

## City makes global impression

About a dozen travel and tourism professionals from various countries visit Dubuque as part of an Iowa tour to arrange future excursions.



Jessica Reilly

Ric Garrido, from Monterey, CA, rides the Fenelon Place Elevator on Fourth Street during a familiarization tour Wednesday in Dubuque.

Posted: Friday, April 4, 2014 12:00 am | Updated: 8:34 am, Fri Apr 4, 2014.

City makes global impression BY BEN JACOBSON TH STAFF WRITER  
BEN.JACOBSON@WCINET.COM Telegraph Herald | 0 comments

A night and evening in Dubuque was all it took for Jan Kuzel to see an exciting travel opportunity for his customers.

The director of marketing and product development for America Tours, a travel agency in the Czech Republic, is scouting locations for a planned Midwest agricultural excursion. Dubuque could likely be an overnight stop on the tour, he said.

"I like it, it's beautiful," Kuzel said Thursday while touring the National Mississippi River Museum & Aquarium. "It's, to me, like old-fashioned America ... The city looks beautiful. It's very nice. Especially for European (visitors), it's very nice."

Kuzel was one of about a dozen international travel and tourism professionals touring Dubuque and northeast Iowa this week. The three-day trek through Dubuque, Waterloo, Ames and the Quad Cities was designed to familiarize visitors with the area and spread word of local tourism opportunities across the globe.

The Dubuque Area Convention and Visitors Bureau organized the trip with the agency's counterparts in the other three locations. Participants, including bureau leaders, will end the tour at the International Pow Wow Marketplace convention in Chicago this weekend.

"This is a huge opportunity for us to continue telling our Dubuque story in front of international delegates," said Julie Kronlage, bureau director of sales. "It's a great opportunity to continue getting our name out there."

The Dubuque leg of the tour began with a brief downtown tour and an evening ride up the Fenelon Place Elevator. Visitors spent some time on the river Thursday, taking a tour on the Spirit of Dubuque, before hitting the museum and the Port of Dubuque.

Luis Cuevas, editorial director of the Mexico City-based Travel Times, shared tour highlights live on social media throughout the trip. When he returns home, Cuevas said he will write about Dubuque for his publication's website and e-magazine.

In Mexico, tales of the Mississippi River are ingrained in popular culture, according to Cuevas. He said it was nice to see the fabled river up close.

"I love all about the story of the Mississippi, and now is my first chance to stay in contact with a city (on) the river," Cuevas said. "It's a very nice place. I saw the architecture, I saw all the facilities you have for the tourists, and I think it's a very good place to visit."

© 2014 THonline.com. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.