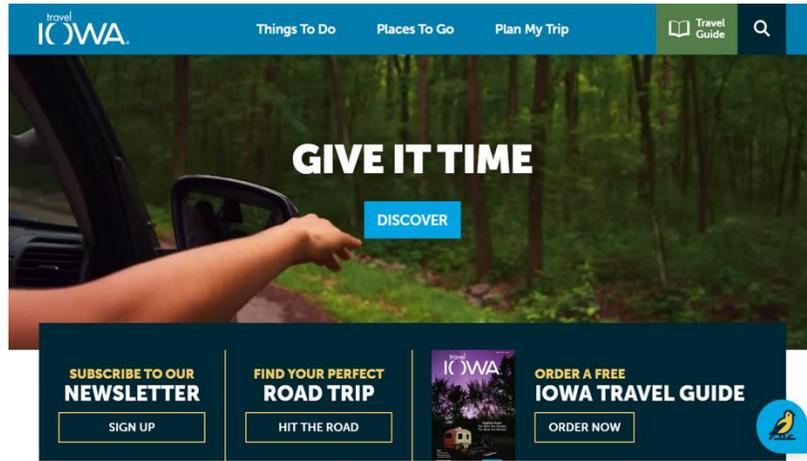
creative assets, including video, audio, carousel, story, static and native

Seasonal digital content, tailored to consumer mindsets

Influencer partnerships featuring authentic voices discovering Iowa Sponsored content

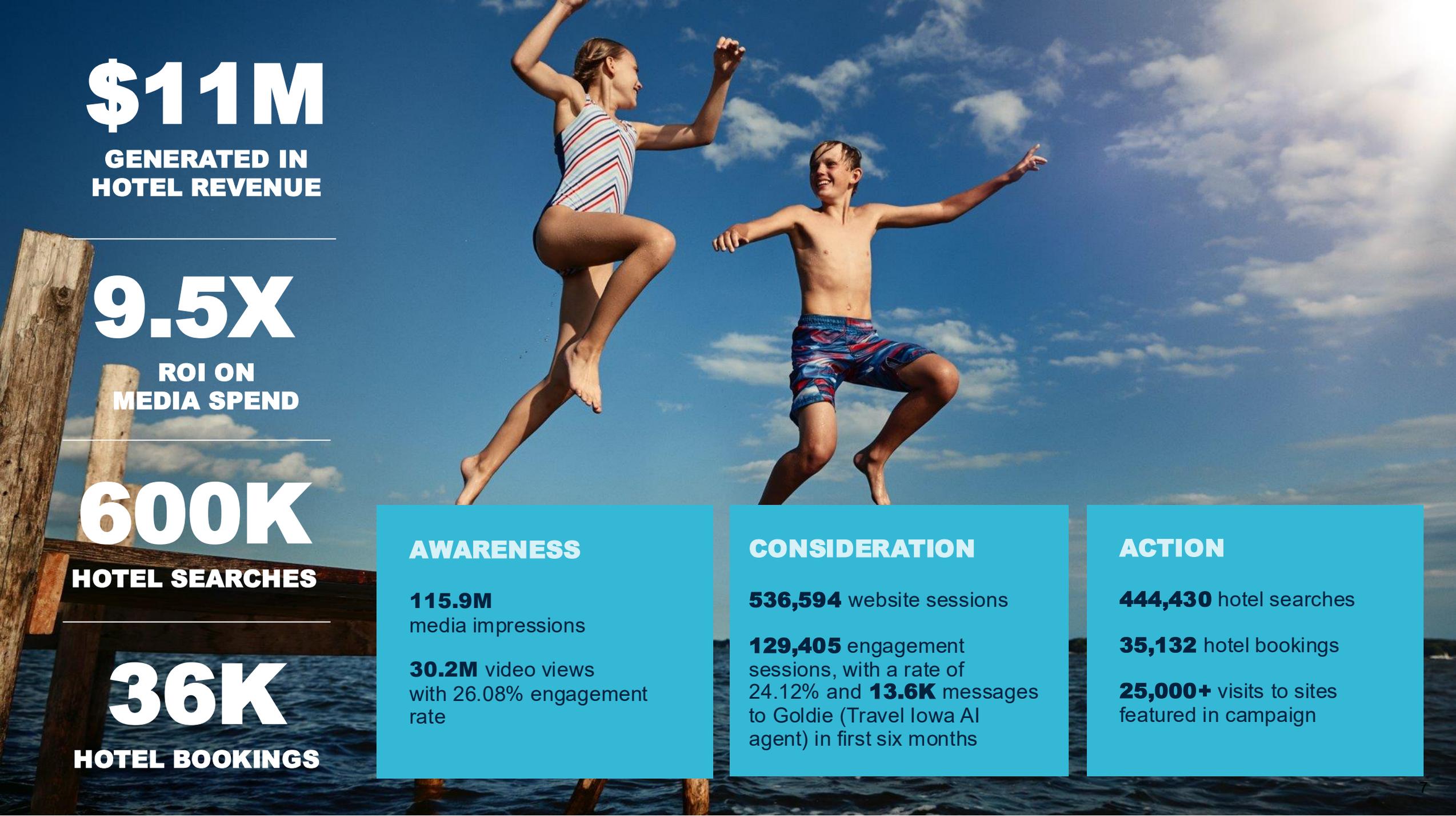
Social-first creative designed for sharing, not just viewing

User-generated content celebrating authentic Iowa experiences



Literally everywhere within 50 miles of the Mississippi in Iowa is AMAZING - SOCIAL MEDIA USER





**\$11M**

**GENERATED IN  
HOTEL REVENUE**

**9.5X**

**ROI ON  
MEDIA SPEND**

**600K**

**HOTEL SEARCHES**

**36K**

**HOTEL BOOKINGS**

**AWARENESS**

**115.9M**  
media impressions

**30.2M** video views  
with 26.08% engagement  
rate

**CONSIDERATION**

**536,594** website sessions

**129,405** engagement  
sessions, with a rate of  
24.12% and **13.6K** messages  
to Goldie (Travel Iowa AI  
agent) in first six months

**ACTION**

**444,430** hotel searches

**35,132** hotel bookings

**25,000+** visits to sites  
featured in campaign

# TALENT ATTRACTION PROGRAM AT-A-GLANCE

**BRAND**

This is Iowa

**GOAL**

Make Iowa the choice (for visitors) and residents

**STRATEGY**

Showcase Iowa's unique opportunities and quality of life

**BUSINESS OBJECTIVE**

Generate moves to close the workforce gap within the IEDA priority industries (current + future)

**AUDIENCES**

Young Professionals | Young Families | Boomerang

**PLATFORM**

Give Your Life a Promotion  
*Content Themes: Infinite Opportunity Awaits | Life of Quality*

**COMMUNICATION OBJECTIVES**

Drive **CONSIDERATION** of relocation to Iowa

Demonstrate **ACTION** in Iowa relocation leads

Raise **AWARENESS** about the value of living and working in Iowa

**KPIS**

Social: Engagements  
Digital: Visits, Clicks, Time  
Email Capture (newsletter + col)  
This Is Iowa Guide Requests

Connect with an Iowan (Form 1 completions)

Reach / Impressions / Views

**PRIORITY PROGRAM**

Connect with an Iowan

# THIS IS IOWA

**Give Your Life a Promotion** campaign launched audience-first content fueling interest and action.

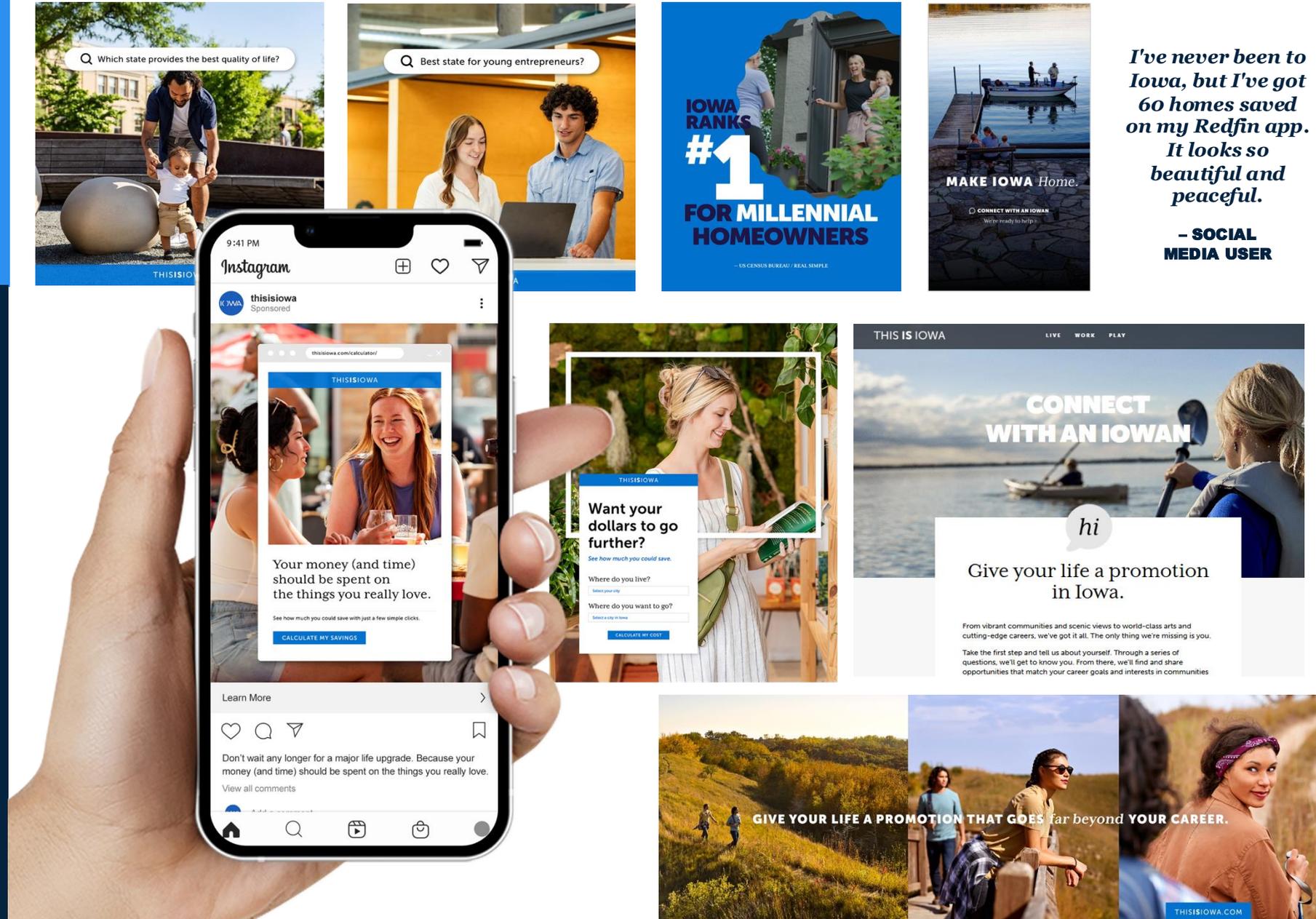
**300+**  customized assets, including social, video, digital and community management tools

Targeted distribution, with informed content directed at Iowa's key industries and workforce markets

Paid media amplification social, display, newsletter, search and media partnerships (Meta, Google, Reddit, Spotify)

Connect with an Iowan, a lead generation program fueled by HubSpot to recruit, nurture and convert leads

Relaunched ThisIowa.com to allow for clear calls to action, compelling stories and move resources, including a Cost of Living Calculator



## AWARENESS

**89.8M** media impressions

**6.3M** video views

## CONSIDERATION

**471,611** site sessions and **9,663** calculator uses on website

**955** guide orders from website

## ACTION

**7,822** CWAI sign-up leads, *surpassing goal of 1,000 leads within first three weeks*

# 20+

**IEDA CONFIRMED MOVES TO THE STATE**

# 2X

**MORE LIKELY TO CONSIDER MOVING TO IOWA AFTER SEEING CAMPAIGN**

**WHAT THEY'RE SAYING:** ”

*It really makes me feel different about the state of Iowa. I didn't know they had all these activities ... I didn't know much about the state, but it seems like a place I would definitely want to visit in the wintertime.”*

– U.S. JOB SEEKER

*I didn't realize it was such a good place for affordable home ownership as well as for starting a business ... it could be great for young professionals hoping to start a family”*

– IOWA CONNECTED BORDER STATE JOB SEEKER

*It definitely gets me to think about Iowa in a new positive way. I knew cost of living was low, but that is about it.”*

– U.S. JOB SEEKER

# TWO BRIEFS. ONE CAMPAIGN.

*\$11M hotel revenue + \$8.8M economic impact*

**\$20M ECONOMIC  
IMPACT  
FOR IOWA**



# Supporting Materials

## FH / IEDA Research

# PRE-POST CAMPAIGN SURVEY

The goal of the pre-post campaign surveys is to **measure travel and relocation campaign effectiveness** by establishing baseline awareness, perceptions and consideration of Iowa, then comparing these metrics for campaign-exposed audiences in the post-test, including year-over-year changes.

## The online surveys are fielded before the launch of and after the conclusion of major campaign spots

- The pre-campaign survey was fielded from February 26<sup>th</sup> - March 13<sup>th</sup>, 2025
- The Travel post-campaign survey was fielded from August 12<sup>th</sup> - September 3<sup>rd</sup>, 2025
- The Talent post-campaign survey was fielded from November 10<sup>th</sup> - December 9<sup>th</sup>, 2025

## SURVEY AUDIENCE

- Ages 22-45, representative samples of U.S. population (excluding Iowa) and states bordering Iowa
- Travelers likely to travel in the next 6 months
- Job seekers likely to consider moving to another state and not very unlikely to look for a new job in the next two years

*IEDA communications campaigns have*  
**driven sustained,  
significant impact**  
**of Awareness, Favorability**  
**and Consideration of Iowa**  
*for five years.*

## PRE-POST\* DIFFERENCE

### AWARENESS



### FAVORABILITY



### CONSIDERATION



*Consumers who interact with travel campaign content have a significantly more favorable perception of Iowa and are more likely to visit than those not exposed to the campaign.*

## PRE-POST\* DIFFERENCE

### AWARENESS



### FAVORABILITY



### CONSIDERATION



Source: Post-campaign primary research study

*The Talent Attraction campaign continues to build momentum, with nearly a **3x increase** in consideration of a move once consumers have interacted with our campaign.*

PRE-POST\* DIFFERENCE

**AWARENESS**



**FAVORABILITY**



**CONSIDERATION**

