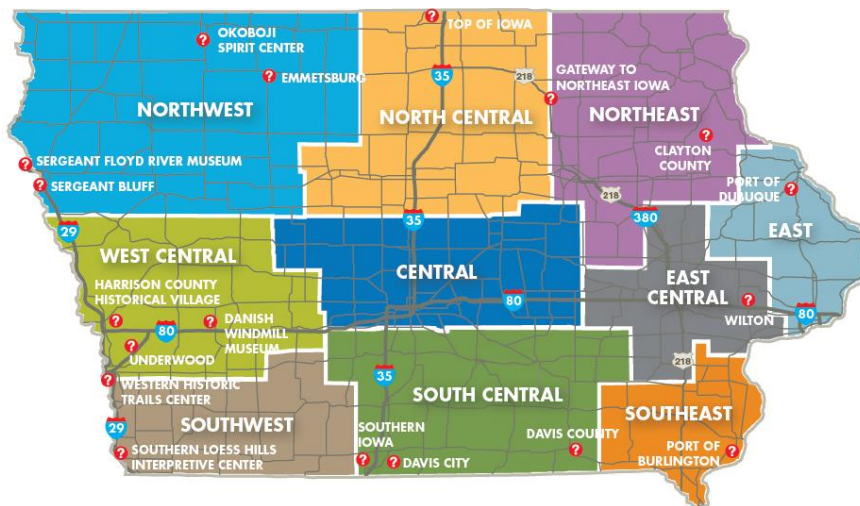


Iowa Welcome Center Survey Report 2016



Iowa Economic Development Authority

Tourism Office

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This survey report covers January through December 2016.

To determine the trip characteristics of the visitors stopping at the centers, travelers were asked to complete a survey through a random sample process.

Eleven Iowa Welcome Centers participated in this study: Danish Windmill (Elk Horn), Davis City, Port of Dubuque, Harrison County (Missouri Valley), Okoboji Spirit Center, Sergeant Bluff, Sergeant Floyd (Sioux City), Southern Loess Hills (Percival), Top of Iowa (Northwood), Underwood and Wilton.

Each center was required to submit a minimum of 200 surveys for this study. The surveys were administered and submitted by the individual Iowa Welcome Centers. The results were tabulated and reported by the Iowa Economic Development Authority, Tourism Office.

2016

Iowa Welcome Center

Key Findings

Travelers spent an average of 3.9 days in Iowa and made an average of 2.9 trips to Iowa.

The travel counselors influenced 37% of the travelers to stay longer, 64% of those travelers stayed an additional day or longer.

The average travel party size was 2.5 people.

The average spending per day by travel parties was \$432.81.

The welcome centers served out-of-state travelers, from Minnesota (8%), Illinois (5%), Missouri (5%), Texas (4%) Wisconsin (4%) and International Visitors (4%). Iowa residents accounted for 17% of the travelers.

The traveler's primary destination was Iowa (41%), followed by Minnesota (7%), Nebraska (7%), South Dakota (5%), Missouri (4%), Illinois (3%) and Colorado (3%).

Iowa Welcome Centers primarily served primarily family travel parties (70%), those travelers with adults only accounted for 48% and those travelers with children under the age of 18, 25%. The average age of 56.5. The majority of travelers were on vacation, taking a leisure trip (54%) or visiting family or friends (28%).

The majority (53%) stayed in hotels/motels, followed by homes of friends and family (12%).

Travelers stop at Iowa Welcome Centers primarily for information (43%), a travel break (29%) and to use the restrooms (15%).

Over 60% of the travelers were interested in Arts, History & Culture, nearly 49% said Scenic and Nature and 41% were seeking Family Fun.

Iowa Welcome Center Summary							
2016 January - December							
Welcome Center	Number of Surveys	Family with Children <18	Family with Adults Only	Avg. Days in Iowa	Avg. # of Trips to Iowa	Extended Their Stay in Iowa	Avg. Party Size
Danish Windmill	224	23.1%	42.1%	4.9	2.9	27.1%	2.7
Davis City	363	24.0%	45.5%	5.6	3.9	47.2%	2.5
Dubuque	205	29.4%	44.9%	3.3	2.2	49.2%	2.3
Harrison County	282	19.8%	53.1%	3.7	2.6	32.7%	2.4
Okoboji Spirit	225	49.8%	25.3%	8.8	5.7	32.3%	2.8
Sergeant Bluff	200	12.6%	59.8%	2.0	2.1	61.0%	2.7
Sergeant Floyd	200	27.1%	50.3%	8.0	2.1	32.5%	2.5
Southern Loess Hills	268	24.9%	52.9%	1.7	1.3	29.5%	2.6
Top of Iowa	250	22.4%	57.6%	2.1	3.0	23.2%	2.5
Underwood	208	20.8%	44.9%	2.7	2.6	41.4%	2.2
Wilton	365	18.4%	47.4%	2.6	2.9	35.9%	2.3
Grand Total	2,790	24.4%	47.7%	3.9	2.9	37.2%	2.5

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Iowa Welcome Center Summary							
2016 January - December							
Welcome Center	Avg. Party Spending Per Day	Travelers with Iowa Residence	Travelers with Iowa Destination	Trip of Vacation or Leisure	Average Age	Hotel/Motel Lodging	Purpose of Stop was for Information
Danish Windmill	\$ 367.68	15.2%	43.6%	50.7%	53.2	49.1%	34.4%
Davis City	\$ 506.58	13.6%	38.1%	40.1%	57.8	44.3%	39.3%
Dubuque	\$ 417.81	20.1%	72.7%	70.0%	49.2	68.3%	65.1%
Harrison County	\$ 399.26	19.8%	35.7%	64.8%	59.0	57.5%	62.4%
Okoboji Spirit	\$ 711.80	42.4%	85.3%	74.3%	53.7	29.9%	46.0%
Sergeant Bluff	\$ 479.50	8.5%	31.2%	53.3%	60.2	57.5%	31.5%
Sergeant Floyd	\$ 382.01	10.5%	38.7%	65.0%	56.0	61.0%	64.0%
Southern Loess Hills	\$ 397.99	1.5%	4.9%	60.2%	58.0	50.2%	27.5%
Top of Iowa	\$ 304.63	9.2%	30.0%	41.2%	57.3	66.0%	25.2%
Underwood	\$ 439.82	46.3%	62.9%	41.5%	57.0	54.2%	45.6%
Wilton	\$ 430.31	8.6%	30.0%	44.7%	56.7	51.9%	37.7%
Grand Total	\$ 432.81	16.8%	41.1%	53.7%	56.5	53.0%	42.7%

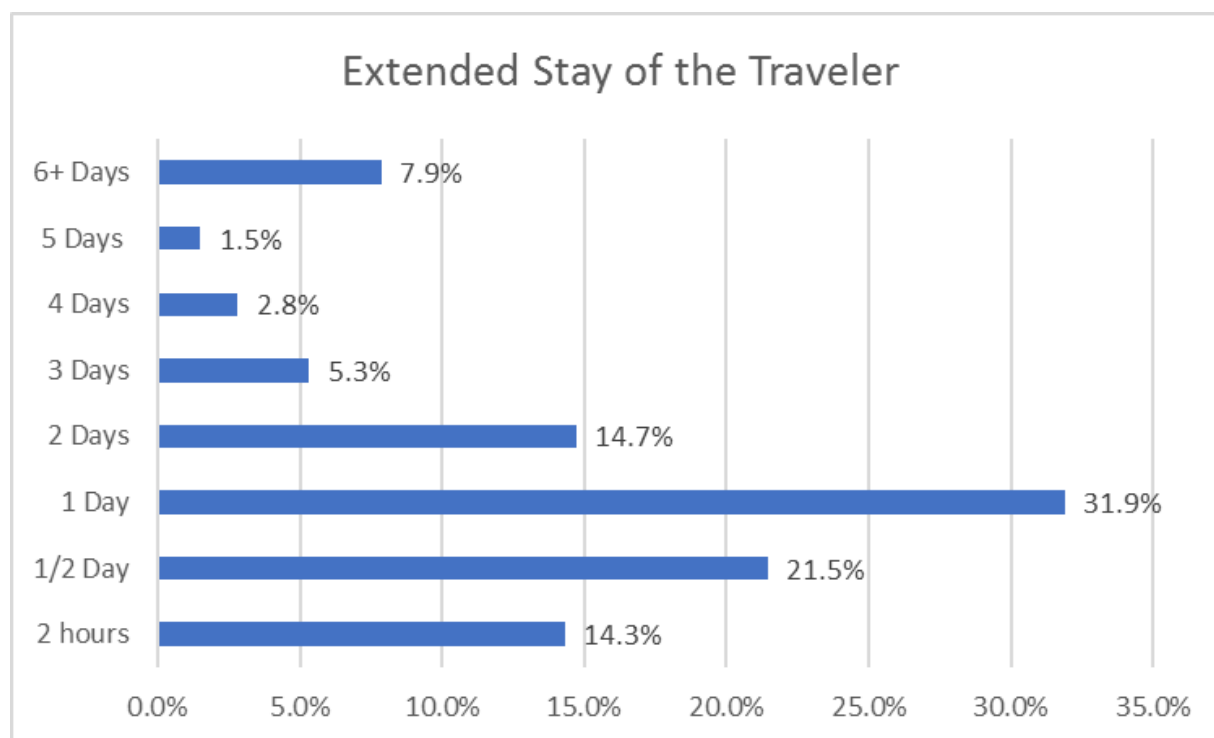
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Iowa Welcome Center Trends						
	2011	2012	2013	2014	2015	2016
Average Days in Iowa	4.1	3.3	3.5	3.4	3.6	3.9
Average Number of Trips to Iowa	3.2	2.9	3.4	3.3	3.1	2.9
Travelers that Extended Their Stay	35%	30%	36%	34%	36%	37%
Average Party Size	2.5	2.5	2.5	2.5	2.5	2.5
Travelers with Iowa Residence	13%	13%	13%	14%	15%	17%
Travelers with Iowa Destination	40%	41%	41%	43%	39%	41%
Travelers on Vacation	48%	48%	52%	46%	54%	54%
Average Age	55.7	56.8	56.1	56.2	57.0	56.5
Hotel/Motel Lodging	55%	55%	55%	52%	52%	53%

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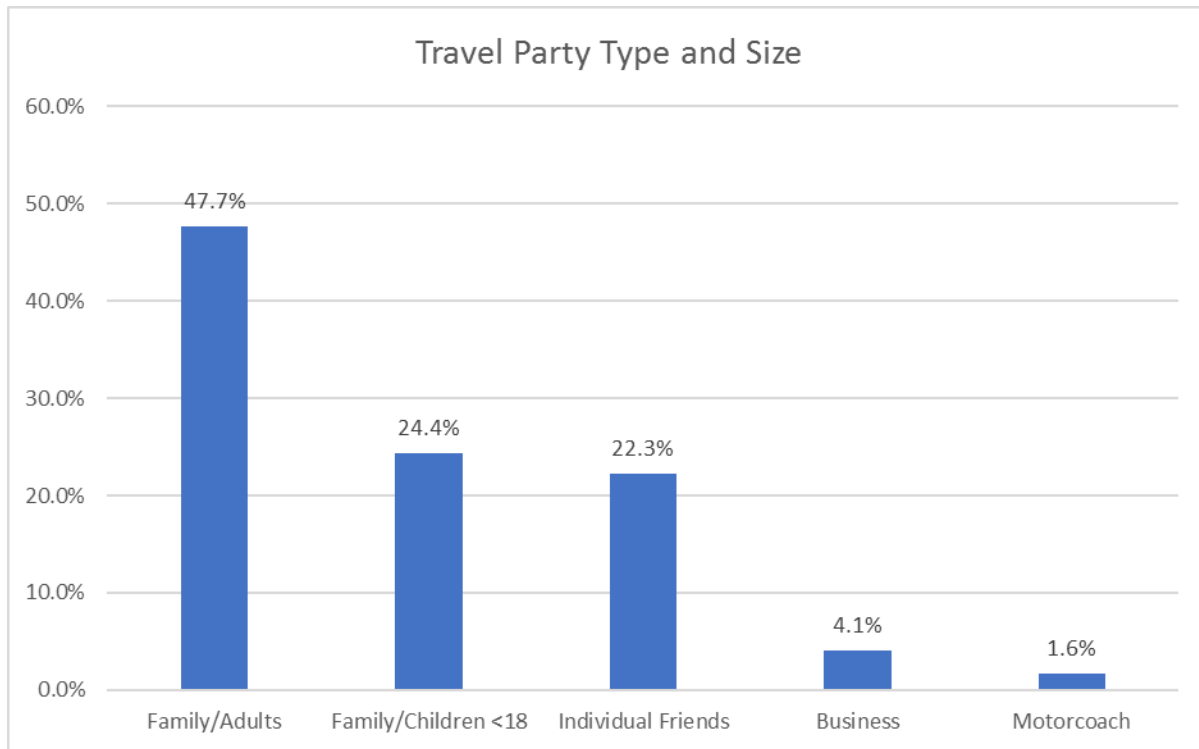
Length of Stay and Number of Trips			
2016 January - December			
Welcome Center	Trip Days, Average	Iowa Trip Days, Average	Trips to Iowa, Average
Danish Windmill	11.2	4.9	2.9
Davis City	15.8	5.6	3.9
Dubuque	9.4	3.3	2.2
Harrison County	15.3	3.7	2.6
Okoboji Spirit	8.3	8.8	5.7
Sergeant Bluff	9.1	2.0	2.1
Sergeant Floyd	20.7	8.0	2.1
Southern Loess Hills	17.7	1.7	1.3
Top of Iowa	8.6	2.1	3.0
Underwood	15.2	2.7	2.6
Wilton	14.4	2.6	2.9
Grand Total	13.4	3.9	2.9

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Extended the Stay of the Traveler										
2016 January - December										
Welcome Center	Yes	No	2 hours	1/2 Day	1 Day	2 Days	3 Days	4 Days	5 Days	6+ Days
Danish Windmill	27.1%	72.9%	36.8%	24.6%	19.3%	7.0%	3.5%	3.5%	0.0%	5.3%
Davis City	47.2%	52.8%	9.2%	7.4%	34.3%	21.5%	8.6%	4.3%	3.7%	11.0%
Dubuque	49.2%	50.8%	12.9%	31.2%	33.3%	15.1%	1.1%	0.0%	1.1%	5.4%
Harrison County	32.7%	67.3%	25.8%	15.7%	28.1%	14.6%	7.9%	1.1%	1.1%	5.6%
Okoboji Spirit	32.3%	67.7%	9.9%	12.7%	12.7%	14.1%	7.0%	8.5%	2.8%	32.4%
Sergeant Bluff	61.0%	39.0%	0.0%	46.3%	42.1%	8.3%	1.7%	0.8%	0.0%	0.8%
Sergeant Floyd	32.5%	67.5%	18.5%	23.1%	33.8%	15.4%	3.1%	1.5%	0.0%	4.6%
Southern Loess Hills	29.5%	70.5%	28.0%	17.3%	28.0%	12.0%	5.3%	2.7%	2.7%	4.0%
Top of Iowa	23.2%	76.8%	5.3%	28.1%	43.9%	14.0%	5.3%	1.8%	0.0%	1.8%
Underwood	41.4%	58.6%	11.3%	11.3%	42.5%	13.8%	3.8%	3.8%	2.5%	11.3%
Wilton	35.9%	64.1%	15.6%	21.3%	27.0%	18.0%	8.2%	3.3%	0.8%	5.7%
Grand Total	37.2%	62.8%	14.3%	21.5%	31.9%	14.7%	5.3%	2.8%	1.5%	7.9%

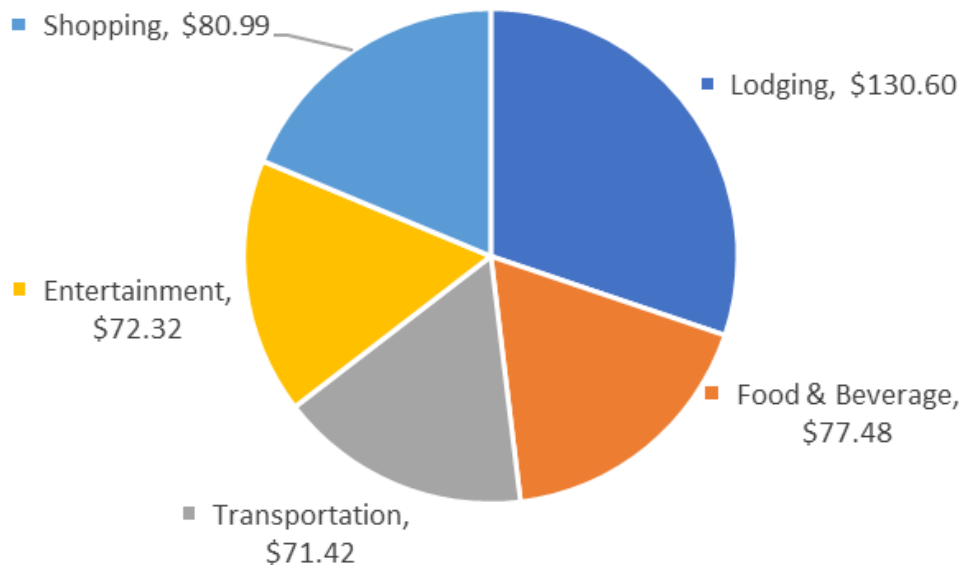
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Travel Party Type and Size						
2016 January - December						
Welcome Center	Family/Adults	Family/Children <18	Individual Friends	Business	Motorcoach	Avg. Party Size
Danish Windmill	42.1%	23.1%	29.0%	3.2%	2.7%	2.7
Davis City	45.5%	24.0%	21.8%	5.9%	2.8%	2.5
Dubuque	44.9%	29.4%	20.3%	3.2%	2.1%	2.3
Harrison County	53.1%	19.8%	23.4%	1.8%	1.8%	2.4
Okoboji Spirit	25.3%	49.8%	19.6%	0.9%	4.4%	2.8
Sergeant Bluff	59.8%	12.6%	26.1%	1.0%	0.5%	2.7
Sergeant Floyd	50.3%	27.1%	18.1%	3.0%	1.5%	2.5
Southern Loess Hills	52.9%	24.9%	20.3%	1.1%	0.8%	2.6
Top of Iowa	57.6%	22.4%	16.8%	2.8%	0.4%	2.5
Underwood	44.9%	20.8%	26.1%	7.7%	0.5%	2.2
Wilton	47.4%	18.4%	23.7%	10.0%	0.6%	2.3
Grand Total	47.7%	24.4%	22.3%	4.1%	1.6%	2.5

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Average Daily Spending Per Travel Party \$432.81

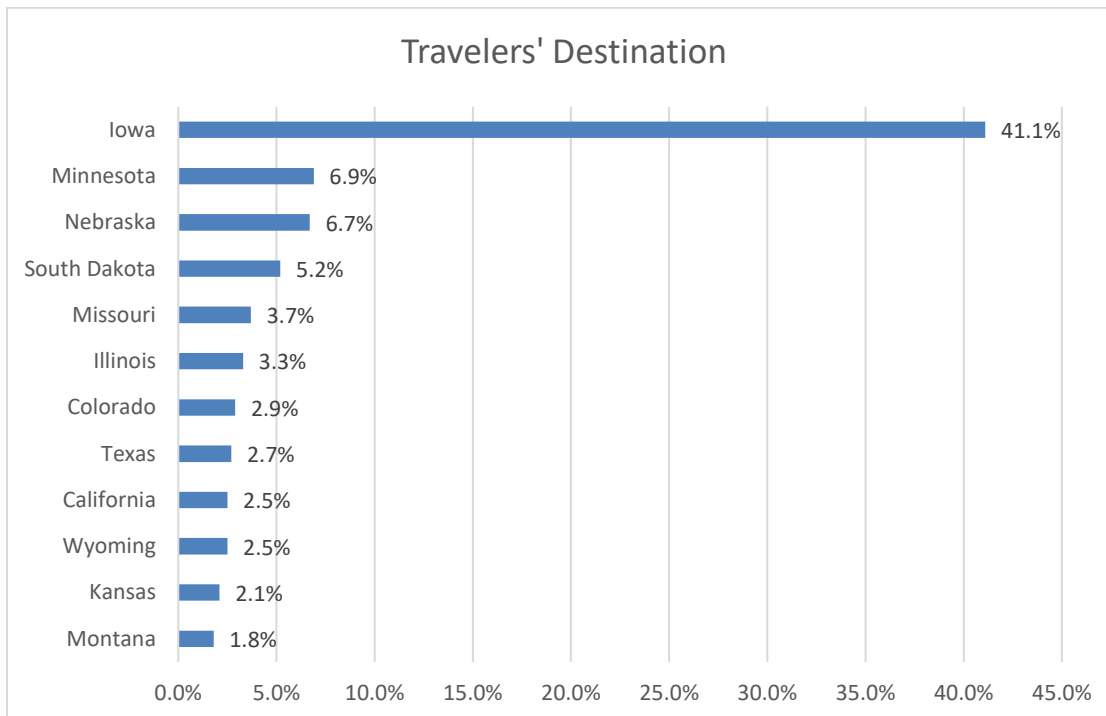
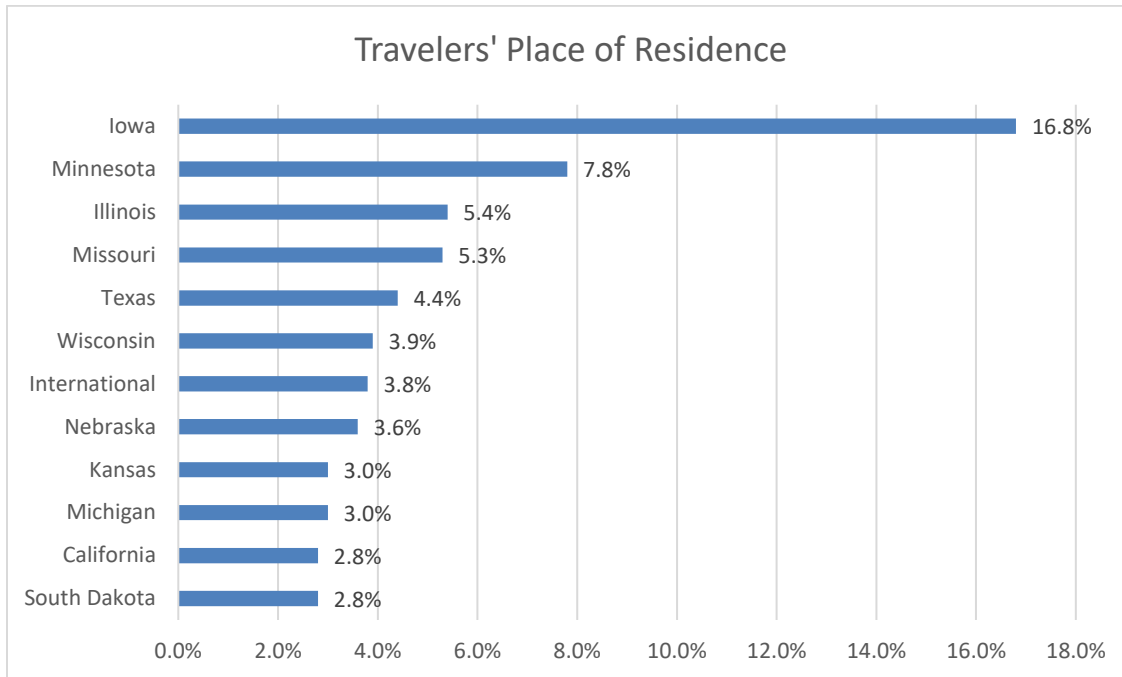


Average Daily Spending Per Travel Party

2016 January - December

Welcome Center	Lodging	Food & Beverage	Transportation	Entertainment	Shopping	Total
Danish Windmill	\$ 115.40	\$ 58.12	\$ 79.44	\$ 63.42	\$ 51.31	\$ 367.68
Davis City	\$ 150.83	\$ 80.77	\$ 87.24	\$ 72.87	\$ 114.86	\$ 506.58
Dubuque	\$ 123.99	\$ 78.49	\$ 48.15	\$ 85.10	\$ 82.07	\$ 417.81
Harrison County	\$ 118.35	\$ 66.98	\$ 78.89	\$ 61.25	\$ 73.81	\$ 399.26
Okoboji Spirit	\$ 303.45	\$ 104.29	\$ 87.08	\$ 105.62	\$ 111.35	\$ 711.80
Sergeant Bluff	\$ 123.88	\$ 105.00	\$ 40.23	\$ 88.79	\$ 121.60	\$ 479.50
Sergeant Floyd	\$ 122.47	\$ 71.88	\$ 50.44	\$ 69.90	\$ 67.32	\$ 382.01
Southern Loess Hills	\$ 111.62	\$ 67.56	\$ 86.38	\$ 68.86	\$ 63.56	\$ 397.99
Top of Iowa	\$ 104.72	\$ 51.25	\$ 46.19	\$ 54.49	\$ 47.98	\$ 304.63
Underwood	\$ 111.04	\$ 71.52	\$ 101.92	\$ 67.67	\$ 87.67	\$ 439.82
Wilton	\$ 117.34	\$ 80.56	\$ 86.67	\$ 69.01	\$ 76.73	\$ 430.31
Grand Total	\$ 130.60	\$ 77.48	\$ 71.42	\$ 72.32	\$ 80.99	\$ 432.81

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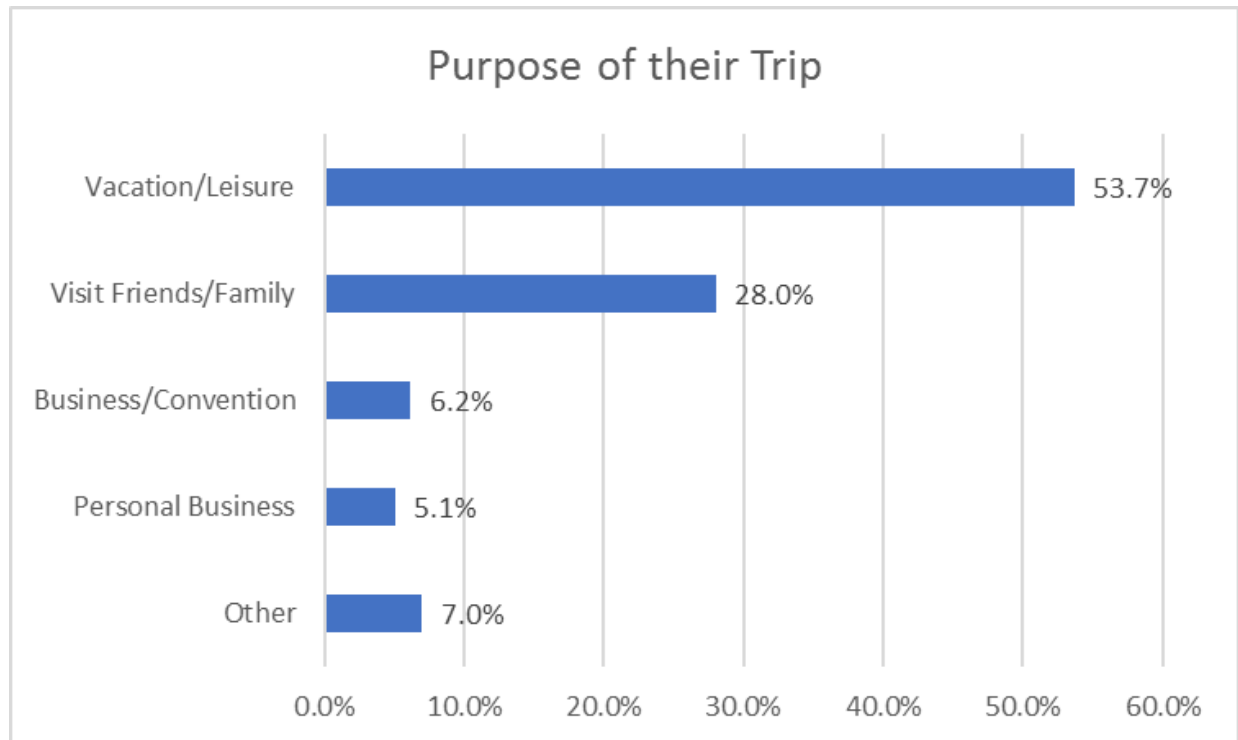
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Travelers' Place of Residence												
2016 January - December												
	Danish Windmill	Davis City	Dubuque	Harrison County	Okobojo Spirit	Sergeant Bluff	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Underwood	Wilton	Grand Total
Iowa	15.2%	13.6%	20.1%	19.8%	42.4%	8.5%	10.5%	1.5%	9.2%	46.3%	8.6%	16.8%
Minnesota	4.9%	10.6%	6.9%	4.7%	11.2%	6.0%	5.0%	0.8%	33.2%	2.0%	1.4%	7.8%
Illinois	4.9%	1.4%	12.3%	2.9%	3.6%	2.5%	3.5%	3.0%	0.8%	2.9%	17.7%	5.4%
Missouri	0.9%	15.6%	2.9%	4.0%	2.2%	5.5%	3.0%	15.0%	3.2%	0.5%	0.3%	5.3%
Texas	3.6%	12.3%	2.0%	4.7%	2.2%	3.5%	6.5%	2.6%	4.0%	2.0%	1.9%	4.4%
Wisconsin	3.6%	3.9%	14.7%	2.2%	0.4%	1.0%	3.0%	1.1%	8.4%	2.9%	3.0%	3.9%
International	7.6%	1.7%	3.4%	5.0%	5.8%	1.0%	8.5%	1.1%	1.2%	2.4%	5.0%	3.8%
Nebraska	8.9%	0.3%	1.5%	2.5%	13.8%	3.5%	2.0%	2.6%	2.0%	3.4%	2.5%	3.6%
Kansas	0.9%	11.7%	1.5%	3.6%	0.9%	3.0%	1.5%	1.9%	3.6%	0.5%	0.3%	3.0%
Michigan	3.6%	2.2%	3.9%	2.2%	0.0%	2.0%	1.5%	1.1%	1.6%	3.4%	8.6%	3.0%
California	2.7%	1.4%	3.4%	5.8%	1.3%	1.0%	2.5%	1.9%	2.4%	2.4%	5.0%	2.8%
South Dakota	1.3%	0.6%	1.5%	1.4%	4.9%	18.1%	3.5%	1.1%	2.8%	0.0%	0.3%	2.8%
Colorado	6.3%	0.3%	3.4%	4.0%	0.4%	1.0%	3.0%	2.3%	2.0%	6.3%	2.8%	2.7%
Florida	2.2%	0.3%	1.5%	2.9%	1.3%	3.0%	5.0%	9.0%	0.4%	0.0%	1.7%	2.4%
Canada	0.9%	3.3%	0.0%	1.1%	0.0%	9.5%	2.5%	2.6%	2.8%	2.0%	1.7%	2.3%
Ohio	2.7%	0.6%	2.0%	1.4%	0.9%	1.5%	4.0%	0.0%	2.0%	2.0%	5.2%	2.1%
Indiana	1.8%	0.6%	1.5%	1.1%	0.4%	0.5%	2.5%	1.5%	1.6%	1.5%	6.1%	1.9%
New York	4.0%	0.0%	2.5%	1.4%	0.9%	0.0%	3.5%	1.9%	1.2%	2.4%	2.8%	1.8%
Pennsylvania	4.0%	0.3%	0.0%	0.7%	0.9%	2.0%	1.0%	0.8%	1.2%	2.4%	4.1%	1.6%
Arizona	1.3%	3.1%	2.0%	0.7%	1.3%	1.0%	0.5%	0.8%	2.0%	2.0%	1.4%	1.5%
Georgia	0.9%	0.0%	0.0%	1.4%	0.4%	2.0%	2.5%	7.1%	0.4%	0.5%	1.1%	1.5%
Tennessee	0.0%	0.3%	0.5%	4.3%	0.0%	3.0%	2.5%	4.5%	0.4%	0.5%	0.6%	1.5%
Washington	2.2%	0.6%	1.0%	4.3%	0.4%	1.5%	3.0%	0.8%	2.4%	0.0%	0.6%	1.5%
Virginia	0.9%	0.8%	0.5%	2.5%	0.4%	2.0%	1.5%	1.5%	2.0%	2.4%	1.4%	1.4%
North Carolina	0.0%	0.3%	1.0%	1.8%	0.4%	2.5%	2.0%	4.1%	1.2%	0.0%	0.6%	1.2%
Oklahoma	1.3%	4.5%	0.0%	1.1%	0.4%	0.5%	2.0%	1.1%	0.4%	0.0%	0.3%	1.2%
Oregon	2.2%	0.3%	2.5%	1.4%	0.0%	0.0%	1.5%	2.3%	0.8%	2.0%	0.8%	1.2%
Arkansas	0.9%	1.7%	0.5%	0.7%	0.0%	0.0%	1.0%	4.9%	1.2%	0.0%	0.3%	1.1%
North Dakota	1.3%	0.6%	0.5%	0.0%	1.3%	5.5%	1.0%	0.8%	1.2%	0.0%	0.3%	1.0%
Kentucky	0.4%	0.3%	0.5%	1.1%	0.0%	1.5%	1.0%	3.0%	0.8%	0.5%	1.1%	0.9%
Massachusetts	0.0%	0.6%	1.0%	0.7%	0.0%	0.5%	1.0%	1.1%	0.4%	1.0%	1.9%	0.8%
Louisiana	0.0%	1.4%	1.5%	0.7%	0.4%	0.5%	0.5%	1.9%	0.4%	0.0%	0.3%	0.7%
Alabama	0.0%	0.8%	0.0%	0.4%	0.0%	0.5%	0.5%	3.8%	0.0%	0.0%	0.6%	0.6%
New Jersey	0.9%	0.3%	1.0%	0.4%	0.0%	0.5%	0.0%	0.0%	0.4%	1.0%	2.2%	0.6%
Utah	2.2%	0.6%	0.0%	0.7%	0.0%	0.5%	0.0%	0.4%	0.0%	2.4%	0.3%	0.6%
South Carolina	0.0%	0.0%	2.0%	0.4%	0.0%	0.0%	0.5%	2.6%	0.0%	0.0%	0.3%	0.5%
Mississippi	0.0%	0.6%	0.0%	1.4%	0.0%	0.5%	0.5%	1.5%	0.4%	0.0%	0.0%	0.5%
Nevada	1.3%	0.3%	0.5%	0.7%	0.0%	1.0%	0.5%	0.4%	0.0%	0.0%	0.6%	0.5%
Idaho	0.4%	0.6%	0.0%	0.4%	0.4%	0.5%	1.0%	0.8%	0.0%	0.0%	0.6%	0.4%
New Mexico	0.9%	0.8%	0.5%	0.4%	0.0%	0.5%	1.0%	0.0%	0.0%	0.0%	0.6%	0.4%
Maryland	0.0%	0.6%	0.0%	0.4%	0.0%	0.0%	1.0%	1.1%	0.0%	0.0%	0.8%	0.4%
Montana	0.0%	0.3%	0.0%	1.1%	0.0%	0.5%	0.0%	0.4%	0.8%	0.0%	0.8%	0.4%
Wyoming	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%	0.4%	1.2%	0.5%	0.3%	0.4%
West Virginia	0.4%	0.3%	0.0%	0.4%	0.0%	0.5%	0.0%	1.1%	0.0%	0.5%	0.3%	0.3%
Connecticut	0.4%	0.0%	0.0%	0.4%	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	1.1%	0.3%
Maine	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.8%	0.2%
New Hampshire	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.8%	0.2%
Alaska	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.5%	0.3%	0.1%
Dist. of Columbia	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.1%
Delaware	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
Hawaii	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Vermont	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.3%	0.1%
Rhode Island	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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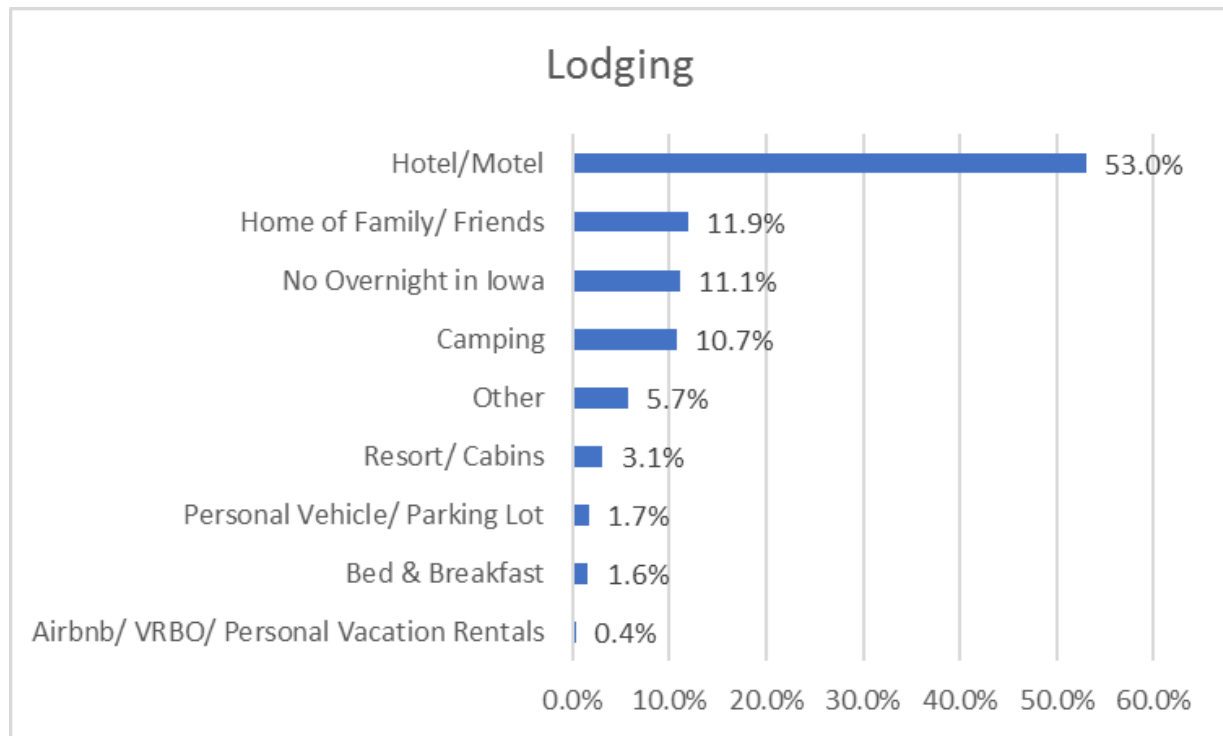
Travelers' Destination												
2016 January - December												
	Danish Windmill	Davis City	Dubuque	Harrison County	Okoboji Spirit	Sergeant Bluff	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Underwood	Wilton	Grand Total
Iowa	43.6%	38.1%	72.7%	35.7%	85.3%	31.2%	38.7%	4.9%	30.0%	62.9%	30.0%	41.1%
Minnesota	4.5%	14.2%	3.0%	2.3%	4.0%	4.5%	4.7%	1.5%	28.8%	1.5%	2.9%	6.9%
Nebraska	10.9%	0.0%	1.0%	13.5%	2.7%	8.0%	5.2%	19.3%	4.4%	2.9%	5.8%	6.7%
South Dakota	2.7%	0.3%	0.5%	11.3%	0.9%	13.6%	11.0%	11.7%	1.6%	1.0%	4.9%	5.2%
Missouri	0.0%	14.2%	1.5%	2.3%	0.4%	6.5%	1.0%	2.7%	3.6%	0.0%	2.3%	3.7%
Illinois	5.0%	2.2%	10.1%	0.4%	0.4%	4.0%	3.7%	0.4%	3.2%	1.5%	6.1%	3.3%
Colorado	4.1%	0.6%	0.0%	4.9%	0.4%	0.5%	2.6%	2.7%	1.2%	5.9%	7.2%	2.9%
Texas	0.5%	8.6%	1.0%	0.4%	4.0%	4.5%	1.6%	2.3%	2.0%	0.0%	1.7%	2.7%
California	2.7%	0.3%	0.5%	3.4%	0.0%	2.0%	1.0%	3.4%	1.2%	1.5%	8.9%	2.5%
Wyoming	2.7%	0.3%	0.0%	3.4%	0.0%	3.0%	4.2%	9.8%	0.4%	0.5%	2.9%	2.5%
Kansas	0.0%	5.8%	0.5%	1.1%	0.4%	1.5%	0.5%	3.0%	4.8%	0.5%	1.4%	2.1%
Montana	0.5%	0.0%	0.0%	5.3%	0.0%	4.5%	2.6%	4.9%	1.2%	0.0%	1.7%	1.9%
Arizona	1.4%	3.1%	0.5%	2.3%	0.9%	2.0%	1.0%	1.1%	2.8%	0.5%	1.7%	1.7%
Wisconsin	0.9%	4.4%	5.1%	0.4%	0.0%	0.5%	0.0%	0.0%	3.2%	2.9%	0.3%	1.7%
Washington	1.4%	0.3%	0.5%	0.8%	0.0%	1.5%	2.6%	5.7%	0.4%	0.5%	3.2%	1.6%
Oregon	2.3%	0.0%	0.0%	0.8%	0.0%	0.5%	4.2%	6.4%	0.8%	1.0%	1.4%	1.5%
Utah	1.8%	0.3%	0.0%	0.4%	0.0%	0.0%	0.5%	4.9%	0.0%	2.4%	1.7%	1.1%
Michigan	3.2%	0.6%	0.5%	1.1%	0.0%	0.0%	1.0%	0.0%	0.4%	2.9%	1.7%	1.0%
North Dakota	0.0%	0.3%	0.0%	1.5%	0.0%	1.5%	1.6%	3.0%	0.8%	0.0%	0.6%	0.8%
Canada	0.0%	0.0%	0.0%	2.6%	0.0%	0.5%	0.5%	2.3%	0.4%	0.5%	1.4%	0.8%
Florida	0.0%	0.6%	0.5%	0.0%	0.0%	3.0%	2.1%	1.5%	0.8%	0.0%	0.6%	0.8%
Idaha	0.5%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%	1.9%	0.0%	1.0%	2.3%	0.7%
New York	1.4%	0.0%	0.0%	1.9%	0.0%	0.5%	0.0%	0.0%	0.4%	1.0%	1.7%	0.7%
Alaska	0.5%	0.0%	0.0%	0.4%	0.0%	1.0%	2.1%	1.9%	0.8%	0.5%	0.3%	0.6%
Ohio	1.8%	0.0%	0.0%	0.4%	0.0%	1.0%	0.0%	0.0%	0.8%	1.0%	1.4%	0.6%
Oklahoma	0.9%	1.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.4%	1.2%	0.0%	0.0%	0.6%
Indiana	2.3%	0.6%	0.0%	0.0%	0.0%	0.5%	0.5%	0.4%	0.8%	0.5%	0.3%	0.5%
Tennessee	0.0%	0.3%	0.0%	0.0%	0.0%	1.5%	1.6%	0.8%	0.0%	1.5%	0.0%	0.4%
Pennsylvania	1.4%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.2%	0.4%
Nevada	0.9%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.5%	0.6%	0.3%
Kentucky	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	0.5%	0.3%	0.3%
Virginia	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.5%	0.6%	0.3%
Louisiana	0.0%	0.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	0.2%
North Carolina	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.0%	0.4%	0.4%	0.0%	0.3%	0.2%
Alabama	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.5%	0.0%	0.4%	0.0%	0.3%	0.2%
Maine	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.2%
New Mexico	0.5%	0.6%	0.0%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%
South Carolina	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	0.0%	0.4%	0.8%	0.0%	0.0%	0.2%
Arkansas	0.0%	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%
Georgia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.3%	0.1%
Massachusetts	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.3%	0.1%
Dist.of Columbia	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Maryland	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	0.1%
New Hampshire	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.3%	0.1%
Connecticut	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.3%	0.1%
International	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%
Mississippi	0.0%	0.3%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
West Virginia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	0.1%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawaii	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
New Jersey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%

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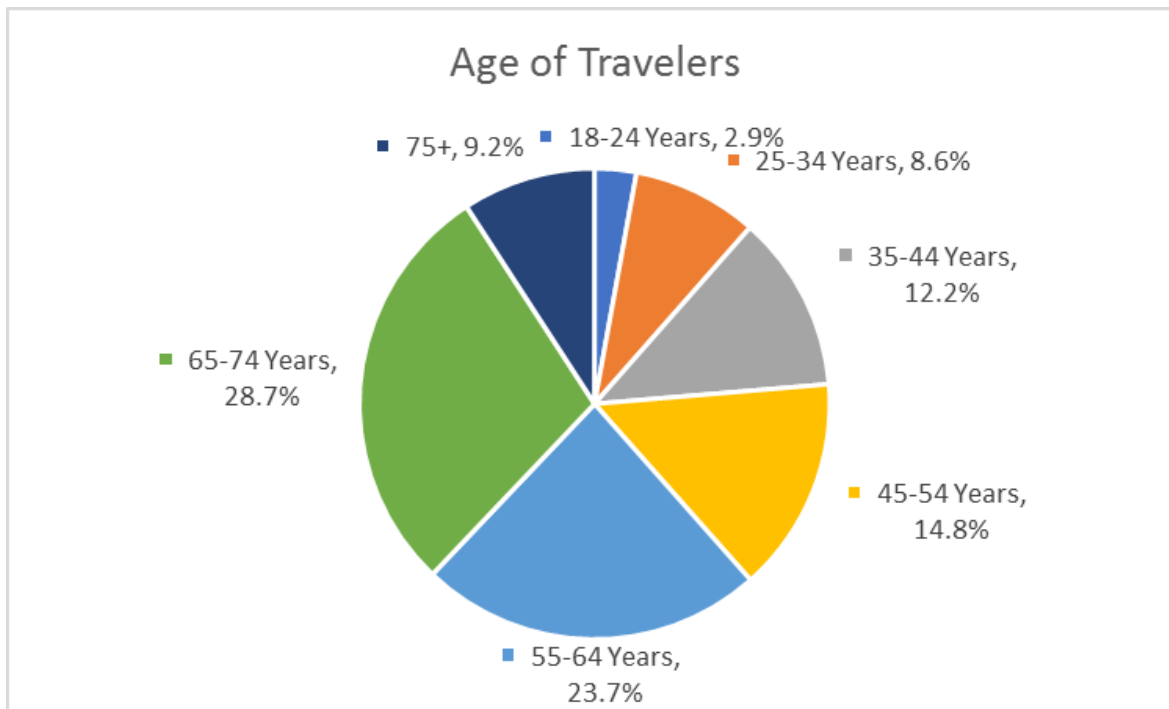
Purpose of their Trip					
2016 January - December					
Welcome Center	Vacation/Leisure	Visit Friends/Family	Business/Convention	Personal Business	Other
Danish Windmill	50.7%	27.8%	4.5%	6.3%	10.8%
Davis City	40.1%	29.8%	9.5%	7.5%	13.1%
Dubuque	70.0%	19.5%	2.6%	4.7%	3.2%
Harrison County	64.8%	27.4%	3.3%	1.9%	2.6%
Okoboji Spirit	74.3%	19.4%	1.8%	3.2%	1.4%
Sergeant Bluff	53.3%	39.1%	2.5%	3.0%	2.0%
Sergeant Floyd	65.0%	23.5%	3.5%	3.5%	4.5%
Southern Loess Hills	60.2%	24.0%	7.5%	3.9%	4.3%
Top of Iowa	41.2%	38.4%	6.4%	8.4%	5.6%
Underwood	41.5%	34.3%	9.2%	3.9%	11.1%
Wilton	44.7%	25.3%	11.2%	7.0%	11.8%
Grand Total	53.7%	28.0%	6.2%	5.1%	7.0%

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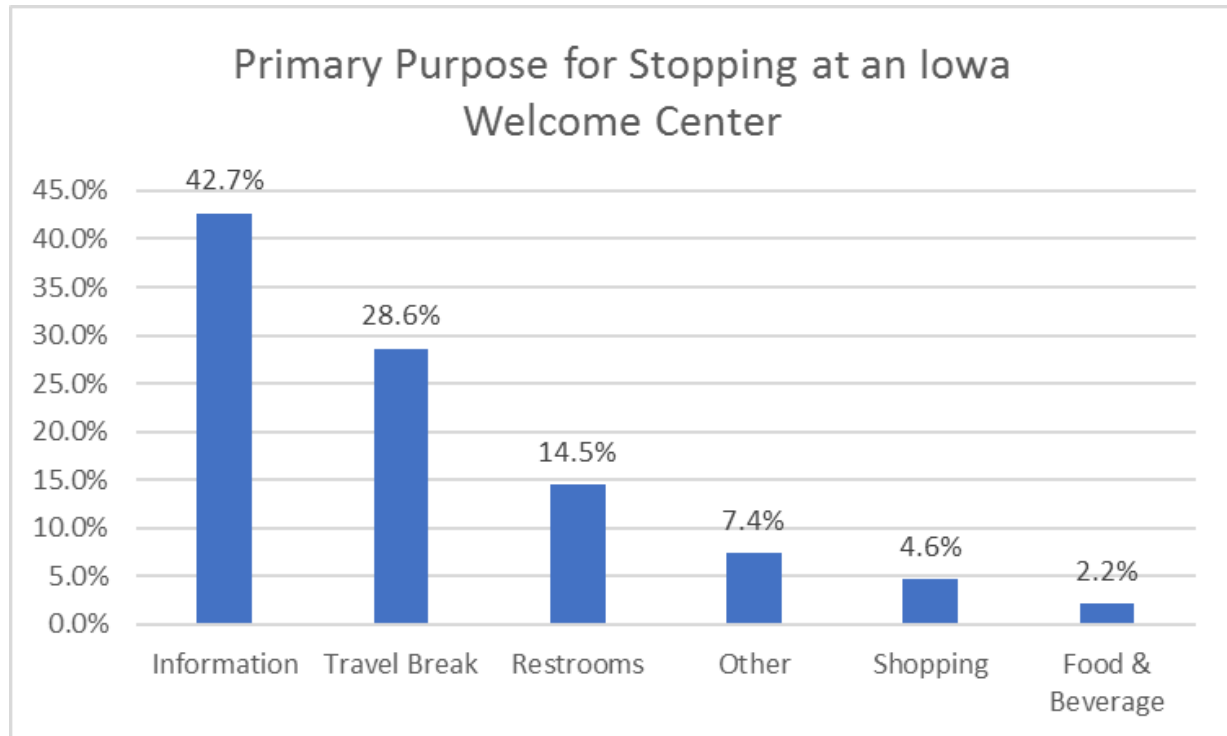
Lodging									
2016 January - December									
Welcome Center	Hotel/Motel	Home of Family/ Friends	No Overnight in Iowa	Camping	Other	Resort/ Cabins	Personal Vehicle/ Parking Lot	Bed & Breakfast	VRBO/ Personal Vacation Rentals
Danish Windmill	49.1%	14.1%	10.0%	13.2%	7.7%	0.5%	2.3%	1.4%	1.4%
Davis City	44.3%	15.3%	13.9%	8.5%	8.5%	4.3%	2.0%	2.8%	0.0%
Dubuque	68.3%	11.8%	4.8%	2.7%	2.2%	2.7%	0.5%	7.0%	0.0%
Harrison County	57.5%	13.1%	6.0%	17.5%	2.4%	1.2%	1.6%	0.0%	0.4%
Okoboji Spirit	29.9%	22.8%	4.9%	4.9%	4.9%	21.4%	1.8%	0.4%	0.9%
Sergeant Bluff	57.5%	5.0%	22.0%	11.0%	3.5%	0.0%	0.5%	0.5%	0.0%
Sergeant Floyd	61.0%	9.0%	11.0%	13.5%	3.5%	0.5%	0.5%	0.5%	0.5%
Southern Loess Hills	50.2%	3.6%	23.3%	14.3%	6.3%	0.9%	0.9%	0.0%	0.4%
Top of Iowa	66.0%	15.2%	7.6%	5.6%	0.4%	1.2%	1.6%	1.2%	0.0%
Underwood	54.2%	6.4%	9.9%	11.3%	12.3%	0.5%	3.0%	2.5%	0.0%
Wilton	51.9%	11.0%	9.3%	13.3%	8.4%	0.6%	2.9%	1.4%	0.9%
Grand Total	53.0%	11.9%	11.1%	10.7%	5.7%	3.1%	1.7%	1.6%	0.4%

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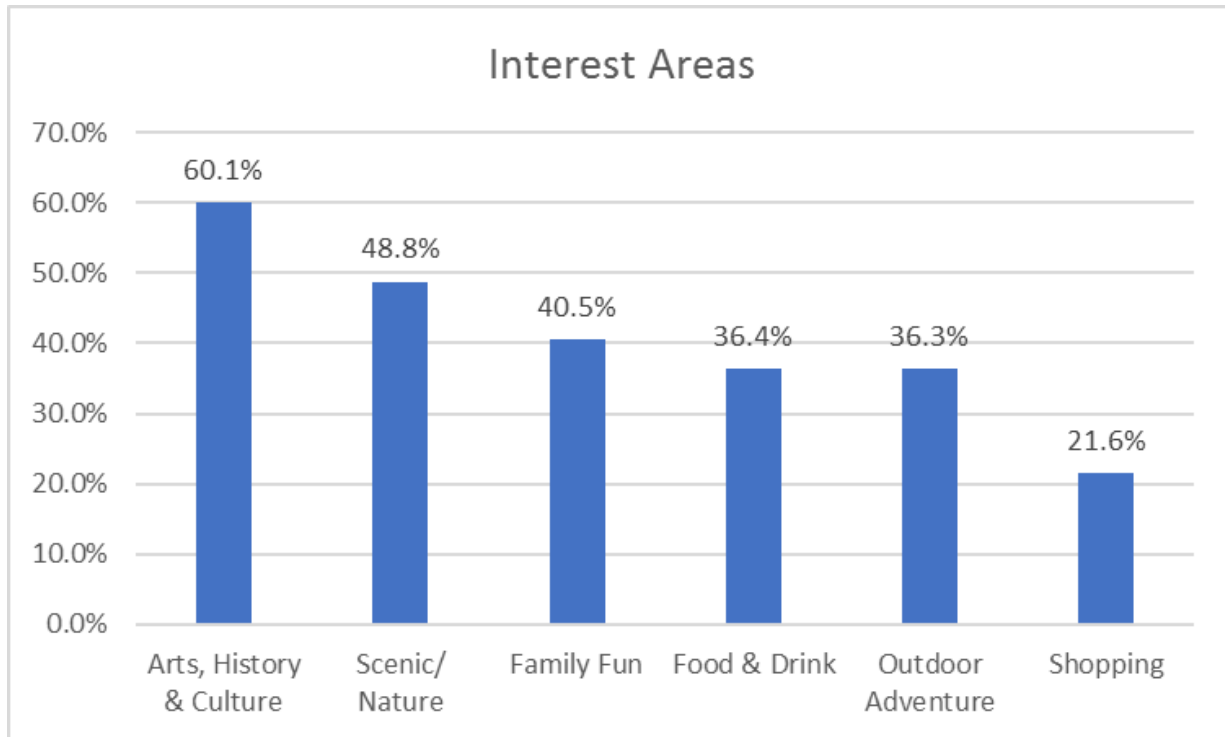
Age of Traveler								
2016 January - December								
Welcome Center	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65-74 Years	75+	Average Age
Danish Windmill	5.7%	16.3%	12.9%	10.5%	20.1%	22.5%	12.0%	53.2
Davis City	1.7%	10.2%	11.9%	11.6%	21.5%	27.8%	15.3%	57.8
Dubuque	6.7%	15.8%	15.2%	17.6%	25.5%	17.0%	2.4%	49.2
Harrison County	1.9%	5.0%	8.8%	15.6%	26.7%	34.0%	8.0%	59.0
Okoboji Spirit	4.1%	8.7%	17.4%	17.9%	20.6%	24.8%	6.4%	53.7
Sergeant Bluff	0.5%	2.5%	13.6%	13.1%	20.7%	40.9%	8.6%	60.2
Sergeant Floyd	1.1%	7.5%	13.9%	21.4%	21.9%	28.3%	5.9%	56.0
Southern Loess Hills	4.6%	7.5%	8.7%	11.2%	26.1%	34.4%	7.5%	58.0
Top of Iowa	1.2%	7.8%	13.5%	13.1%	22.9%	32.2%	9.4%	57.3
Underwood	2.1%	6.8%	13.7%	16.8%	22.6%	26.3%	11.6%	57.0
Wilton	3.2%	8.3%	8.6%	16.7%	28.7%	25.6%	8.9%	56.7
Grand Total	2.9%	8.6%	12.2%	14.8%	23.7%	28.7%	9.2%	56.5

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Primary Purpose for Stopping at an Iowa Welcome Center						
2016 January - December						
Welcome Center	Information	Travel Break	Restrooms	Other	Shopping	Food & Beverage
Danish Windmill	34.4%	27.1%	2.8%	28.9%	6.0%	0.9%
Davis City	39.3%	32.0%	22.6%	4.7%	0.6%	0.8%
Dubuque	65.1%	9.4%	11.5%	5.7%	7.3%	1.0%
Harrison County	62.4%	13.3%	8.6%	5.4%	7.5%	2.9%
Okoboji Spirit	46.0%	6.3%	3.6%	14.3%	29.9%	0.0%
Sergeant Bluff	31.5%	41.6%	26.4%	0.5%	0.0%	0.0%
Sergeant Floyd	64.0%	17.0%	1.0%	15.0%	3.0%	0.0%
Southern Loess Hills	27.5%	57.0%	13.6%	1.1%	0.0%	0.8%
Top of Iowa	25.2%	42.8%	17.2%	2.8%	0.4%	11.6%
Underwood	45.6%	29.6%	17.5%	4.9%	1.0%	1.5%
Wilton	37.7%	30.3%	24.5%	3.9%	0.6%	3.0%
Grand Total	42.7%	28.6%	14.5%	7.4%	4.6%	2.2%

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Interest Areas						
2016 January - December						
Welcome Centers	Arts, History & Culture	Scenic/Nature	Family Fun	Food & Drink	Outdoor Adventure	Shopping
Danish Windmill	75.9%	50.5%	37.3%	32.7%	24.5%	16.8%
Davis City	52.7%	43.9%	45.6%	41.4%	41.1%	29.3%
Dubuque	53.5%	51.4%	44.9%	41.6%	32.4%	27.0%
Harrison County	71.4%	61.2%	38.0%	30.1%	28.3%	18.8%
Okoboji Spirit	49.6%	40.6%	74.6%	47.8%	43.8%	43.3%
Sergeant Bluff	70.6%	50.8%	26.9%	55.3%	49.2%	15.2%
Sergeant Floyd	73.4%	48.2%	41.7%	23.1%	33.7%	12.6%
Southern Loess Hills	61.1%	56.0%	38.5%	25.7%	35.4%	13.2%
Top of Iowa	50.8%	40.8%	32.8%	36.4%	31.2%	21.2%
Underwood	60.8%	52.3%	34.2%	36.2%	39.7%	18.1%
Wilton	50.9%	44.3%	33.0%	33.8%	39.2%	19.0%
Grand Total	60.1%	48.8%	40.5%	36.4%	36.3%	21.6%

Traveler Profile by Interest	Arts, History & Culture	Scenic / Nature	Family Fun	Food & Drink	Outdoor Adventure	Shopping
Multiple answers accepted.						
Number of Surveys	1,630	(birding, gardens, byways, river cruises, etc.) 1,324	1,100	989	(camping, bicycling, hunting, fishing water sports, etc.) 986	485
Average Age	57.2	56.8	52.1	53.2	52.2	53.7
Average Days in Iowa	4.2	4.4	5.0	4.6	5.1	5.1
Average Number of Trips in Iowa	2.9	3.0	3.5	3.8	3.4	4.1
Average Travel Party Size	2.6	2.5	3.1	2.7	2.7	2.8
Extended the Stay of the Traveler	41.6%	39.3%	38.5%	41.8%	42.5%	41.7%
Travel Party Type						
Adult Families	50.5%	52.4%	36.1%	46.4%	45.4%	44.9%
Families with Children Under 18	20.9%	19.7%	44.0%	23.7%	25.9%	26.1%
Adult Individuals/Friends	23.5%	23.8%	16.0%	24.0%	23.4%	24.7%
Business Individuals	3.8%	3.2%	2.4%	4.4%	4.3%	3.1%
Group Traveling By Motorcoach	1.3%	0.8%	1.5%	1.4%	0.9%	1.2%
Average Daily Spending Per Travel Party						
Lodging	\$ 135.65	\$ 130.01	\$ 153.64	\$ 145.19	\$ 127.17	\$ 154.50
Entertainment	\$ 76.07	\$ 78.02	\$ 92.73	\$ 88.29	\$ 81.05	\$ 96.82
Transportation	\$ 72.73	\$ 70.48	\$ 77.80	\$ 67.39	\$ 75.05	\$ 77.46
Food	\$ 70.73	\$ 68.11	\$ 85.10	\$ 80.33	\$ 73.29	\$ 93.14
Shopping	\$ 78.17	\$ 75.68	\$ 99.69	\$ 90.54	\$ 92.63	\$ 111.97
Total Spending	\$ 433.36	\$ 422.30	\$ 508.96	\$ 471.74	\$ 449.19	\$ 533.89
Trip Purpose						
Vacation/Leisure	55.8%	58.0%	52.6%	52.7%	54.1%	55.3%
Visiting Friends & Family	27.5%	25.3%	32.3%	27.7%	24.9%	27.2%
Business/Convention	6.4%	5.4%	4.9%	6.0%	7.5%	5.7%
Personal Business	4.6%	4.7%	3.7%	6.6%	5.6%	5.4%
Other	5.6%	6.6%	6.5%	6.0%	7.9%	6.4%
Primary Lodging						
Hotel/Motel	55.2%	52.4%	48.7%	50.6%	43.4%	51.1%
Home of Friends & Family	10.6%	10.9%	16.6%	14.1%	10.1%	16.5%
No overnight in Iowa	10.2%	11.0%	9.5%	10.2%	11.1%	9.0%
Camping	10.3%	11.5%	9.3%	7.6%	18.6%	4.4%
Other	6.1%	5.1%	5.8%	6.4%	5.5%	6.0%
Resort/Cabin	2.9%	3.4%	4.9%	4.6%	5.0%	6.0%
Personal Vehicle/Parking Lot	1.6%	2.0%	1.6%	2.2%	3.0%	1.6%
Bed & Breakfast	1.7%	1.9%	1.9%	2.3%	1.7%	2.7%
Airbnb/VRBO/Personal Vacation Rentals	0.4%	0.6%	0.3%	0.4%	0.6%	0.5%
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2016 Iowa Welcome Center Visitation													
Individuals	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	149	159	256	277	303	419	494	354	470	260	195	157	3,493
Burlington, Port of	672	480	870	892	1,154	1,109	1,356	2,298	1,011	1,068	741	378	12,029
Clayton County	97	35	148	237	671	584	856	531	451	1,881	93	60	5,644
Danish Windmill	233	274	914	935	2,414	2,176	2,524	1,941	1,492	1,350	884	509	15,646
Davis City	3,231	3,420	5,636	4,992	5,757	5,382	5,810	4,720	4,448	4,388	4,208	2,840	54,832
Dubuque	140	244	420	525	688	1,460	616	564	1,243	1,161	411	209	7,681
Emmetsburg	34	29	34	34	54	61	59	57	52	19	14	30	477
Harrison County	236	399	538	702	1,374	1,176	1,502	1,211	1,034	1,152	501	526	10,351
Northeast, Nashua	218	242	346	357	666	615	929	566	580	488	236	229	5,472
Okoboji Spirit Center	554	62	386	358	2,419	6,724	11,818	9,364	3,682	586	205	333	36,491
Sergeant Bluff	878	862	1,421	1,567	3,063	2,880	3,463	2,622	2,457	2,192	1,422	848	23,675
Sgt. Floyd, Sioux City	500	587	1,117	1,498	2,787	2,975	4,474	2,746	2,410	1,345	965	462	21,866
Southern Iowa, Lamoni	233	474	686	983	853	1,210	1,033	930	822	1,179	1,265	581	10,249
Southern Loess Hills	226	204	454	528	1,857	2,003	1,948	1,390	1,198	771	344	249	11,172
Top of Iowa	3,024	3,259	5,052	5,478	6,869	9,101	9,363	13,121	8,109	6,646	5,219	3,855	79,096
Underwood	623	755	1,470	1,707	2,250	2,826	3,273	2,937	2,565	1,700	818	694	21,618
Western Historic Trails	969	1,371	1,777	2,211	2,893	3,120	2,796	2,459	2,369	2,298	1,006	757	24,026
Wilton	1,594	1,357	2,458	2,522	3,885	5,896	7,140	5,296	4,382	3,379	2,102	1,296	41,307
2016 Total	13,611	14,213	23,983	25,803	39,957	49,717	59,454	53,107	38,775	31,863	20,629	14,013	385,125
Travel Parties	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	113	122	174	199	217	254	274	227	262	183	168	120	2,313
Burlington, Port of	339	285	521	435	615	525	427	1,140	565	588	363	217	6,020
Clayton County	23	19	53	81	121	182	237	188	112	620	39	21	1,696
Danish Windmill	112	134	338	365	784	790	1,047	882	614	516	501	219	6,302
Davis City	940	1,076	1,511	1,614	1,853	1,649	1,555	1,419	1,460	1,461	1,036	777	16,351
Dubuque	99	112	175	159	192	1,206	271	221	1,036	985	312	152	4,920
Emmetsburg	25	21	15	24	30	34	38	34	34	14	11	17	297
Harrison County	128	176	271	321	456	548	655	563	523	526	244	211	4,622
Northeast, Nashua	116	113	163	183	273	279	308	254	260	210	123	103	2,385
Okoboji Spirit Center	101	47	90	135	727	1,784	8,058	2,902	1,271	259	71	96	15,541
Sergeant Bluff	401	340	480	538	734	915	1,161	1,060	973	751	517	295	8,165
Sgt. Floyd, Sioux City	205	251	476	508	793	1,127	1,455	1,094	896	683	351	216	8,055
Southern Iowa, Lamoni	101	126	223	275	323	426	341	293	196	269	264	125	2,962
Southern Loess Hills	105	114	211	271	613	856	793	642	609	410	167	120	4,911
Top of Iowa	1,200	1,305	1,875	2,055	2,460	1,665	3,090	4,530	3,000	2,715	1,950	1,440	27,285
Underwood	309	382	704	832	1,048	1,298	1,330	1,312	1,284	849	428	333	10,109
Western Historic Trails	188	166	181	211	198	222	270	189	189	161	120	82	2,177
Wilton	646	658	1,122	1,205	1,777	2,485	2,752	2,413	2,036	1,533	974	553	18,154
2016 Total	5,151	5,447	8,583	9,411	13,214	16,245	24,062	19,363	15,320	12,733	7,639	5,097	142,265

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2016**Iowa Welcome Center Survey**A trip is traveling 50 miles or more from home.

1. What is your state or foreign country of origin?

2. What state is (or was) your primary destination?

3a. How many days will you spend on this trip?
_____ 3b. in Iowa? _____
(Iowa residents just include days away from home.)

4. How many trips will you take in Iowa this year (including this one)?

5a. Will your stay in Iowa be extended because of the information provided at this Iowa Welcome Center?

Yes No

6. If "yes", how long? *(Please check one.)*

2 hours 3 days
 1/2 day 4 days
 1 day 5 days
 2 days 6 or more

7. How many are in your travel party? *(including you)*

1 2 3 4 5 More than 5

8. On this trip, what is your travel party's average DAILY spending for:

Lodging \$ _____

Entertainment \$ _____

Transportation \$ _____

Food \$ _____

Shopping \$ _____

Other \$ _____

9. What is the main purpose for this trip? *(Please check one)*

Vacation/leisure Visit friends/family
 Business/convention Personal business
 Other

Number _____

Welcome Center _____

Date _____

10. What best describes your travel party? *(Please check one.)*

Family (with children under 18)
 Family (no children under 18)
 Business individual(s)
 Group traveling by motor coach
 Individuals/Friends

11. What year were you born? _____

12. What primary overnight accommodations did you or will you use while in Iowa? *(Please check one.)*

Hotel/motel
 Bed & breakfast
 Camping
 Resort/cabins
 Time Share/2nd home
 Will not stay overnight in Iowa
 Home of family/friends
 Airbnb/VRBO/Personal Vacation Rentals
 Personal Vehicle/Parking Lot
 Other _____

13. What was the primary purpose of your stop? *(Please check one.)*

Information Travel break
 Shopping Restrooms
 Food/beverage Other _____

14. What is your areas of interest? *(Please check all that apply.)*

Arts, History & Culture
 Family Fun
 Food & Drink
 Outdoor Adventure (camping, bicycling, Hunting, fishing, water sports, etc.)
 Scenic/Nature (birding, gardens, byways, river cruises, etc.)
 Shopping
 Other _____

YES! I would like to receive more information about Iowa. Here is my e-mail address: _____

Comments:

12/21/2015