

DISCOVER
Ames

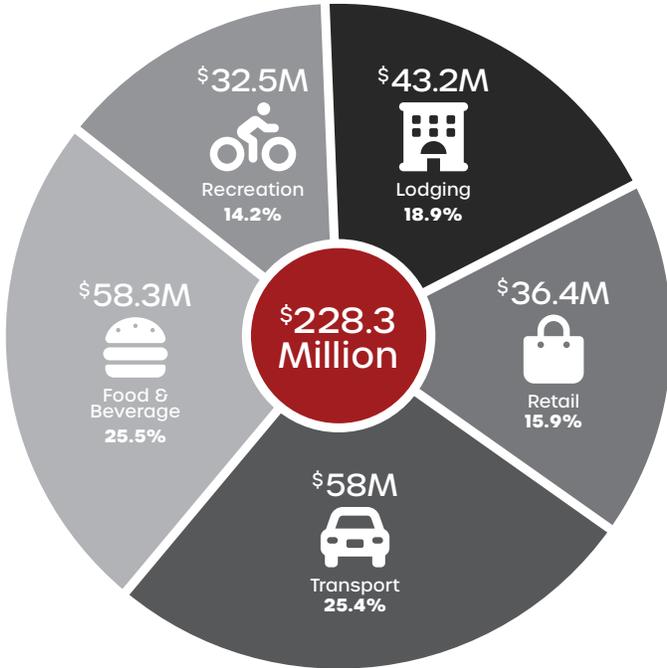
EST.  1864

2024 YEAR IN REVIEW

ANNUAL REPORT



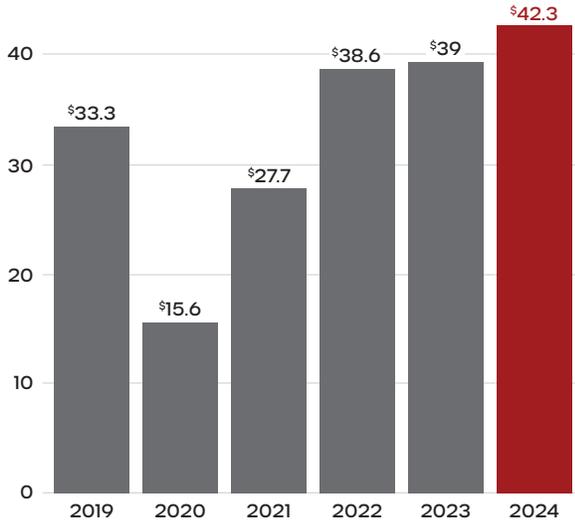
VISITOR ECONOMIC IMPACT



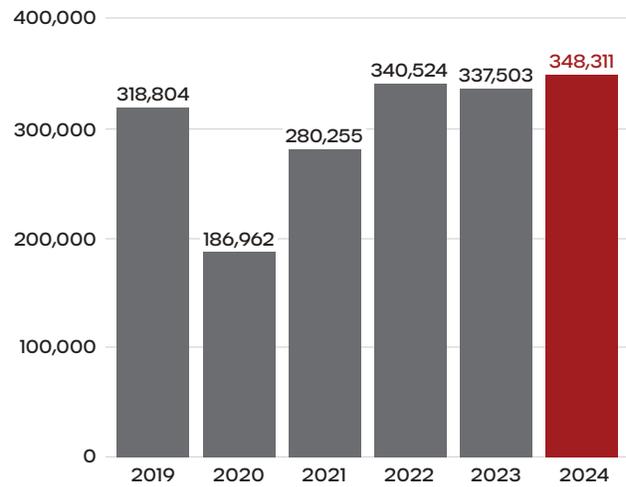
Visitors to Story County spent a total of **\$228.3M*** Generating a total of **\$48.6M** in taxes.

**In 2023 (the latest data available)*

Ames overnight visitor numbers **continue to grow!**



AMES LODGING REVENUE
(in millions of dollars)



AMES ROOM NIGHTS

IOWA

Tourism economic impact
\$10.9 BILLION

Labor income impact of tourism
\$1.9 BILLION

(direct and indirect labor income)

Tourism supported jobs
70,954

STORY COUNTY

Economic impact of tourism
\$228,300,000

Labor income impact of tourism
\$51,700,000

Tourism supported jobs
2,474

AMES

Lodging revenue
\$42,300,000

Room nights
348,311

2024 MAJOR ACCOMPLISHMENTS



MARKETING LEADER

- 323,022 Website page views – Calendar, Stay-Shop-Eat-Do, meeting planner resources
- 27,000 Visitor Guides
- 966,891 social media impressions
- Special promotions – RV There Yet?, ISU Guide To The Games, Cyclone Sports Properties
- Flynn Wright research and marketing plan

UNIVERSITY RELATIONS

- Strengthened relationship with ISU Athletics
- Provided FAM tour for campus event planners
- Worked with ISU Student Affairs on Cyclone Family Weekend and Welcome Weekend
- Strengthened relationship with Admissions, Orientation and New Student Programs



BUSINESS DEVELOPMENT

- Secured Iowa Student Leadership Conference, Iowa High School Girls State Soccer Championships, events of the National Senior Games
- Visitor Experience support for major events Odyssey of the Mind, FFA, and FAM tours
- Partnerships with Boone County CVB, Catch DM, Ames Regional Economic Alliance, Ames Main Street



PLACEMAKING

- Support and encourage CyTown development
- Lead discussions regarding a recreation center
- Support and encourage The Linc development



COMMUNITY ENGAGEMENT

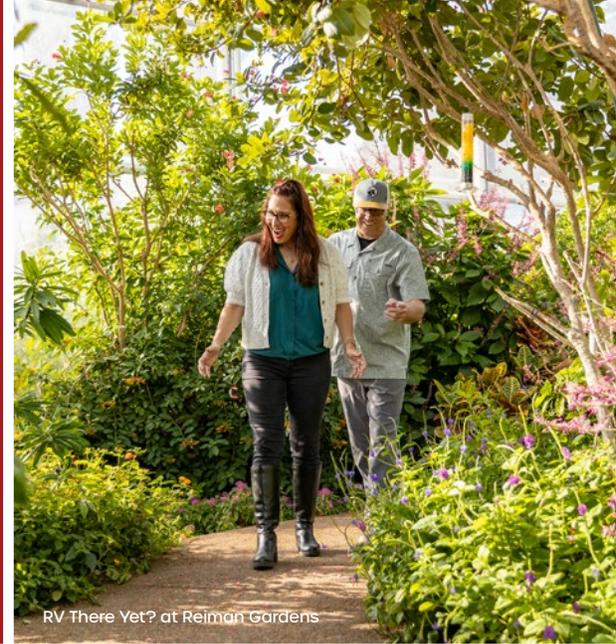
- Ames Insider publication distributed to 31,908 residents
- Community Grant awarded more than \$110,000 to 28 Ames area events
- More than 2,200 community events and meeting touches
- Leadership Ames tourism and hospitality day

DISCOVER AMES
Community Grant **PROGRAM**

WHO WE ARE

Discover Ames is the official destination marketing organization for the city of Ames and the surrounding area. **Our core focus is to promote Ames and Iowa State University as a destination to attract groups and visitors.** We provide unparalleled services to groups and visitors as well as enhance the quality of life for the Ames community.

The Ames tourism industry accounts for a major and irreplaceable source of revenue for our restaurants, shops, cultural organizations, attractions, and hotels. Discover Ames enhances the overall Ames experience and contributes to the economic well-being of the city through leadership and innovation in the hospitality industry.



RV There Yet? at Reiman Gardens

Odyssey of the Mind World Finals



George Strait concert at Jack Trice Stadium



Ames 1864



Farm Progress Show