

Meeting Visitors Where They Are:

Creating Audio- and Spanish-accessible Guides



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IOWA
Fort Dodge

What we did :

- **Converted our Destination Guide into an audio format for those with visual/reading impairments and preferences.**
- **Began the process of targeting and translating our Destination Guide to Spanish-speaking audiences and pairing with a digital campaign in 3 out-of-state markets.**



Why we did it :



- **Reach diverse audiences**
- **Provide accessible information**
- **Open Fort Dodge to new visitors**
- **Encourage community diversity**
- **Support current populations & workforce recruitment efforts**

Challenges :



- Getting community involved
- Targeting content to new audiences
- Scripting for audio format
- Accurate translation
- Financing
- Extended permissions for content

Resources :

- City contracts for translation
- Community leaders in diverse populations
- Content creator relationships
- Iowa Tourism Office Grant





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