

News Release
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Des Moines County Earns Natural Resources Award at Tourism Conference

October 22, 2009 (Tama, Iowa) — The Des Moines County Conservation Board received the Natural Resources award today during the 2009 Iowa Tourism Conference in Tama.

"The Des Moines County Conservation Board manages 18 public parks and natural areas totaling nearly 1,500 acres," said Iowa Tourism Office Manager Nancy Landess. "They are currently working on multi-million dollar capital improvements to Big Hollow Recreation Area and the creation of a 20-mile multi-use, cross-country trail, both of which will add more outdoor recreation opportunities to the county."

Judging was largely based on outstanding contributions and efforts for a tourism-related activity or attraction that focused on the state's natural beauty or outdoor recreation.

A total of 19 awards were presented at the conference. Professionals representing several facets of the Iowa tourism industry judged the nominations.

The annual three-day conference, sponsored by the Iowa Tourism Office and Travel Federation of Iowa, brings together nearly 300 industry representatives from across the state to network, attend educational sessions and discuss emerging industry trends. The 2010 Conference will be held October 20-22 in Burlington.

Tourism is a \$6.4 billion industry in Iowa, employing nearly 65,000 people statewide and generating more than \$303 million in state taxes. The Iowa Tourism Office is part of the Iowa Department of Economic Development. For more information about Iowa tourism, visit www.traveliowa.com, call 800.345.IOWA or stop at any Iowa Welcome Center.

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Note to Editors: Photos from the award ceremony are available. Contact Jessica O'Riley at jessica.oriley@iowalifechanging.com or 515.725.3085.