

# CENTRAL IOWA TOURISM REGION

## Proven Programs, Innovation & Networking

The regions are a proven system that supports all industry segments and recognizes the varied needs across the state. Leadership on the region boards represent the diversity of our industry and include hotels, attractions, natural resources, services & education, county government, performing arts, and destination marketing organizations. The regional system provides an equal voice regardless of your budget or organizational size, plus ensures geographic diversity.

**Your involvement in CITR supports relevant and innovative programs that directly benefit your business or organization. Regional training sessions are held close to home with opportunities to network and cultivate partnerships with others from your area. The regions are a proven public/private partnership with an over 30-year track record of successful programming including:**

### SPECIAL PROJECTS

- Guide Training & Certification Program - 350 plus attendees trained statewide with over 80 industry members achieving professional guide certification
- Training & Consultations with Roger Brooks - internationally known travel & tourism expert
- Iowa Tourism Leadership Institute - 69 first year graduates & 34 second year graduates, added third year and alumni tracks
- Hospitality/Customer Service Training - over 2,000 industry members trained
- Ask the Expert - consultations for marketing & branding, human resource, working with boards, grant writing & succession planning
- Design on Our Dime - consultations with professional copy writer & graphic designer
- Culinary Tourism Consultations - training sessions and business consultations with attractions and restaurants

### CAREER DEVELOPMENT & MENTORING

- Career Fair - sharing your internships & job postings with over 100 university students
- Mentoring - student volunteer opportunities at industry events

### PROFESSIONAL DEVELOPMENT & NETWORKING

- Regional Workshops - industry training through in-person & virtual sessions
- Leadership training & development
- Committee opportunities - provide your expertise with region programs & projects, along with statewide committees
- Networking - share ideas, develop partnerships and learn from your industry peers
- Technical Assistance - available from your region office

### PROMOTION

- Central Iowa Travel Guide - annual publication showcasing the region
- Iowa State Fair Booth - promote your area by volunteering to staff booth
- Travel Iowa Marketplace - group travel focused tradeshow



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