

Iowa Welcome Center Survey Report

2017



Iowa Economic Development Authority

Tourism Office

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This survey report covers January through December 2017.

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: Port of Burlington, 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), 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.

Key Findings

Travelers spent an average of 3.2 days in Iowa and made an average of 3.0 trips to Iowa.

Travel counselors influenced 33 percent of travelers to stay longer, 32 percent of those stayed one additional day or longer.

Average travel party size was 2.5 people.

Average travel party spending per day was \$361.43.

Welcome centers served out-of-state travelers from Minnesota (9%), Illinois (6%), Texas (5%), South Dakota (5%), international visitors (4%) and Missouri (4%). Iowa residents accounted for 13 percent of the travelers.

Traveler's primary destination was Iowa (40%), followed by Minnesota (9%), Nebraska (8%), South Dakota (5%), Missouri (4%), Illinois (4%) and Colorado (3%).

Iowa Welcome Centers served primarily family travel parties (70%). Travelers with only adults accounted for 46 percent while travelers with children under the age of 18, accounted for 24 percent.

Average age of travelers was 56.2.

Majority of travelers were on vacation/leisure trip (53%) or visiting family or friends (32%).

Majority of travelers (52%) stayed in hotels/motels, followed by homes of friends and family (14%).

Travelers stop at Iowa Welcome Centers primarily for information (49%), a travel break (23%) and to use the restrooms (13%).

Top interest areas were Arts, History & Culture (63%), Scenic and Nature (50%), Food & Drink (42%) and Family Fun (40%).

Iowa Welcome Center Summary

2017 January - December

Welcome Centers	Number of Surveys	Family with Children <18	Family (No Children <18)	Avg. Days in Iowa	Avg. # of Trips to Iowa	Extended Their Stay in Iowa	Avg. Party Size
Burlington	202	24.7%	44.4%	6.4	3.2	33.2%	2.5
Danish Windmill	210	29.0%	36.7%	2.7	2.4	33.7%	2.6
Davis City	283	24.5%	44.2%	4.2	3.3	43.8%	2.7
Dubuque	203	22.7%	21.5%	2.8	2.2	33.3%	2.4
Harrison County	279	20.7%	54.2%	3.2	3.4	31.3%	2.4
Okoboji Spirit	200	42.0%	32.0%	7.1	5.7	23.4%	3.1
Sergeant Bluff	200	10.5%	65.5%	2.0	2.3	52.5%	2.7
Sergeant Floyd	204	28.6%	47.3%	2.8	2.0	29.9%	2.6
Southern Loess Hills	200	27.2%	47.6%	1.6	1.4	27.4%	2.6
Top of Iowa	500	17.8%	57.9%	2.5	2.7	28.3%	2.4
Wilton	312	24.8%	40.6%	2.8	3.7	34.3%	2.3
Grand Total	2,793	23.9%	46.4%	3.2	3.0	33.4%	2.5

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Iowa Welcome Center Summary

2017 January - December

Welcome Centers	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
Burlington	\$ 451.51	22.9%	62.2%	47.6%	57.1	51.4%	60.9%
Danish Windmill	\$ 316.93	14.1%	41.0%	50.5%	52.3	47.6%	25.4%
Davis City	\$ 452.35	14.5%	36.3%	48.4%	59.4	49.6%	39.7%
Dubuque	\$ 583.09	8.5%	63.2%	26.8%	38.1	61.1%	80.3%
Harrison County	\$ 353.40	16.9%	37.6%	60.9%	58.4	52.7%	58.2%
Okoboji Spirit	\$ 551.33	43.7%	89.0%	75.3%	57.4	23.9%	50.0%
Sergeant Bluff	\$ 455.62	9.5%	41.0%	56.3%	52.7	55.6%	34.5%
Sergeant Floyd	\$ 392.98	4.9%	28.6%	73.5%	57.8	58.8%	68.6%
Southern Loess Hills	\$ 322.62	4.0%	6.7%	60.8%	56.4	48.4%	65.3%
Top of Iowa	\$ 227.37	8.0%	26.0%	46.1%	59.1	61.7%	34.1%
Wilton	\$ 499.61	8.7%	33.6%	43.8%	57.4	51.7%	43.9%
Grand Total	\$ 361.43	13.3%	39.9%	52.7%	56.2	52.3%	48.5%

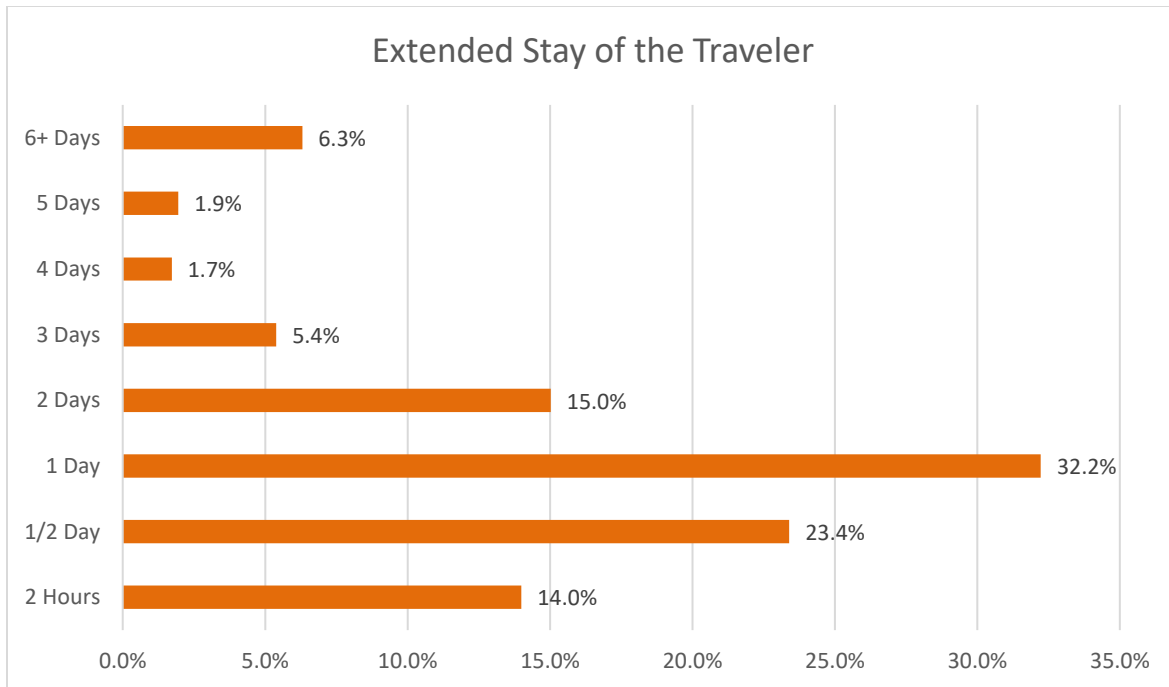
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Iowa Welcome Center Trends						
	2012	2013	2014	2015	2016	2017
Average Days in Iowa	3.3	3.5	3.4	3.6	3.9	3.2
Average Number of Trips to Iowa	2.9	3.4	3.3	3.1	2.9	3.0
Travelers that Extended Their Stay	30%	36%	34%	36%	37%	33%
Average Party Size	2.5	2.5	2.5	2.5	2.5	2.5
Travelers with Iowa Residence	13%	13%	14%	15%	17%	13%
Travelers with Iowa Destination	41%	41%	43%	39%	41%	40%
Travelers on Vacation/Leisure	48%	52%	46%	54%	54%	53%
Average Age	56.8	56.1	56.2	57.0	56.5	56.2
Hotel/Motel Lodging	55%	55%	52%	52%	53%	52%

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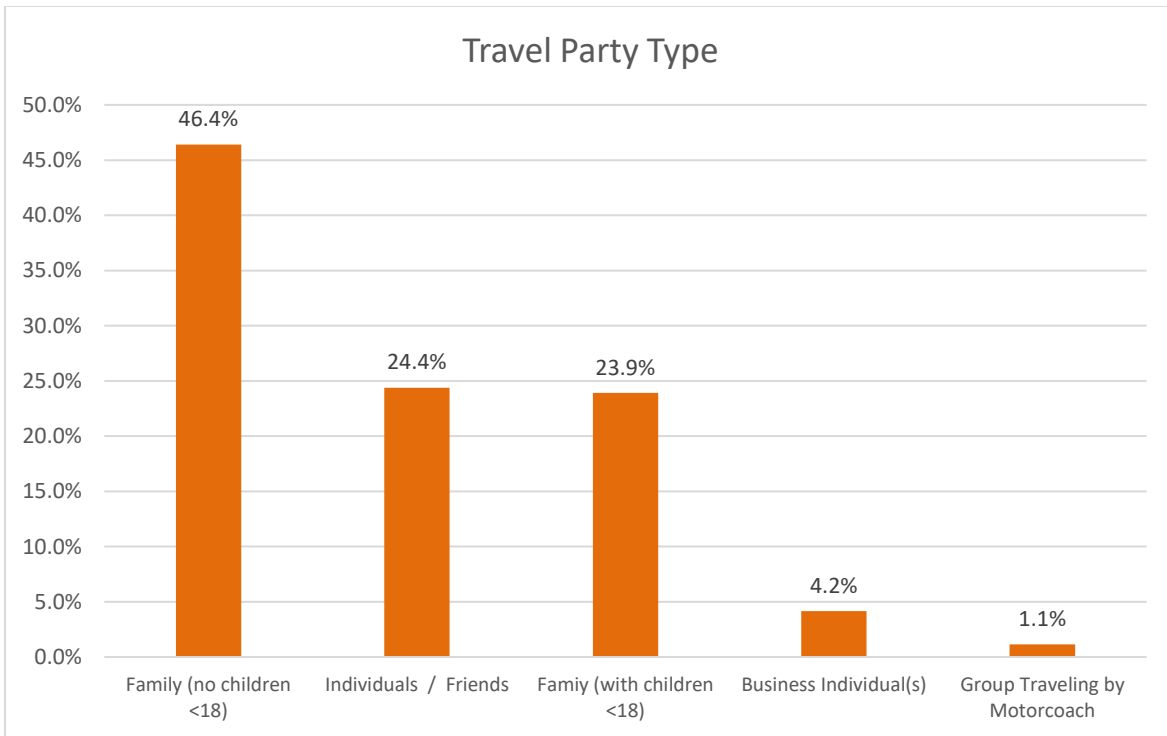
Length of Stay and Number of Trips			
2017 January - December			
Welcome Centers	Trip Days Average	Iowa Trip Days Average	Trips to Iowa Average
Burlington	12.1	6.4	3.2
Danish Windmill	10.9	2.7	2.4
Davis City	11.0	4.2	3.3
Dubuque	3.4	2.8	2.2
Harrison County	12.2	3.2	3.4
Okoboji Spirit	7.6	7.1	5.7
Sergeant Bluff	6.8	2.0	2.3
Sergeant Floyd	19.5	2.8	2.0
Southern Loess Hills	13.9	1.6	1.4
Top of Iowa	11.7	2.5	2.7
Wilton	9.4	2.8	3.7
Grand Total	11.0	3.2	3.0

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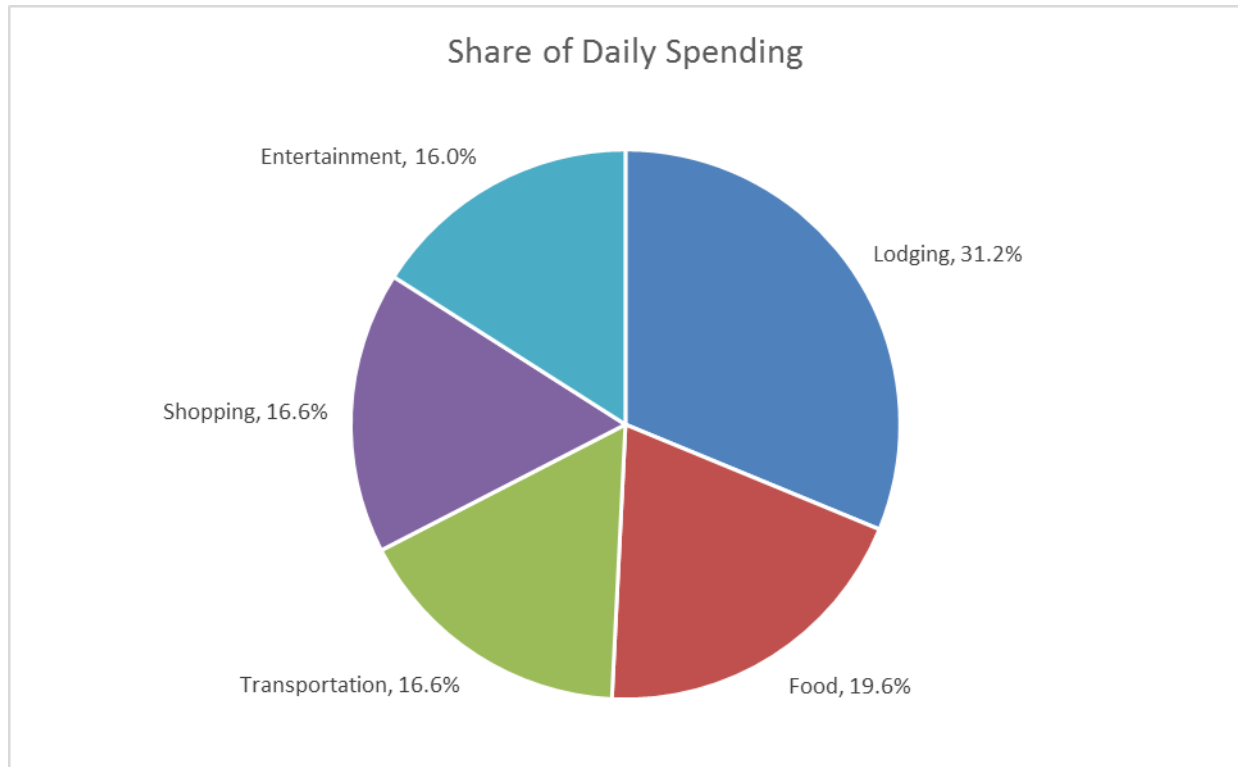
Extended Stay of the Traveler										
2017 January - December										
Welcome Centers	Yes	No	2 Hours	1/2 Day	1 Day	2 Days	3 Days	4 Days	5 Days	6+ Days
Burlington	33.2%	66.8%	23.7%	13.6%	18.6%	18.6%	6.8%	3.4%	5.1%	10.2%
Danish Windmill	33.7%	66.3%	30.2%	42.9%	12.7%	7.9%	1.6%	1.6%	1.6%	1.6%
Davis City	43.8%	56.2%	4.2%	13.4%	23.5%	24.4%	10.9%	3.4%	4.2%	16.0%
Dubuque	33.3%	66.7%	7.3%	43.6%	45.5%	0.0%	1.8%	0.0%	0.0%	1.8%
Harrison County	31.3%	68.8%	21.7%	19.3%	33.7%	13.3%	3.6%	0.0%	3.6%	4.8%
Okoboji Spirit	23.4%	76.6%	26.1%	2.2%	17.4%	19.6%	13.0%	0.0%	0.0%	21.7%
Sergeant Bluff	52.5%	47.5%	0.0%	32.0%	60.2%	5.8%	1.9%	0.0%	0.0%	0.0%
Sergeant Floyd	29.9%	70.1%	18.0%	23.0%	21.3%	27.9%	4.9%	3.3%	0.0%	1.6%
Southern Loess Hills	27.4%	72.6%	36.0%	18.0%	26.0%	8.0%	6.0%	4.0%	0.0%	2.0%
Top of Iowa	28.3%	71.7%	6.0%	26.9%	40.3%	15.7%	5.2%	1.5%	2.2%	2.2%
Wilton	34.3%	65.7%	13.1%	20.2%	31.3%	18.2%	4.0%	2.0%	2.0%	9.1%
Grand Total	33.4%	66.6%	14.0%	23.4%	32.2%	15.0%	5.4%	1.7%	1.9%	6.3%

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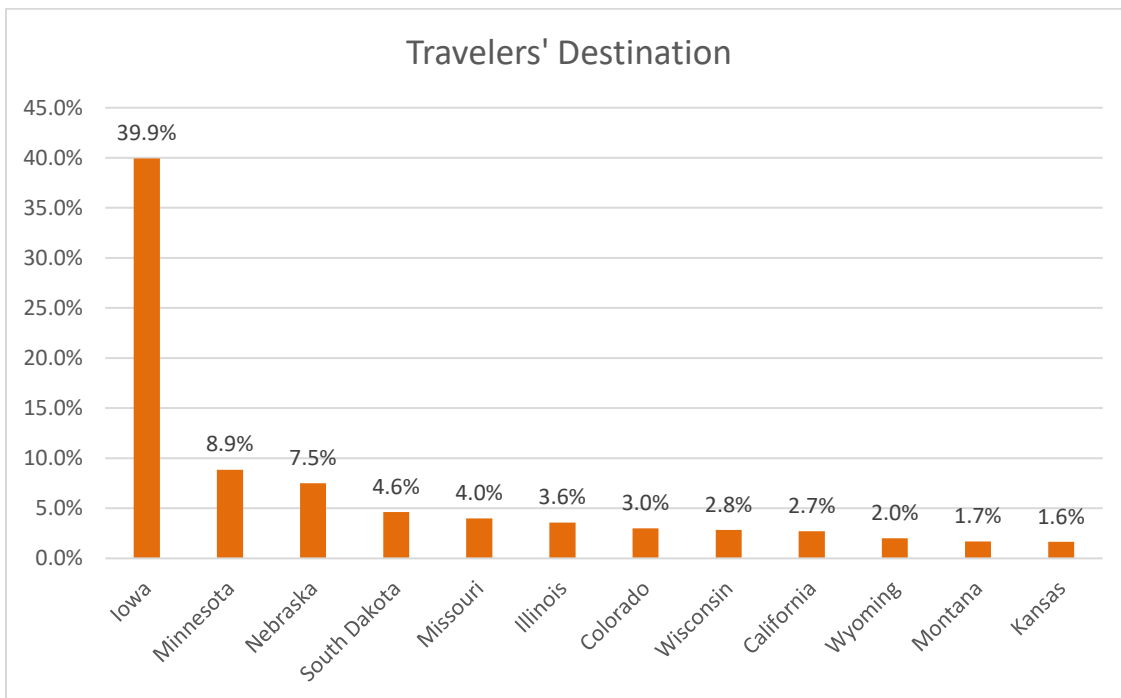
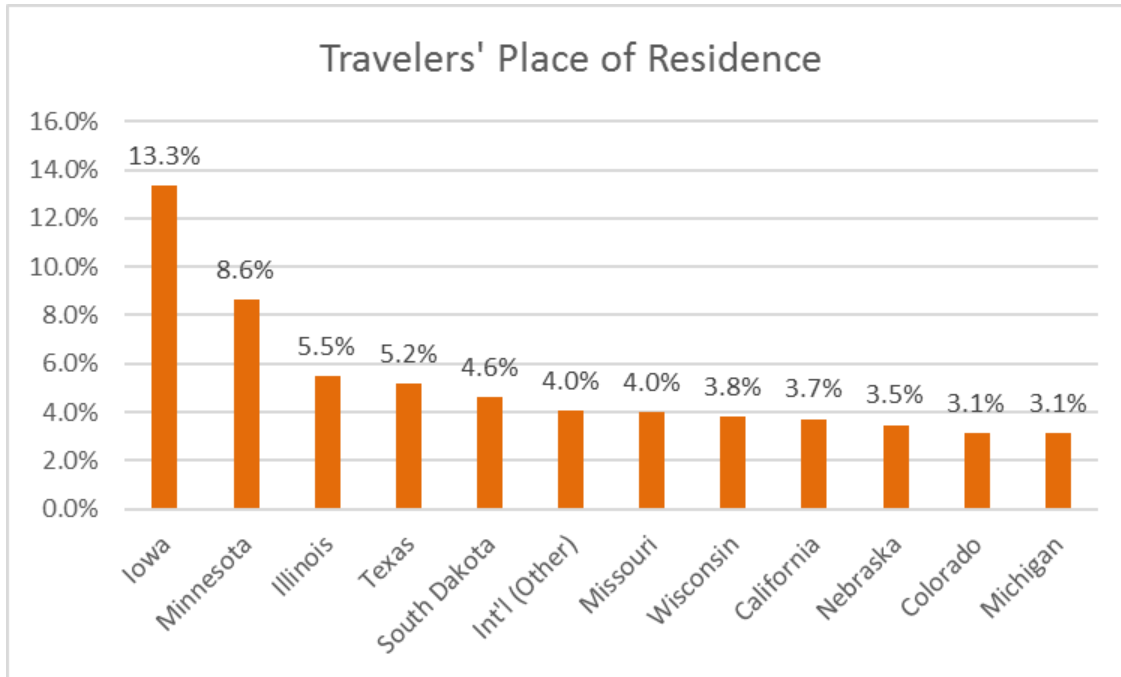
Travel Party Type and Size						
2017 January - December						
Welcome Centers	Family (no children <18)	Individuals / Friends	Family (with children <18)	Business Individual(s)	Group Traveling by Motorcoach	Avg. Party Size
Burlington	44.4%	25.3%	24.7%	4.0%	1.5%	2.5
Danish Windmill	36.7%	29.5%	29.0%	2.9%	1.9%	2.6
Davis City	44.2%	21.9%	24.5%	6.1%	3.2%	2.7
Dubuque	21.5%	41.4%	22.7%	14.4%	0.0%	2.4
Harrison County	54.2%	22.5%	20.7%	1.8%	0.7%	2.4
Okoboji Spirit	32.0%	22.0%	42.0%	1.5%	2.5%	3.1
Sergeant Bluff	65.5%	23.5%	10.5%	0.0%	0.5%	2.7
Sergeant Floyd	47.3%	18.7%	28.6%	4.4%	1.0%	2.6
Southern Loess Hills	47.6%	22.5%	27.2%	2.1%	0.5%	2.6
Top of Iowa	57.9%	20.8%	17.8%	3.2%	0.2%	2.4
Wilton	40.6%	27.1%	24.8%	6.6%	1.0%	2.3
Grand Total	46.4%	24.4%	23.9%	4.2%	1.1%	2.5

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Average Daily Spending Per Travel Party						
2017 January - December						
Welcome Centers	Lodging	Food	Transportation	Shopping	Entertainment	Total
Burlington	\$ 138.28	\$ 78.23	\$ 66.76	\$ 84.51	\$ 83.73	\$ 451.51
Danish Windmill	\$ 99.56	\$ 51.90	\$ 51.24	\$ 49.23	\$ 65.00	\$ 316.93
Davis City	\$ 119.81	\$ 70.57	\$ 89.27	\$ 106.21	\$ 66.47	\$ 452.35
Dubuque	\$ 151.63	\$ 117.28	\$ 53.05	\$ 158.77	\$ 102.35	\$ 583.09
Harrison County	\$ 109.87	\$ 64.75	\$ 65.64	\$ 46.57	\$ 66.57	\$ 353.40
Okoboji Spirit	\$ 186.05	\$ 119.97	\$ 58.36	\$ 106.88	\$ 80.05	\$ 551.33
Sergeant Bluff	\$ 114.94	\$ 79.26	\$ 33.27	\$ 106.00	\$ 122.16	\$ 455.62
Sergeant Floyd	\$ 112.21	\$ 70.02	\$ 72.84	\$ 63.87	\$ 74.05	\$ 392.98
Southern Loess Hills	\$ 108.80	\$ 57.67	\$ 60.80	\$ 42.04	\$ 53.31	\$ 322.62
Top of Iowa	\$ 85.49	\$ 53.26	\$ 48.73	\$ 20.24	\$ 19.65	\$ 227.37
Wilton	\$ 124.39	\$ 64.14	\$ 80.30	\$ 125.67	\$ 105.10	\$ 499.61
Grand Total	\$ 112.86	\$ 70.71	\$ 60.17	\$ 59.95	\$ 57.73	\$ 361.43
Share	31.2%	19.6%	16.6%	16.6%	16.0%	

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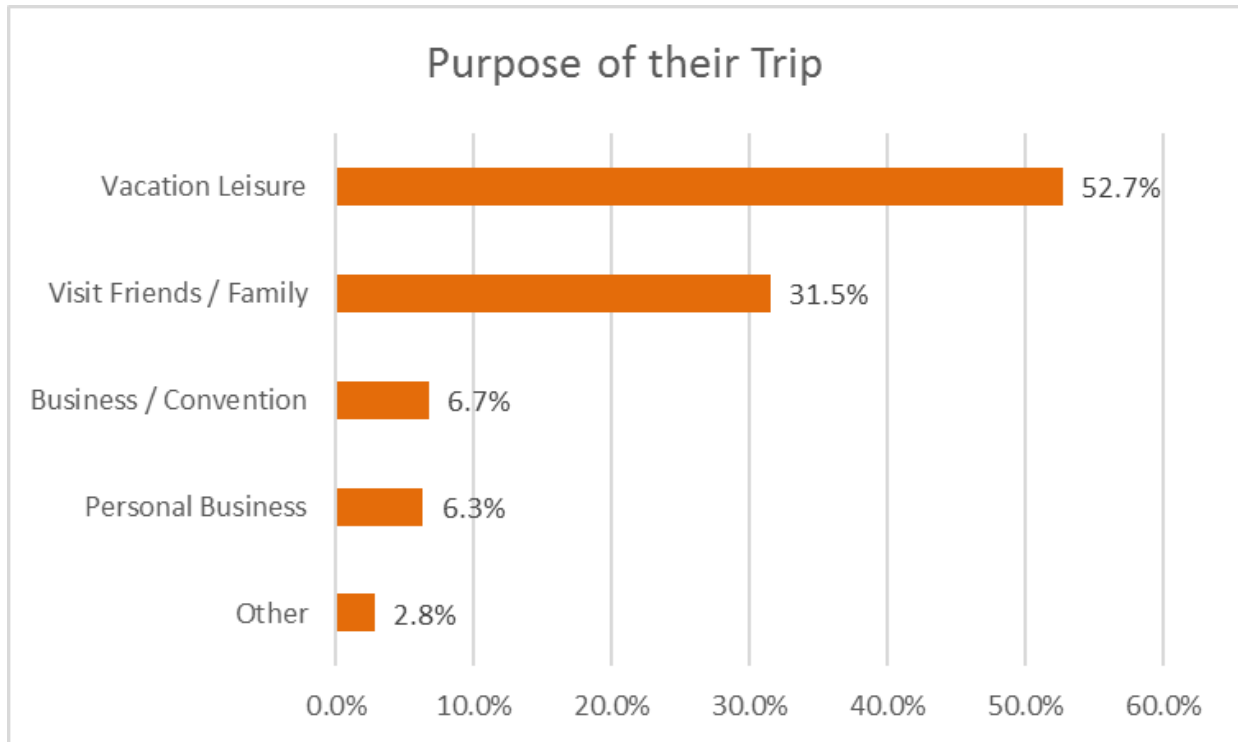
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Travelers' Place of Residence												
January 2018 January - December												
	Burlington	Danish Windmill	Davis City	Dubuque	Harrison County	Okobojo Spirit	Sergeant Bluff	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Wilton	Grand Total
Iowa	22.9%	14.1%	14.5%	8.5%	16.9%	43.7%	9.5%	4.9%	4.0%	8.0%	8.7%	13.3%
Minnesota	2.5%	5.4%	11.6%	4.5%	3.2%	13.6%	9.0%	3.4%	2.0%	22.0%	2.3%	8.6%
Illinois	12.4%	6.3%	1.4%	8.0%	2.2%	3.5%	0.5%	3.0%	4.0%	2.6%	17.0%	5.5%
Texas	6.5%	2.0%	9.4%	5.0%	5.8%	1.5%	3.0%	4.4%	5.5%	7.2%	2.9%	5.2%
South Dakota	0.0%	0.5%	0.7%	2.0%	0.7%	7.0%	44.5%	3.4%	0.0%	1.2%	1.0%	4.6%
Int'l (Other)	8.5%	2.4%	4.0%	1.5%	4.3%	2.0%	0.0%	10.3%	1.0%	4.8%	4.2%	4.0%
Missouri	1.5%	2.4%	10.5%	5.0%	4.7%	2.5%	2.5%	3.4%	10.0%	2.6%	0.3%	4.0%
Wisconsin	2.0%	2.0%	7.6%	12.9%	3.6%	0.0%	0.0%	4.9%	0.0%	4.4%	2.9%	3.8%
California	7.0%	5.9%	2.9%	3.0%	2.5%	2.5%	1.0%	3.9%	4.5%	4.2%	3.5%	3.7%
Nebraska	2.5%	10.7%	0.0%	3.0%	5.8%	10.1%	1.5%	2.5%	2.0%	2.2%	1.3%	3.5%
Colorado	4.5%	5.9%	0.7%	3.0%	5.4%	2.0%	1.0%	1.0%	2.0%	5.0%	1.9%	3.1%
Michigan	2.0%	4.4%	2.2%	4.5%	2.9%	0.0%	1.0%	3.9%	0.5%	2.2%	9.3%	3.1%
Florida	2.0%	1.5%	1.4%	3.0%	3.2%	1.5%	1.0%	3.0%	8.0%	2.0%	1.9%	2.5%
Kansas	0.0%	1.0%	9.1%	1.0%	1.1%	1.5%	1.0%	2.5%	3.0%	2.0%	0.6%	2.2%
Ohio	2.0%	2.4%	1.1%	3.0%	1.8%	0.5%	0.5%	0.0%	0.5%	1.6%	6.1%	1.9%
New York	2.0%	2.4%	1.1%	1.5%	1.4%	1.5%	0.5%	4.4%	1.0%	1.2%	2.9%	1.8%
Washington	1.0%	2.0%	0.7%	1.5%	3.2%	2.0%	0.5%	4.4%	1.0%	2.2%	0.6%	1.8%
Pennsylvania	1.5%	2.4%	0.4%	1.5%	2.2%	0.0%	0.0%	3.9%	1.0%	1.8%	3.5%	1.7%
Indiana	3.5%	2.0%	0.7%	3.0%	1.4%	0.0%	0.5%	1.5%	1.0%	0.2%	5.1%	1.7%
Canada	0.0%	1.0%	2.9%	0.0%	0.4%	0.5%	3.0%	1.5%	0.5%	2.6%	2.9%	1.6%
North Carolina	2.0%	1.5%	1.4%	1.5%	0.7%	0.5%	0.5%	2.5%	4.0%	1.2%	2.3%	1.6%
Arizona	0.5%	1.5%	1.4%	2.0%	1.1%	0.5%	0.0%	1.5%	0.5%	3.0%	1.6%	1.4%
North Dakota	0.0%	0.0%	0.0%	1.0%	0.7%	0.0%	10.0%	1.5%	1.0%	1.4%	0.3%	1.3%
Georgia	0.5%	0.5%	1.4%	1.0%	3.2%	0.5%	0.0%	1.5%	2.5%	1.0%	0.3%	1.2%
Tennessee	0.0%	0.5%	0.0%	1.5%	2.2%	0.0%	0.5%	2.0%	6.0%	0.6%	0.6%	1.2%
Kentucky	0.5%	1.0%	0.4%	0.5%	1.1%	0.5%	0.0%	1.0%	3.5%	1.4%	1.6%	1.1%
Virginia	2.0%	1.5%	0.4%	1.0%	0.7%	0.0%	0.5%	2.0%	4.0%	0.6%	0.6%	1.1%
Oklahoma	1.5%	0.0%	2.5%	1.5%	0.7%	0.5%	2.0%	0.5%	1.5%	0.8%	0.3%	1.0%
South Carolina	0.5%	0.5%	0.0%	0.5%	2.5%	0.0%	0.5%	2.0%	4.0%	0.4%	1.0%	1.0%
Arkansas	1.5%	0.0%	2.2%	1.5%	1.1%	0.0%	1.0%	0.0%	3.0%	0.8%	0.0%	1.0%
Louisiana	0.0%	0.0%	1.4%	2.0%	0.4%	0.0%	1.5%	1.5%	2.5%	0.8%	0.3%	0.9%
Oregon	0.0%	1.0%	0.0%	1.5%	1.8%	0.5%	0.0%	2.0%	1.0%	1.2%	0.6%	0.9%
Maryland	1.5%	2.0%	0.4%	0.0%	1.1%	0.0%	1.5%	0.5%	0.5%	0.6%	1.6%	0.9%
New Mexico	1.0%	1.0%	2.9%	1.0%	0.7%	0.0%	0.0%	1.0%	0.0%	0.6%	0.0%	0.8%
Utah	1.0%	2.9%	0.4%	0.5%	0.7%	0.0%	0.5%	0.5%	1.0%	0.0%	1.6%	0.8%
Alabama	0.0%	0.0%	0.4%	0.0%	1.1%	0.0%	0.0%	1.5%	3.5%	0.2%	1.0%	0.6%
Denmark	0.5%	5.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
Mississippi	0.0%	0.0%	1.1%	0.0%	1.1%	0.0%	0.0%	1.0%	2.0%	0.4%	0.0%	0.5%
Wyoming	0.0%	0.0%	0.0%	1.5%	0.7%	0.5%	0.0%	1.5%	0.5%	0.4%	0.6%	0.5%
Montana	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	1.0%	1.5%	0.5%	0.6%	0.6%	0.5%
Massachusetts	0.5%	0.5%	0.0%	0.5%	1.1%	0.0%	0.0%	0.5%	0.0%	0.4%	1.0%	0.4%
Idaho	0.0%	1.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.5%	1.0%	0.4%	0.6%	0.4%
New Jersey	0.0%	0.0%	0.0%	0.5%	0.7%	0.0%	0.0%	1.5%	1.5%	0.4%	0.0%	0.4%
Alaska	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.6%	0.0%	0.3%
Nevada	0.0%	0.5%	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.3%
New Hampshire	0.5%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.3%
Rhode Island	0.5%	0.0%	0.0%	1.0%	0.7%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%	0.3%
Connecticut	0.0%	0.0%	0.0%	0.5%	0.7%	0.0%	0.0%	0.0%	1.0%	0.2%	0.3%	0.3%
West Virginia	0.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	1.5%	0.2%	0.3%	0.3%
Hawaii	0.5%	0.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.5%	0.5%	0.2%	0.0%	0.2%
Maine	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.2%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	0.3%	0.1%
Puerto Rico	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.0%	0.1%
Vermont	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Washington DC	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%

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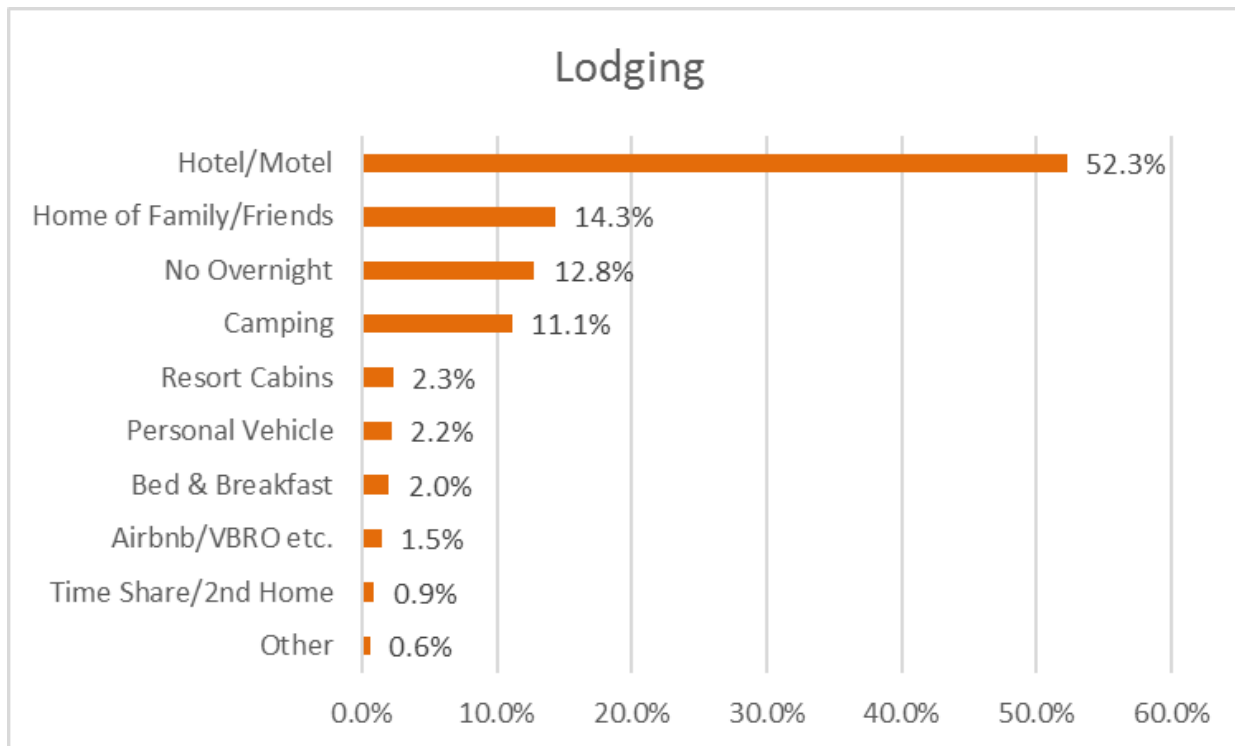
Travelers' Destination												
2017 January - December												
	Burlington	Danish Windmill	Davis City	Dubuque	Harrison County	Okoboji Spirit	Sergeant Bluff	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Wilton	Grand Total
Iowa	62.2%	41.0%	36.3%	63.2%	37.6%	89.0%	41.0%	28.6%	6.7%	26.0%	33.6%	39.9%
Minnesota	1.5%	2.0%	9.4%	6.5%	1.5%	2.5%	3.0%	0.5%	0.5%	34.4%	2.6%	8.9%
Nebraska	0.5%	14.1%	0.0%	1.5%	13.2%	3.5%	19.5%	11.7%	20.0%	2.2%	6.2%	7.5%
South Dakota	0.5%	1.0%	0.0%	0.5%	7.1%	0.5%	8.5%	15.8%	10.8%	4.0%	4.6%	4.6%
Missouri	3.6%	1.5%	13.3%	3.0%	2.3%	0.0%	8.0%	3.1%	4.1%	3.6%	0.7%	4.0%
Illinois	9.2%	3.9%	2.2%	7.5%	0.8%	0.0%	5.5%	1.5%	0.0%	2.2%	7.8%	3.6%
Colorado	1.5%	11.2%	0.0%	1.0%	5.3%	0.5%	0.5%	0.5%	3.1%	2.6%	5.9%	3.0%
Wisconsin	0.0%	2.4%	4.3%	9.0%	2.6%	0.0%	1.5%	0.5%	0.5%	5.4%	1.3%	2.8%
California	2.6%	5.9%	2.2%	0.0%	3.8%	0.5%	0.0%	5.6%	5.1%	0.8%	4.9%	2.7%
Wyoming	0.5%	1.5%	0.0%	0.5%	2.3%	0.0%	1.5%	2.6%	10.8%	0.8%	3.6%	2.0%
Montana	0.0%	0.0%	0.0%	1.0%	3.0%	0.5%	1.0%	2.6%	7.2%	1.8%	1.6%	1.7%
Kansas	0.0%	0.0%	7.9%	0.5%	1.1%	0.0%	1.0%	1.5%	1.0%	1.8%	1.0%	1.6%
Washington	1.5%	1.0%	0.0%	0.0%	4.5%	0.0%	0.0%	3.6%	6.7%	0.8%	1.3%	1.6%
Texas	2.0%	0.0%	8.3%	0.0%	0.4%	0.5%	2.5%	0.0%	0.5%	1.4%	0.7%	1.6%
Arizona	0.0%	0.5%	5.0%	0.5%	0.4%	0.0%	0.5%	1.0%	0.5%	1.0%	1.6%	1.1%
Indiana	1.5%	1.5%	0.4%	2.5%	0.0%	0.5%	1.0%	0.5%	0.0%	0.4%	3.3%	1.0%
Michigan	1.0%	1.0%	1.8%	0.0%	2.3%	0.0%	0.0%	0.5%	0.0%	1.2%	1.0%	0.9%
Canada	0.0%	0.0%	0.7%	0.0%	1.1%	1.0%	0.0%	2.6%	1.0%	1.2%	1.3%	0.9%
Utah	0.0%	2.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	3.6%	0.8%	2.6%	0.9%
New York	1.5%	2.0%	0.0%	1.0%	1.1%	0.0%	0.0%	2.0%	0.0%	0.2%	1.0%	0.7%
Oregon	0.5%	0.5%	0.0%	0.0%	1.1%	0.0%	0.0%	1.5%	2.1%	0.2%	2.3%	0.7%
Idaho	0.0%	0.0%	0.4%	0.5%	1.1%	0.0%	0.0%	1.5%	2.1%	0.4%	1.6%	0.7%
Florida	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.0%	1.0%	1.0%	1.0%	0.0%	0.6%
Nevada	1.5%	1.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%	1.6%	0.6%
North Dakota	0.0%	0.0%	0.4%	0.0%	1.5%	0.0%	1.5%	2.0%	1.0%	0.4%	0.0%	0.6%
Ohio	2.6%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	1.6%	0.5%
Pennsylvania	1.0%	1.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.5%	0.5%	0.0%	1.3%	0.5%
Arkansas	0.5%	0.0%	1.1%	0.0%	0.8%	0.0%	0.0%	0.0%	1.0%	0.6%	0.0%	0.4%
North Carolina	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.4%	0.7%	0.4%
Oklahoma	0.0%	0.0%	1.1%	0.5%	0.0%	0.0%	0.5%	0.0%	0.5%	0.6%	0.7%	0.4%
South Carolina	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.6%	0.2%	0.3%	0.4%
Tennessee	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.5%	2.0%	0.5%	0.0%	0.7%	0.4%
Alaska	0.5%	1.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	0.3%
Kentucky	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	1.5%	0.6%	0.7%	0.3%
Louisiana	1.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%	0.5%	0.2%	0.3%	0.3%
Maine	0.0%	0.0%	0.4%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.4%	0.0%	0.3%
New Mexico	0.0%	0.5%	1.1%	0.0%	0.4%	0.0%	0.5%	0.0%	0.0%	0.4%	0.0%	0.3%
Massachusetts	0.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%
Alabama	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.7%	0.2%
Connecticut	0.0%	1.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Virginia	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.3%	0.2%
Washington DC	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	0.1%
Georgia	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%
Mississippi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.1%
New Jersey	0.0%	0.0%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Maryland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
West Virginia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%

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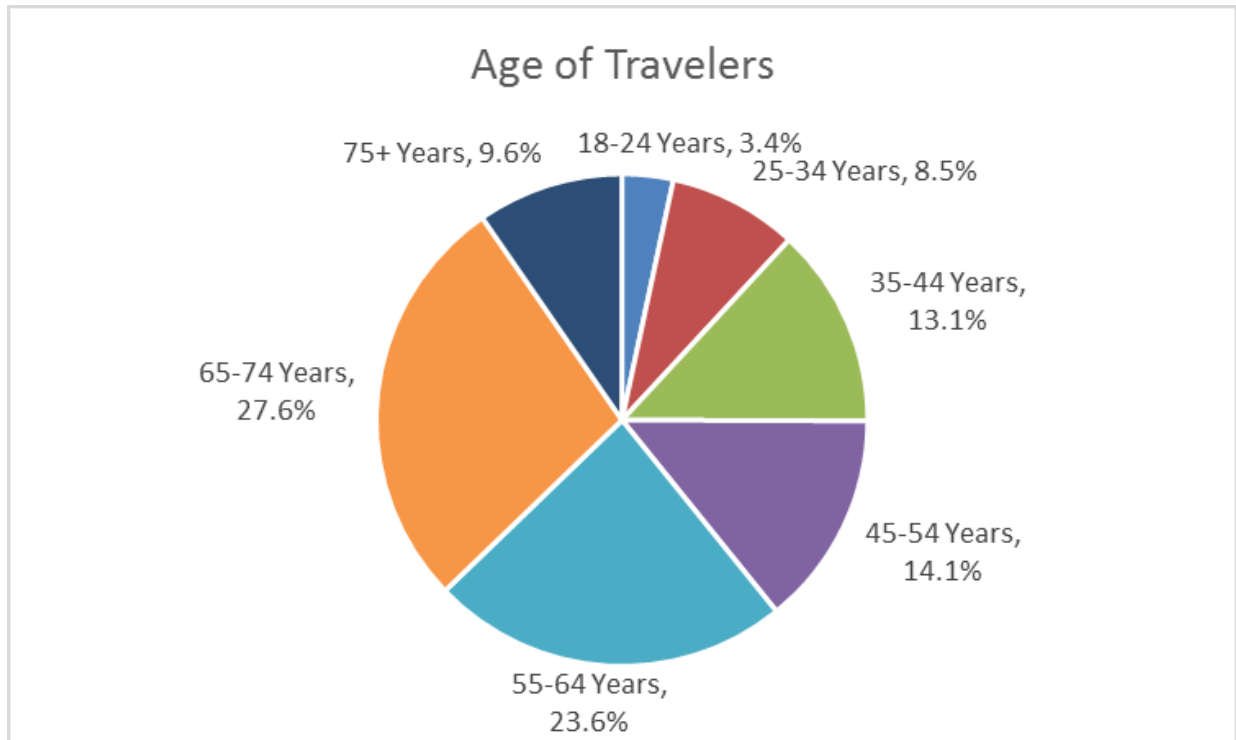
Purpose of their Trip					
2017 January - December					
Welcome Centers	Vacation / Leisure	Visit Friends / Family	Business / Convention	Personal Business	Other
Burlington	47.6%	40.1%	7.0%	3.2%	2.1%
Danish Windmill	50.5%	31.0%	7.5%	7.0%	4.0%
Davis City	48.4%	31.6%	6.9%	7.3%	5.8%
Dubuque	26.8%	28.5%	14.5%	30.2%	0.0%
Harrison County	60.9%	30.1%	3.8%	4.1%	1.1%
Okoboji Spirit	75.3%	18.2%	4.0%	1.5%	1.0%
Sergeant Bluff	56.3%	36.5%	1.5%	5.1%	0.5%
Sergeant Floyd	73.5%	14.7%	7.4%	2.5%	2.0%
Southern Loess Hills	60.8%	26.5%	5.3%	4.8%	2.6%
Top of Iowa	46.1%	40.1%	5.8%	5.4%	2.6%
Wilton	43.8%	34.8%	11.0%	3.7%	6.7%
Grand Total	52.7%	31.5%	6.7%	6.3%	2.8%

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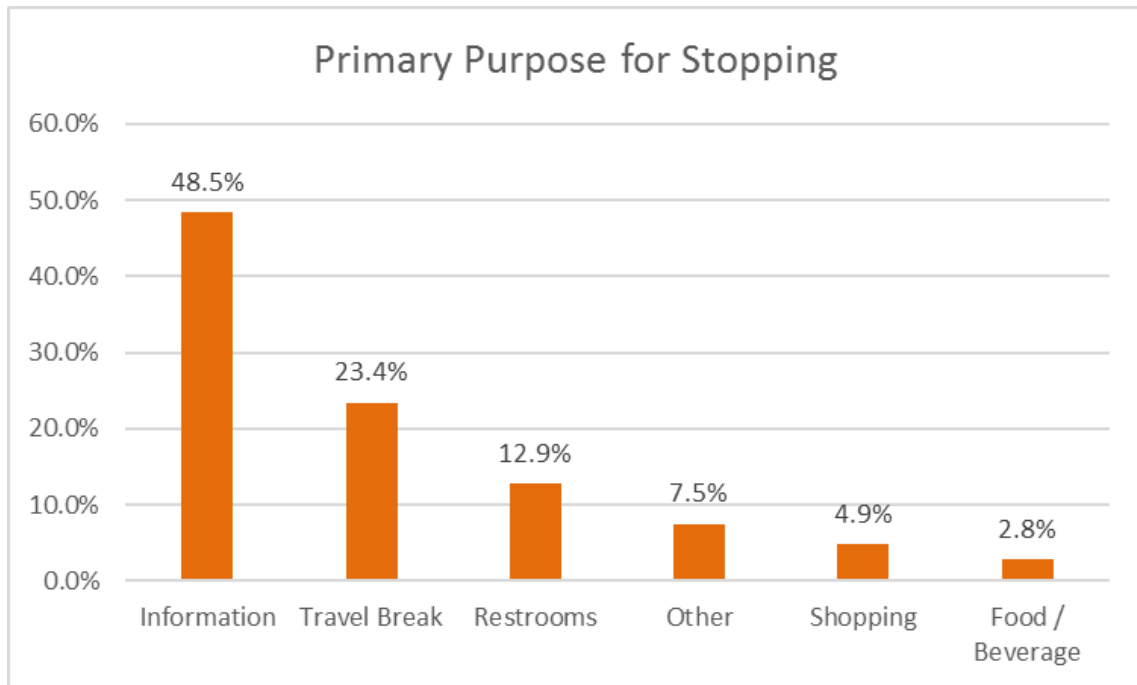
Lodging										
2017 January - December										
Welcome Centers	Hotel / Motel	Home of Family / Friends	No Overnight	Camping	Resort Cabins	Personal Vehicle / Parking Lot	Bed & Breakfast	Airbnb / VBRO etc.	Time Share / 2nd Home	Other
Burlington	51.4%	24.9%	6.6%	8.8%	0.6%	2.2%	1.1%	0.6%	0.6%	3.3%
Danish Windmill	47.6%	16.8%	16.2%	7.9%	0.0%	3.7%	3.1%	3.7%	0.5%	0.5%
Davis City	49.6%	15.3%	14.9%	10.4%	4.5%	2.6%	1.1%	0.4%	0.7%	0.4%
Dubuque	61.1%	14.4%	2.8%	8.3%	0.0%	0.0%	5.0%	7.2%	0.0%	1.1%
Harrison County	52.7%	12.9%	10.2%	16.4%	2.0%	2.0%	2.7%	0.8%	0.0%	0.4%
Okoboji Spirit	23.9%	31.5%	4.1%	6.6%	16.2%	1.0%	3.6%	3.6%	9.6%	0.0%
Sergeant Bluff	55.6%	6.6%	31.8%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Sergeant Floyd	58.8%	5.9%	9.8%	23.0%	0.5%	0.5%	1.0%	0.0%	0.0%	0.5%
Southern Loess Hills	48.4%	6.0%	31.3%	7.7%	0.0%	3.3%	1.6%	1.6%	0.0%	0.0%
Top of Iowa	61.7%	13.6%	7.2%	11.6%	1.8%	2.0%	1.0%	0.8%	0.0%	0.2%
Wilton	51.7%	12.1%	14.1%	12.1%	0.3%	5.5%	2.8%	0.3%	0.7%	0.3%
Grand Total	52.3%	14.3%	12.8%	11.1%	2.3%	2.2%	2.0%	1.5%	0.9%	0.6%

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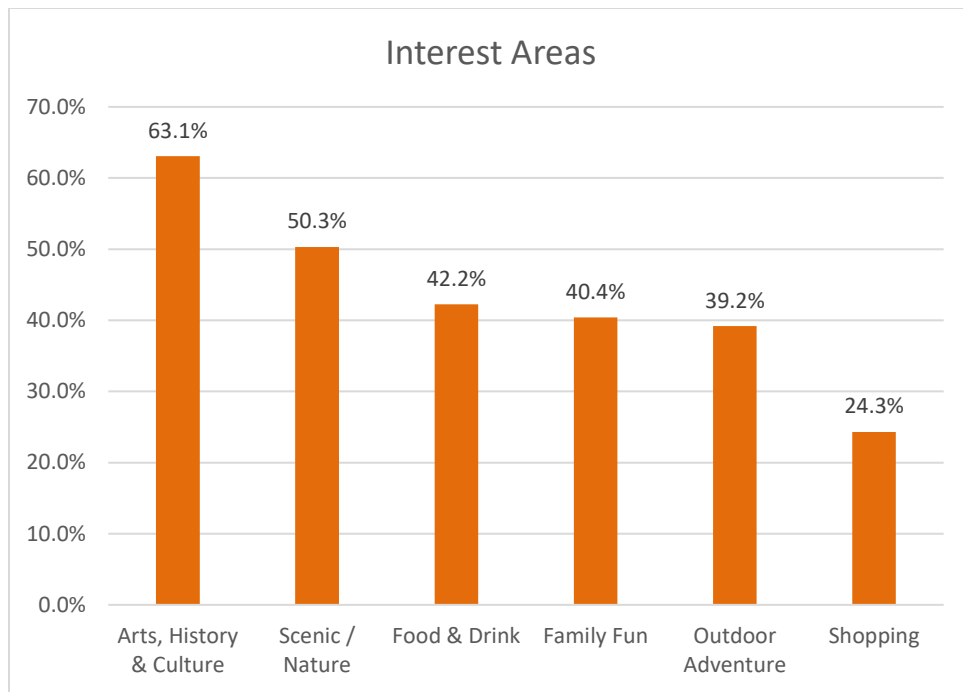
Age of Travelers								
2017 January - December								
Welcome Centers	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65-74 Years	75+ Years	Avg. Age
Burlington	2.2%	7.6%	14.1%	14.6%	23.2%	26.5%	11.9%	57.1
Danish Windmill	9.9%	10.4%	12.9%	15.3%	19.3%	21.8%	10.4%	52.3
Davis City	1.1%	10.8%	6.8%	8.6%	26.6%	35.3%	10.8%	59.4
Dubuque	10.4%	32.8%	35.1%	10.4%	9.7%	0.7%	0.7%	38.1
Harrison County	2.3%	5.8%	10.0%	16.5%	25.4%	30.0%	10.0%	58.4
Okoboji Spirit	3.2%	6.3%	11.1%	11.6%	33.3%	23.8%	10.6%	57.4
Sergeant Bluff	2.5%	4.0%	28.3%	22.7%	9.1%	29.3%	4.0%	52.7
Sergeant Floyd	2.0%	4.1%	14.3%	14.3%	25.5%	30.6%	9.2%	57.8
Southern Loess Hills	2.3%	12.0%	10.9%	11.4%	26.3%	28.0%	9.1%	56.4
Top of Iowa	2.7%	5.4%	9.7%	13.8%	23.9%	32.8%	11.8%	59.1
Wilton	2.8%	7.7%	8.8%	15.5%	29.2%	25.4%	10.6%	57.4
Grand Total	3.4%	8.5%	13.1%	14.1%	23.6%	27.6%	9.6%	56.2

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Primary Purpose for Stopping at an Iowa Welcome Center						
2017 January - December						
Welcome Centers	Information	Travel Break	Restrooms	Other	Shopping	Food / Beverage
Burlington	60.9%	15.8%	3.3%	7.1%	12.0%	1.1%
Danish Windmill	25.4%	22.4%	3.4%	34.1%	14.1%	0.5%
Davis City	39.7%	31.9%	20.2%	5.3%	1.1%	1.8%
Dubuque	80.3%	8.2%	2.7%	1.1%	3.8%	3.8%
Harrison County	58.2%	21.8%	7.3%	8.0%	3.6%	1.1%
Okoboji Spirit	50.0%	7.1%	6.6%	13.1%	22.7%	0.5%
Sergeant Bluff	34.5%	17.8%	47.7%	0.0%	0.0%	0.0%
Sergeant Floyd	68.6%	19.1%	0.0%	9.8%	2.5%	0.0%
Southern Loess Hills	65.3%	21.2%	6.7%	3.1%	2.6%	1.0%
Top of Iowa	34.1%	39.8%	11.9%	3.2%	0.8%	10.1%
Wilton	43.9%	23.6%	24.9%	4.9%	1.0%	1.6%
Grand Total	48.5%	23.4%	12.9%	7.5%	4.9%	2.8%

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Interest Areas						
2017 January - December						
Welcome Centers	Arts, History & Culture	Scenic / Nature	Food & Drink	Family Fun	Outdoor Adventure	Shopping
Burlington	56.6%	54.0%	41.8%	45.5%	27.5%	25.9%
Danish Windmill	75.4%	42.9%	47.3%	46.8%	27.1%	20.2%
Davis City	57.3%	42.4%	38.2%	46.2%	35.1%	24.4%
Dubuque	39.4%	31.6%	35.5%	34.8%	31.0%	23.9%
Harrison County	71.1%	67.0%	36.7%	35.6%	33.0%	20.4%
Okoboji Spirit	61.2%	47.4%	56.6%	70.4%	45.4%	53.1%
Sergeant Bluff	86.9%	50.3%	86.4%	18.6%	87.4%	49.7%
Sergeant Floyd	72.9%	54.7%	25.6%	31.5%	36.5%	13.8%
Southern Loess Hills	68.0%	57.5%	33.7%	42.0%	40.9%	17.7%
Top of Iowa	54.2%	49.2%	38.1%	39.5%	34.7%	16.3%
Wilton	58.6%	51.1%	35.0%	36.1%	40.0%	17.5%
Grand Total	63.1%	50.3%	42.2%	40.4%	39.2%	24.3%
Multiple Answers Accepted						
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Traveler Profile by Interest	Arts, History & Culture	Scenic / Nature*	Food & Drink	Family Fun	Outdoor Adventure**	Shopping
Multiple answers accepted for interest areas.						
Number of Surveys	1,650	1,316	1,105	1,057	1,025	636
Average Age	56.5	56.5	52.8	52.3	52.2	53.3
Average Days in Iowa	3.1	3.4	3.2	3.5	3.7	3.4
Average Number of Trips in Iowa	3.1	3.0	3.3	3.3	3.0	3.7
Average Travel Party Size	2.9	2.9	3.1	3.3	3.0	3.2
Extended the Stay of the Traveler	36.6%	36.2%	36.7%	33.0%	38.4%	40.4%
Travel Party Type						
Adult Families no Children < 18	48.6%	49.7%	46.1%	36.6%	45.4%	43.6%
Families with Children Under 18	22.3%	22.3%	26.1%	45.8%	26.3%	28.8%
Adult Individuals/Friends	24.5%	23.6%	23.9%	14.7%	23.7%	24.5%
Business Individuals	3.4%	3.7%	3.1%	1.9%	3.7%	1.8%
Group Traveling By Motorcoach	1.2%	0.7%	0.8%	1.0%	1.0%	1.3%
Average Daily Spending Per Travel Party						
Lodging	\$ 114.14	\$ 110.33	\$ 117.27	\$ 118.68	\$ 108.16	\$ 123.22
Entertainment	\$ 60.22	\$ 52.35	\$ 71.26	\$ 67.25	\$ 60.86	\$ 81.06
Transportation	\$ 62.13	\$ 63.18	\$ 57.72	\$ 67.89	\$ 63.86	\$ 63.07
Food	\$ 71.74	\$ 67.89	\$ 79.68	\$ 81.50	\$ 71.34	\$ 84.97
Shopping	\$ 62.30	\$ 56.55	\$ 70.76	\$ 73.67	\$ 61.38	\$ 95.55
Total Spending	\$ 370.53	\$ 350.30	\$ 396.69	\$ 408.99	\$ 365.60	\$ 447.87
Trip Purpose						
Vacation/Leisure	55.3%	56.7%	52.2%	51.6%	54.1%	55.8%
Visiting Friends & Family	28.8%	28.7%	32.6%	34.6%	30.1%	32.2%
Business/Convention	6.3%	6.2%	5.1%	4.6%	6.4%	4.2%
Personal Business	4.5%	3.5%	5.1%	3.1%	4.8%	2.8%
Other	5.0%	4.9%	5.0%	6.1%	4.5%	5.0%
Primary Lodging						
Hotel/Motel	53.8%	50.5%	49.4%	47.7%	44.2%	48.4%
No overnight in Iowa	13.3%	12.8%	15.2%	9.6%	15.4%	12.9%
Home of Friends & Family	12.4%	11.1%	15.5%	20.2%	12.3%	18.8%
Camping	9.1%	12.7%	6.8%	8.9%	14.8%	6.0%
Other	3.5%	3.6%	4.4%	4.1%	3.9%	3.6%
Bed & Breakfast	2.2%	2.3%	1.9%	1.4%	1.7%	1.8%
Resort/Cabin	2.0%	2.6%	2.7%	3.5%	3.6%	3.4%
Personal Vehicle/Parking Lot	1.6%	1.7%	1.1%	1.7%	1.7%	1.6%
Airbnb/VRBO/etc.	1.2%	1.6%	1.7%	1.3%	1.5%	1.6%
Timeshare/2nd Home	0.9%	1.1%	1.2%	1.6%	1.0%	1.8%
*Birding, gardens, byways, river cruises, etc.						
**Camping, bicycling, hunting, fishing water sports, etc.						
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2017 Iowa Welcome Center Visitation													
Individuals	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	139	155	193	206	391	398	423	449	334	269	226	155	3,338
Burlington, Port of	307	629	644	904	1,135	1,156	1,254	1,109	1,345	683	634	299	10,099
Clayton County	69	210	179	129	1,015	705	992	865	794	834	97	45	5,934
Danish Windmill	180	324	745	351	2,386	1,829	2,076	1,773	1,254	880	885	459	13,142
Davis City	2,450	2,792	4,119	3,390	4,842	5,172	5,275	4,422	2,509	1,894	1,479	1,089	39,433
Dubuque	182	313	467	671	798	1,195	1,852	1,113	1,378	1,035	438	322	9,764
Emmetsburg	9	25	11	20	52	71	116	101	34	26	9	7	481
Harrison County	235	372	438	559	1,805	1,394	1,297	1,299	1,163	835	425	516	10,338
Northeast, Nashua	253	253	272	260	382	694	676	659	368	267	257	193	4,534
Okoboji Spirit Center	457	133	322	306	2,815	8,993	13,061	16,147	3,410	326	138	223	46,331
Sergeant Bluff	702	1,011	848	1,480	2,685	2,115	1,804	1,148	878	911	510	390	14,482
Sgt. Floyd, Sioux City	334	732	862	1,616	2,669	3,088	3,623	3,057	2,128	1,394	989	440	20,932
Southern Iowa, Lamoni	246	401	744	839	1,184	1,355	1,577	1,274	1,133	881	932	536	11,102
Southern Loess Hills	167	272	614	510	1,165	2,054	2,020	1,662	1,327	752	263	270	11,076
Top of Iowa	2,747	3,236	5,564	5,803	7,226	13,008	12,219	10,448	6,794	6,383	5,646	3,528	82,602
Underwood	431	590	1,255	1,352	1,961	2,158	2,202	1,419	1,072	791	402	324	13,957
Western Historic Trails	676	1,408	1,362	2,487	2,624	2,788	2,918	2,501	2,126	1,728	933	859	22,410
Wilton	1,175	1,409	2,519	2,777	4,010	5,310	5,538	3,417	2,633	2,177	1,357	987	33,309
2016 Total	10,759	14,265	21,158	23,660	39,145	53,483	58,923	52,863	30,680	22,066	15,620	10,642	353,264
Travel Parties	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	118	119	148	162	229	243	253	276	236	183	177	136	2,280
Burlington, Port of	157	371	259	474	706	525	574	319	500	396	336	183	4,800
Clayton County	12	41	51	45	150	218	301	268	185	272	44	20	1,607
Danish Windmill	82	150	238	161	813	786	738	779	475	402	459	183	5,266
Davis City	767	906	1,281	1,187	1,517	1,650	1,652	1,214	827	786	548	461	12,796
Dubuque	114	216	385	523	670	1,010	1,706	879	1,176	854	351	197	8,081
Emmetsburg	4	13	10	17	29	37	58	57	23	19	8	6	281
Harrison County	118	178	212	212	412	504	552	592	580	402	208	169	4,139
Northeast, Nashua	66	235	49	138	191	262	245	281	193	144	81	44	1,929
Okoboji Spirit Center	136	49	97	125	1,008	2,355	3,848	2,861	1,253	128	45	53	11,958
Sergeant Bluff	291	355	295	519	710	680	608	421	346	328	188	130	4,871
Sgt. Floyd, Sioux City	173	310	359	501	736	1,132	1,317	1,215	780	536	329	212	7,600
Southern Iowa, Lamoni	110	120	291	317	449	494	562	500	422	271	234	180	3,950
Southern Loess Hills	93	145	273	260	565	834	822	755	671	360	159	145	5,082
Top of Iowa	1,695	1,230	2,505	2,265	3,030	3,315	4,380	3,780	2,685	2,730	1,935	1,360	30,910
Underwood	225	324	592	697	930	994	964	561	493	362	225	165	6,532
Western Historic Trails	111	115	153	199	183	196	222	286	179	164	122	125	2,055
Wilton	581	698	1,051	1,231	1,828	2,198	2,248	1,482	1,264	954	506	440	14,481
2016 Total	4,853	5,575	8,249	9,033	14,156	17,433	21,050	16,526	12,288	9,291	5,955	4,209	128,618

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2017

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: