

# Iowa Welcome Center Survey Report

2018



Iowa Economic Development Authority

Tourism Office

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This survey report covers January through December 2018.

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

Ten Iowa Welcome Centers participated in this study: Port of Burlington, Danish Windmill (Elk Horn), Port of Dubuque, Harrison County (Missouri Valley), Okoboji Spirit Center, 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.

## Key Findings

Travelers spent an average of 3.8 days in Iowa and made an average of 2.5 trips to Iowa.

Travel counselors influenced 33.7 percent of travelers to stay longer, 60.4 percent of those stayed one additional day or longer.

Average travel party size was 2.7 people.

Average travel party spending per day was \$358.01.

Welcome centers served out-of-state travelers from Minnesota (8.4 percent), Illinois (5.8 percent), Nebraska (5.2 percent), California (4.1 percent) and Texas (4.0 percent). Iowa residents accounted for 14.1 percent of the travelers.

Traveler's primary destination was Iowa (44.1 percent), followed by Minnesota (8.8 percent), Nebraska (6.6 percent), South Dakota (5.0 percent), Illinois (3.9 percent) and Colorado (3.4 percent).

Travelers with only adults accounted for 81.4 percent while travelers with children under the age of 18, accounted for 18.6 percent.

Average age of travelers was 54.2.

Majority of travelers were on vacation/leisure trip (50.5 percent) or visiting family or friends (33.0 percent).

Majority of travelers (49.5 percent) stayed in hotels/motels, followed by homes of friends and family (16.3 percent).

Travelers stop at Iowa Welcome Centers primarily for information (46.5 percent), a travel break (23.4 percent) and to use the restrooms (9.6 percent).

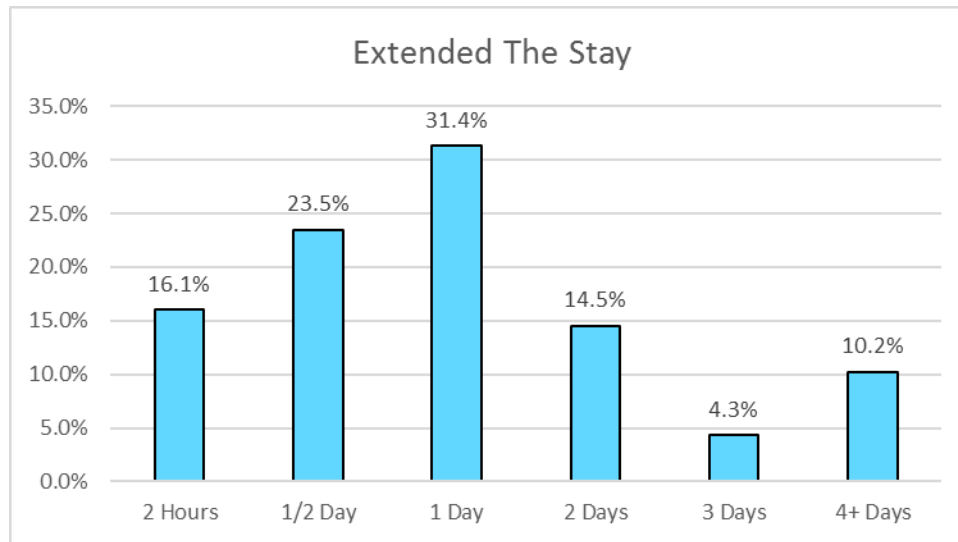
Top interest areas were Arts, History & Culture (60.0 percent), Scenic and Nature (52.7 percent), Family Fun (43.7 percent) and Outdoor Adventure (41.0 percent).

Iowa Welcome Center Summary							
2018 January - December							
Welcome Centers	Number of Surveys	Adults (with Children <18)	Adults (No Children <18)	Avg. Days in Iowa	Avg. # of Trips to Iowa	Extended Their Stay in Iowa	Avg. Party Size
Burlington	212	85.1%	14.9%	4.2	2.5	31.9%	2.6
Danish Windmill	206	76.5%	23.5%	2.3	2.1	31.7%	2.8
Dubuque	200	75.8%	24.2%	3.2	2.8	41.0%	3.0
Harrison County	282	87.5%	12.5%	5.6	2.5	36.1%	2.5
Okoboji Spirit	212	72.5%	27.5%	9.4	4.1	28.6%	4.3
Sergeant Floyd	203	82.5%	17.5%	4.0	2.4	32.2%	2.8
Southern Loess Hills	251	80.5%	19.5%	2.1	1.5	28.1%	2.9
Top of Iowa	504	84.1%	15.9%	3.0	2.3	30.7%	2.5
Underwood	202	84.9%	15.1%	2.9	2.4	42.6%	2.2
Wilton	211	87.4%	12.6%	3.0	2.5	41.4%	2.3
<b>Grand Total</b>	<b>2,483</b>	<b>81.4%</b>	<b>18.6%</b>	<b>3.8</b>	<b>2.5</b>	<b>33.7%</b>	<b>2.7</b>

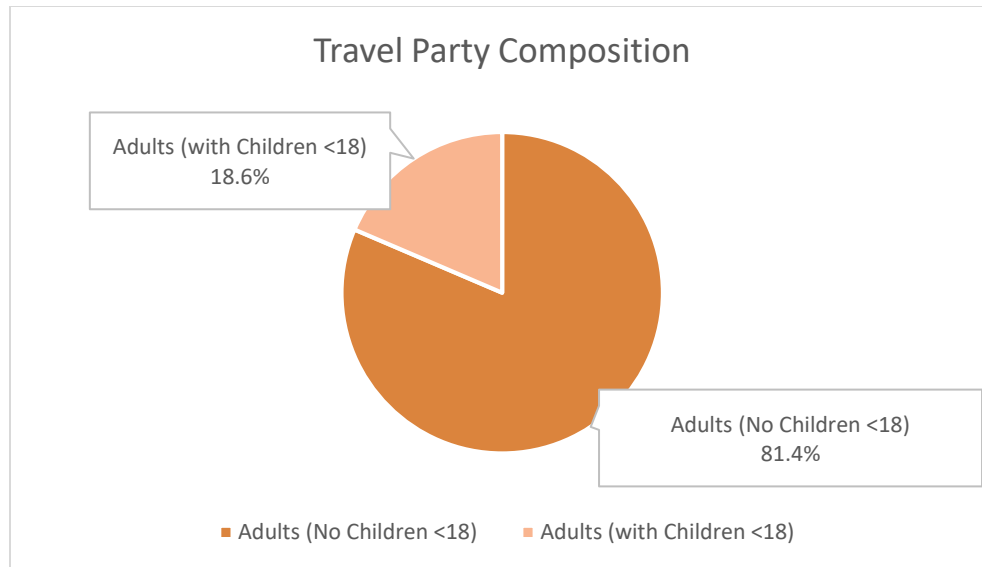
Iowa Welcome Center Summary							
2018 January - December							
Welcome Centers	Avg. Party Spending Per Day	Travelers with Iowa Residence	Travelers with Iowa Destination	Trip of Vacation or Leisure	Average Age	Hotel/Motel Lodging	Purpose of Stop was for Information
Burlington	\$ 384.71	19.8%	72.8%	40.7%	53.5	45.8%	52.9%
Danish Windmill	\$ 377.90	13.9%	34.1%	43.3%	49.4	42.6%	29.1%
Dubuque	\$ 407.18	18.6%	79.1%	43.1%	44.7	48.8%	58.0%
Harrison County	\$ 345.17	18.0%	38.4%	57.5%	56.8	44.7%	53.4%
Okoboji Spirit	\$ 637.89	47.8%	89.0%	69.0%	51.1	15.7%	37.3%
Sergeant Floyd	\$ 390.22	12.3%	40.0%	54.4%	53.2	47.4%	64.4%
Southern Loess Hills	\$ 337.70	9.7%	14.3%	63.3%	58.2	37.0%	59.0%
Top of Iowa	\$ 268.51	3.4%	34.5%	47.8%	55.6	72.8%	38.3%
Underwood	\$ 413.55	9.0%	21.2%	42.9%	59.0	61.5%	34.7%
Wilton	\$ 418.97	3.8%	37.9%	40.1%	55.5	49.7%	45.9%
<b>Grand Total</b>	<b>\$ 358.01</b>	<b>14.1%</b>	<b>44.1%</b>	<b>50.5%</b>	<b>54.2</b>	<b>49.5%</b>	<b>46.5%</b>

Iowa Welcome Center Trends						
	2013	2014	2015	2016	2017	2018
Average Days in Iowa	3.5	3.4	3.6	3.9	3.2	3.8
Average Number of Trips to Iowa	3.4	3.3	3.1	2.9	3.0	2.5
Travelers that Extended Their Stay	36%	34%	36%	37%	33%	34%
Average Party Size	2.5	2.5	2.5	2.5	2.5	2.7
Travelers with Iowa Residence	13%	14%	15%	17%	13%	14%
Travelers with Iowa Destination	41%	43%	39%	41%	40%	44%
Travelers on Vacation/Leisure	52%	46%	54%	54%	53%	51%
Average Age	56.1	56.2	57.0	56.5	56.2	54.2
Hotel/Motel Lodging	55%	52%	52%	53%	52%	51%

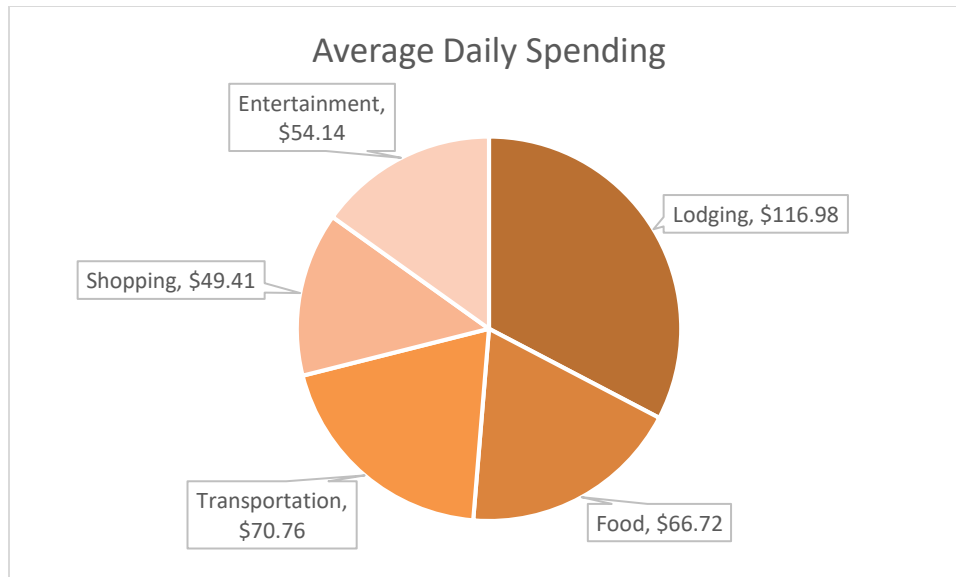
Length of Stay and Number of Trips			
2018 January - December			
Welcome Centers	Trip Days Average	Iowa Trip Days Average	Trips to Iowa Average
Burlington	7.8	4.2	2.5
Danish Windmill	9.4	2.3	2.1
Dubuque	4.6	3.2	2.8
Harrison County	12.8	5.6	2.5
Okoboji Spirit	9.8	9.4	4.1
Sergeant Floyd	16.2	4.0	2.4
Southern Loess Hill	18.3	2.1	1.5
Top of Iowa	12.9	3.0	2.3
Underwood	11.3	2.9	2.4
Wilton	13.8	3.0	2.5
<b>Grand Total</b>	<b>12.2</b>	<b>3.8</b>	<b>2.5</b>



Extended The Stay								
2018 January - December								
Welcome Centers	Yes	No	2 Hours	1/2 Day	1 Day	2 Days	3 Days	4+ Days
Burlington	31.9%	68.1%	8.1%	19.4%	33.9%	19.4%	4.8%	14.5%
Danish Windmill	31.7%	68.3%	33.3%	19.0%	36.5%	6.3%	0.0%	4.8%
Dubuque	41.0%	59.0%	8.5%	28.8%	52.5%	3.4%	1.7%	5.1%
Harrison County	36.1%	63.9%	23.7%	13.4%	26.8%	11.3%	9.3%	15.5%
Okoboji Spirit	28.6%	71.4%	8.3%	11.7%	28.3%	16.7%	6.7%	28.3%
Sergeant Floyd	32.2%	67.8%	26.2%	21.5%	32.3%	12.3%	3.1%	4.6%
Southern Loess Hills	28.1%	71.9%	24.6%	30.4%	26.1%	7.2%	2.9%	8.7%
Top of Iowa	30.7%	69.3%	8.5%	29.4%	34.6%	19.0%	2.6%	5.9%
Underwood	42.6%	57.4%	20.0%	36.3%	23.8%	15.0%	1.3%	3.8%
Wilton	41.4%	58.6%	6.0%	19.3%	22.9%	26.5%	9.6%	15.7%
<b>Grand Total</b>	<b>33.7%</b>	<b>66.3%</b>	<b>16.1%</b>	<b>23.5%</b>	<b>31.4%</b>	<b>14.5%</b>	<b>4.3%</b>	<b>10.2%</b>

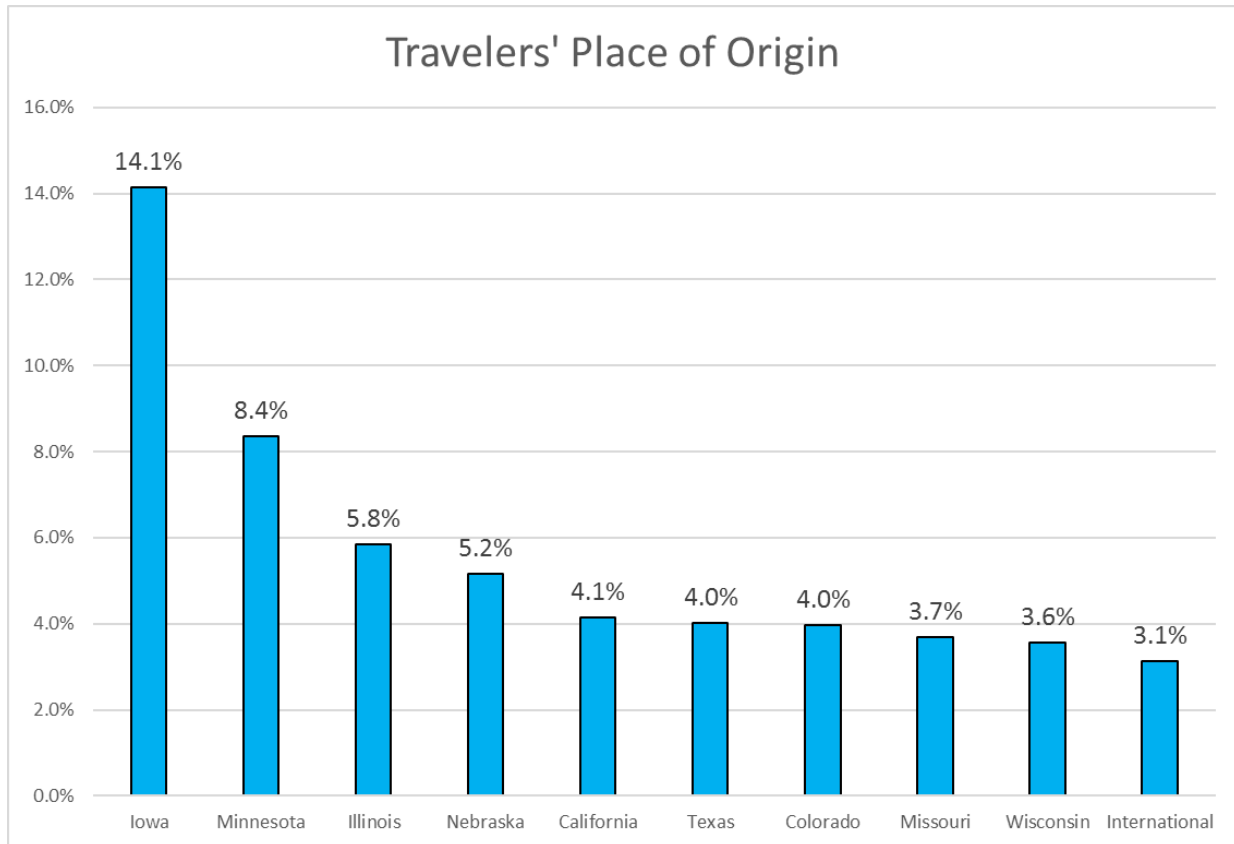


Travel Party Composition			
2018 January - December			
Welcome Centers	Average Party Size	Adults (No Children <18)	Adults (with Children <18)
Burlington	2.6	85.1%	14.9%
Danish Windmill	2.8	76.5%	23.5%
Dubuque	3.0	75.8%	24.2%
Harrison County	2.5	87.5%	12.5%
Okoboji Spirit	4.3	72.5%	27.5%
Sergeant Floyd	2.8	82.5%	17.5%
Southern Loess Hills	2.9	80.5%	19.5%
Top of Iowa	2.5	84.1%	15.9%
Underwood	2.2	84.9%	15.1%
Wilton	2.3	87.4%	12.6%
<b>Grand Total</b>	<b>2.7</b>	<b>81.4%</b>	<b>18.6%</b>



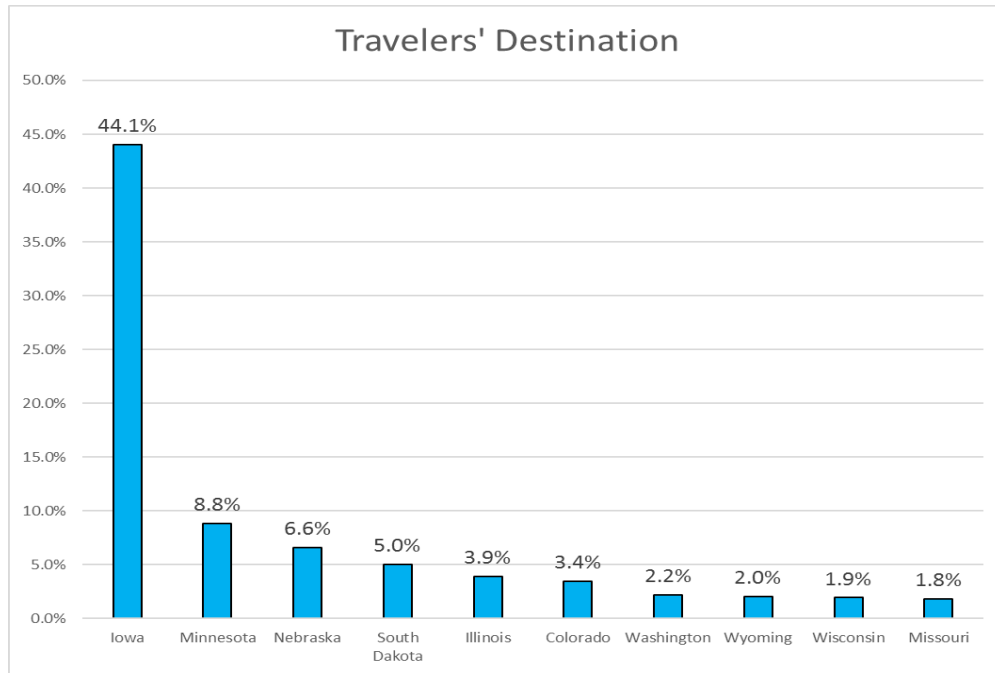
Average Daily Spending Per Travel Party						
2018 January - December						
Welcome Centers	Lodging	Food	Transportation	Shopping	Entertainment	Total
Burlington	\$ 125.30	\$ 61.83	\$ 53.32	\$ 81.23	\$ 63.03	\$ 384.71
Danish Windmill	\$ 108.27	\$ 61.35	\$ 85.16	\$ 52.82	\$ 70.30	\$ 377.90
Dubuque	\$ 135.85	\$ 83.99	\$ 32.16	\$ 84.71	\$ 70.48	\$ 407.18
Harrison County	\$ 103.42	\$ 57.01	\$ 75.15	\$ 49.97	\$ 59.62	\$ 345.17
Okoboji Spirit	\$ 289.48	\$ 110.59	\$ 51.17	\$ 95.69	\$ 90.95	\$ 637.89
Sergeant Floyd	\$ 111.31	\$ 69.56	\$ 67.84	\$ 59.01	\$ 82.49	\$ 390.22
Southern Loess Hills	\$ 114.89	\$ 53.88	\$ 70.08	\$ 45.47	\$ 53.38	\$ 337.70
Top of Iowa	\$ 102.22	\$ 60.34	\$ 52.17	\$ 22.73	\$ 31.06	\$ 268.51
Underwood	\$ 95.28	\$ 59.57	\$ 164.66	\$ 51.11	\$ 42.93	\$ 413.55
Wilton	\$ 102.07	\$ 65.04	\$ 101.31	\$ 75.33	\$ 75.22	\$ 418.97
Grand Total	\$ 116.98	\$ 66.72	\$ 70.76	\$ 49.41	\$ 54.14	\$ 358.01
Share	32.7%	18.6%	19.8%	13.8%	15.1%	





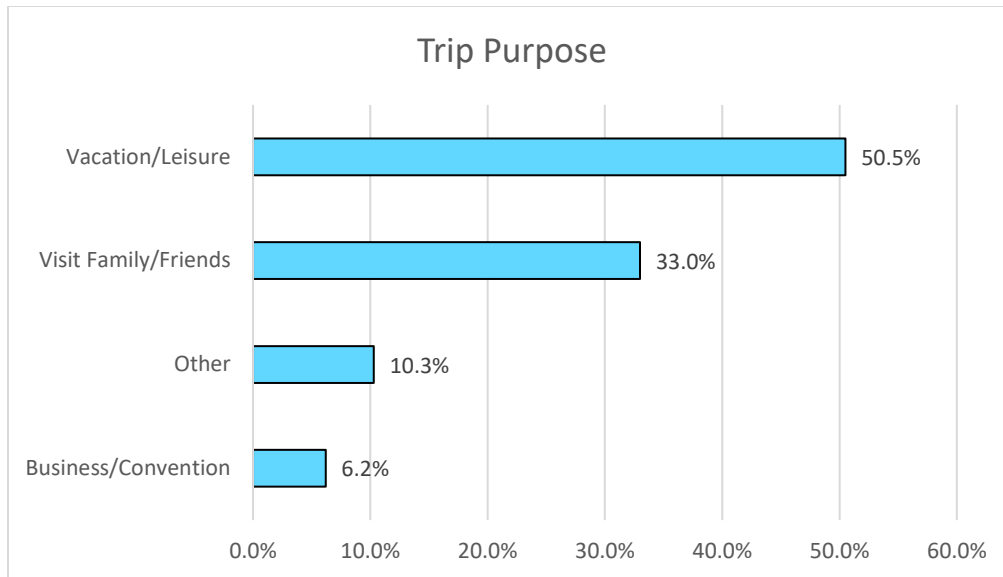
Travelers' Place of Origin											
2018 January - December											
Origin	Burlington	Danish Windmill	Dubuque	Harrison County	Okoboji Spirit	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Under-wood	Wilton	Grand Total
Iowa	19.8%	13.9%	18.6%	18.0%	47.8%	12.3%	9.7%	3.4%	9.0%	3.8%	14.1%
Minnesota	1.0%	4.5%	6.0%	4.0%	10.0%	3.9%	0.4%	25.8%	3.5%	2.4%	8.4%
Illinois	15.0%	4.5%	10.1%	2.2%	4.3%	1.5%	2.4%	2.0%	5.0%	19.0%	5.8%
Nebraska	2.4%	7.9%	3.5%	4.7%	8.1%	12.8%	2.8%	1.2%	12.4%	2.4%	5.2%
California	4.3%	5.9%	2.5%	7.2%	3.8%	2.5%	0.8%	3.6%	8.0%	3.3%	4.1%
Texas	6.3%	1.5%	4.5%	2.2%	1.4%	5.4%	5.2%	5.6%	2.5%	3.8%	4.0%
Colorado	1.9%	6.4%	3.0%	6.5%	1.9%	3.4%	1.6%	3.0%	10.9%	2.4%	4.0%
Missouri	6.8%	3.0%	1.5%	4.0%	1.4%	2.5%	14.1%	1.8%	2.0%	0.5%	3.7%
Wisconsin	3.4%	4.0%	11.6%	2.2%	1.0%	1.0%	0.0%	6.7%	1.5%	1.4%	3.6%
International	4.8%	2.5%	5.0%	4.3%	0.0%	3.4%	2.0%	3.4%	2.5%	2.8%	3.1%
Florida	1.0%	1.0%	3.5%	1.8%	1.9%	3.0%	8.1%	2.6%	3.0%	1.4%	2.8%
Michigan	2.4%	2.0%	0.5%	1.1%	1.0%	3.4%	0.0%	2.4%	3.0%	9.5%	2.4%
Indiana	1.9%	2.5%	1.5%	0.7%	0.5%	1.5%	2.0%	2.0%	3.0%	7.1%	2.2%
Washington	0.5%	2.5%	0.5%	1.8%	1.0%	1.0%	3.2%	3.6%	2.5%	2.8%	2.2%
Kansas	1.0%	1.5%	2.0%	1.1%	1.0%	6.9%	2.8%	2.6%	0.5%	0.9%	2.1%
Ohio	2.9%	3.5%	2.0%	0.4%	0.5%	0.0%	0.4%	1.4%	2.5%	7.6%	1.9%
Pennsylvania	2.9%	1.5%	0.0%	1.8%	0.0%	2.0%	1.2%	2.4%	2.5%	3.8%	1.9%
Canada	1.0%	0.5%	1.0%	1.4%	0.0%	1.5%	0.4%	3.0%	3.5%	4.3%	1.8%
Tennessee	2.9%	1.0%	3.5%	2.9%	0.5%	1.0%	4.0%	1.4%	0.0%	0.5%	1.8%
Georgia	1.0%	0.5%	2.5%	2.9%	0.0%	2.0%	6.9%	0.6%	1.0%	0.5%	1.7%

Travelers' Place of Origin (continued)											
2018 January - December											
Origin	Burlington	Danish Windmill	Dubuque	Harrison County	Okoboji Spirit	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Under-wood	Wilton	Grand Total
Oregon	1.0%	1.5%	1.0%	2.2%	0.0%	1.0%	0.8%	2.4%	3.5%	1.4%	1.6%
Arizona	2.9%	3.5%	0.5%	2.5%	2.4%	1.0%	0.4%	1.2%	0.5%	0.5%	1.5%
North Carolina	1.0%	0.5%	0.5%	2.5%	0.5%	1.5%	2.8%	2.0%	0.5%	1.4%	1.5%
South Dakota	0.0%	2.0%	0.5%	0.4%	6.2%	3.9%	0.4%	1.4%	0.0%	0.5%	1.5%
New York	2.4%	0.5%	0.5%	1.1%	0.5%	2.5%	1.2%	0.8%	2.0%	3.3%	1.4%
Oklahoma	0.5%	1.0%	1.0%	1.8%	0.0%	2.0%	2.4%	0.8%	0.0%	0.5%	1.0%
Maryland	2.9%	1.5%	0.5%	1.4%	0.0%	1.5%	0.8%	0.2%	0.5%	1.4%	1.0%
North Dakota	0.0%	0.0%	1.0%	1.4%	1.0%	1.5%	1.2%	1.4%	0.5%	0.0%	0.9%
Virginia	0.5%	1.5%	0.5%	1.4%	0.5%	0.0%	2.8%	0.8%	0.0%	0.5%	0.9%
Louisiana	0.0%	0.0%	2.5%	0.7%	0.0%	2.0%	2.8%	0.6%	0.0%	0.0%	0.9%
South Carolina	0.5%	1.5%	0.5%	1.1%	0.0%	1.0%	3.6%	0.4%	0.0%	0.0%	0.9%
Alabama	1.0%	0.5%	0.0%	0.7%	0.0%	1.0%	3.6%	0.8%	0.0%	0.0%	0.8%
Massachusetts	1.0%	1.0%	0.5%	0.7%	0.0%	1.0%	0.4%	1.0%	0.0%	2.4%	0.8%
Arkansas	0.5%	0.0%	0.0%	2.9%	1.0%	1.0%	0.8%	0.6%	0.0%	0.5%	0.8%
Kentucky	0.0%	0.5%	0.5%	1.8%	0.0%	0.5%	2.0%	0.6%	0.5%	0.9%	0.8%
Utah	1.0%	2.5%	0.5%	0.0%	0.0%	0.5%	0.0%	0.8%	2.5%	0.5%	0.8%
Idaho	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	1.2%	1.0%	1.5%	0.5%	0.6%
Mississippi	0.0%	0.5%	0.0%	1.1%	0.0%	2.5%	1.2%	0.4%	0.0%	0.5%	0.6%
Wyoming	0.0%	0.5%	2.0%	0.7%	0.0%	0.0%	0.8%	0.2%	2.0%	0.5%	0.6%
Montana	0.0%	0.5%	0.0%	1.1%	0.5%	0.0%	0.4%	1.2%	0.5%	0.0%	0.5%
Nevada	0.5%	2.5%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.5%
New Mexico	0.5%	1.0%	0.5%	1.1%	0.0%	0.0%	0.0%	0.2%	2.0%	0.0%	0.5%
New Jersey	0.0%	0.5%	0.5%	0.0%	0.0%	1.0%	0.0%	0.2%	1.5%	0.9%	0.4%
West Virginia	0.0%	0.0%	0.5%	0.4%	1.0%	1.0%	0.4%	0.4%	0.0%	0.5%	0.4%
Alaska	0.5%	0.0%	0.5%	0.4%	0.0%	0.5%	0.8%	0.2%	0.0%	0.9%	0.4%
Maine	0.0%	0.0%	0.5%	0.0%	0.0%	1.5%	0.4%	0.4%	0.0%	0.9%	0.4%
Denmark	0.0%	3.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%
Connecticut	0.0%	0.5%	0.0%	0.4%	0.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%
New Hampshire	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.8%	0.5%	0.0%	0.2%
Rhode Island	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	0.2%
Vermont	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	0.5%	0.0%	0.1%
Hawaii	0.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
District Of Columbia	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Guam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Louisiana	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

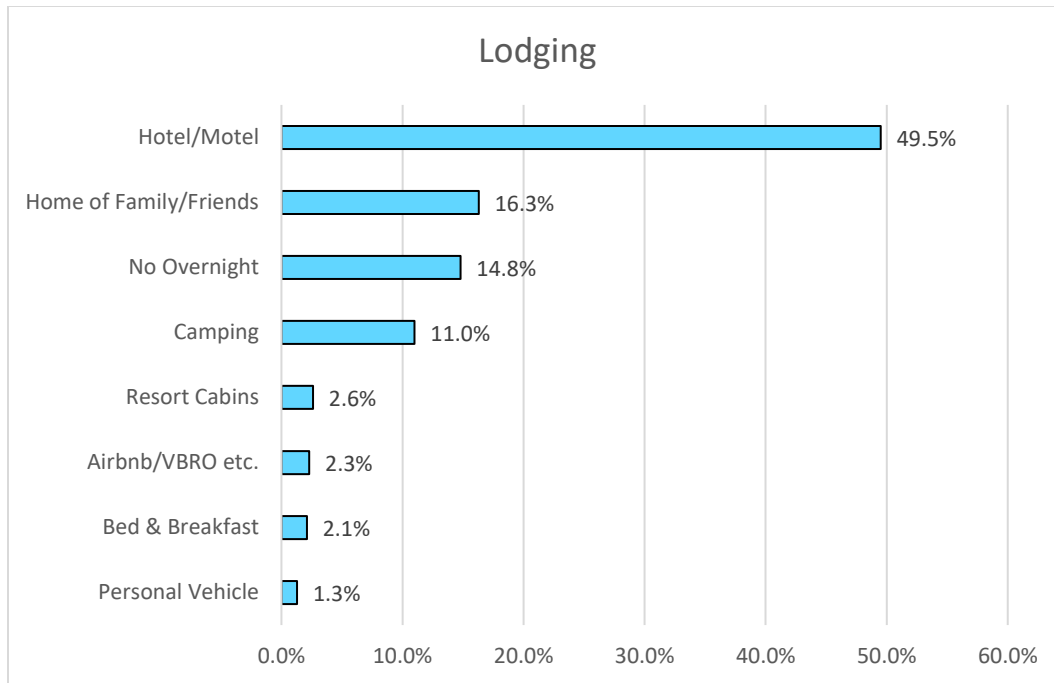


Travelers' Destination											
2018 January - December											
	Burlington	Danish Windmill	Dubuque	Harrison County	Okoboji Spirit	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Underwood	Wilton	Grand Total
Iowa	72.8%	34.1%	79.1%	38.4%	89.0%	40.0%	14.3%	34.5%	21.2%	37.9%	44.1%
Minnesota	2.4%	6.8%	2.6%	4.3%	2.9%	5.0%	2.0%	27.6%	4.7%	4.9%	8.8%
Nebraska	1.5%	13.2%	0.0%	15.2%	1.9%	7.5%	16.7%	1.4%	5.2%	5.8%	6.6%
South Dakota	1.0%	1.5%	0.0%	8.0%	2.4%	17.5%	13.5%	2.4%	1.0%	4.4%	5.0%
Illinois	8.7%	5.4%	5.1%	1.1%	0.0%	0.0%	0.4%	3.4%	12.4%	5.3%	3.9%
Colorado	1.5%	8.8%	0.5%	4.0%	0.5%	0.5%	2.9%	2.0%	9.3%	6.8%	3.4%
Washington	0.0%	2.0%	0.0%	2.9%	0.0%	3.5%	6.9%	1.6%	1.0%	3.4%	2.2%
Wyoming	0.0%	1.0%	0.0%	2.2%	0.0%	2.0%	7.3%	1.0%	2.6%	4.9%	2.0%
Wisconsin	0.5%	2.0%	2.0%	2.5%	0.0%	1.0%	0.4%	3.0%	4.1%	2.4%	1.9%
Missouri	2.4%	0.5%	2.0%	0.0%	0.0%	3.0%	3.3%	3.4%	2.1%	0.0%	1.8%
California	0.0%	2.9%	0.0%	1.8%	0.0%	2.5%	3.7%	0.4%	4.1%	3.9%	1.8%
Montana	0.0%	1.0%	0.0%	2.5%	0.5%	1.5%	6.1%	1.6%	0.5%	1.9%	1.7%
Utah	0.0%	5.4%	0.5%	0.4%	0.0%	0.5%	2.4%	0.6%	1.6%	2.4%	1.3%
Florida	1.5%	0.5%	0.5%	1.4%	0.5%	2.0%	0.0%	1.8%	1.6%	1.0%	1.1%
Arizona	1.0%	1.0%	0.5%	1.4%	0.5%	0.0%	0.8%	1.6%	2.6%	1.0%	1.1%
Michigan	1.5%	0.5%	0.5%	0.0%	0.5%	0.0%	0.4%	1.4%	6.2%	0.5%	1.1%
North Dakota	0.0%	0.5%	1.5%	2.5%	0.0%	0.0%	2.4%	1.2%	0.0%	0.5%	1.0%
Oregon	0.0%	2.0%	0.0%	0.4%	0.0%	0.0%	2.4%	0.4%	2.6%	2.4%	0.9%
Texas	0.5%	0.5%	0.0%	0.7%	0.0%	2.0%	0.0%	2.6%	0.0%	0.5%	0.9%
Ohio	1.0%	0.5%	0.5%	0.4%	0.0%	0.5%	0.0%	0.8%	4.1%	1.0%	0.8%

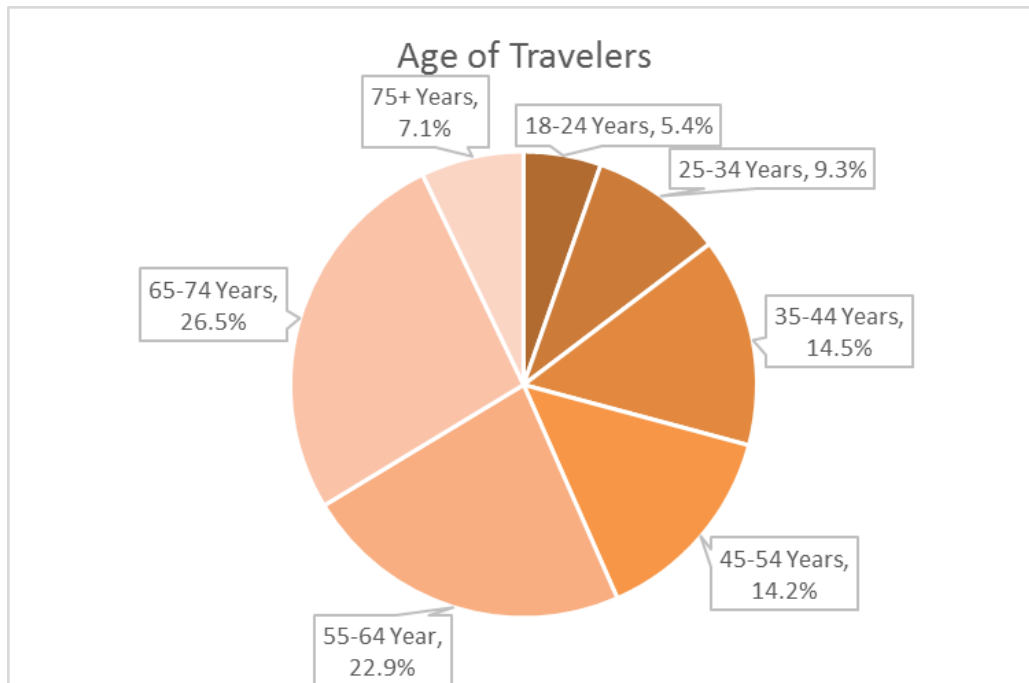
Travelers' Destination (continued)											
2018 January - December											
	Burlington	Danish Windmill	Dubuque	Harrison County	Okoboji Spirit	Sergeant Floyd	Southern Loess Hills	Top of Iowa	Underwood	Wilton	Grand Total
New York	0.5%	0.5%	0.5%	0.7%	0.0%	1.0%	0.4%	0.4%	2.1%	1.9%	0.7%
Kansas	0.0%	1.5%	0.0%	1.1%	0.0%	1.5%	1.2%	0.6%	1.0%	0.0%	0.7%
Indiana	0.0%	1.5%	1.5%	0.4%	0.0%	0.0%	0.0%	0.2%	2.1%	1.5%	0.6%
Alaska	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.4%	0.0%	0.5%	0.5%
Kentucky	0.5%	1.5%	0.5%	0.0%	0.0%	0.5%	1.2%	0.0%	1.0%	0.5%	0.5%
New Mexico	0.0%	0.0%	0.5%	1.8%	0.0%	0.0%	0.0%	0.4%	0.5%	1.5%	0.5%
Canada	0.0%	0.5%	0.0%	1.1%	0.0%	1.0%	0.4%	0.6%	0.5%	0.0%	0.5%
Idaho	0.0%	1.5%	0.0%	0.4%	0.5%	0.0%	1.6%	0.0%	0.0%	0.5%	0.4%
North Carolina	0.5%	1.0%	0.0%	0.7%	0.0%	0.5%	0.8%	0.2%	0.5%	0.0%	0.4%
Pennsylvania	1.0%	0.5%	0.5%	1.1%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.4%
Tennessee	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	1.2%	0.6%	0.0%	1.0%	0.4%
South Carolina	0.0%	0.0%	0.0%	0.4%	0.0%	1.0%	0.8%	0.4%	0.0%	0.5%	0.3%
Nevada	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.8%	0.2%	0.5%	0.5%	0.3%
Oklahoma	0.0%	0.0%	0.5%	0.0%	0.5%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%
Alabama	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.2%	0.4%	0.0%	0.0%	0.2%
Virginia	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.4%	0.6%	0.0%	0.0%	0.2%
Louisiana	1.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.2%
Connecticut	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%	0.1%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.0%	0.0%	0.1%
Maine	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
Massachusetts	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Mississippi	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	0.1%
New Hampshire	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.1%
New Jersey	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.0%	0.0%	0.1%
Arkansas	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	0.0%	0.0%	0.1%
Maryland	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
West Virginia	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%
Georgia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Rhode Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Vermont	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%



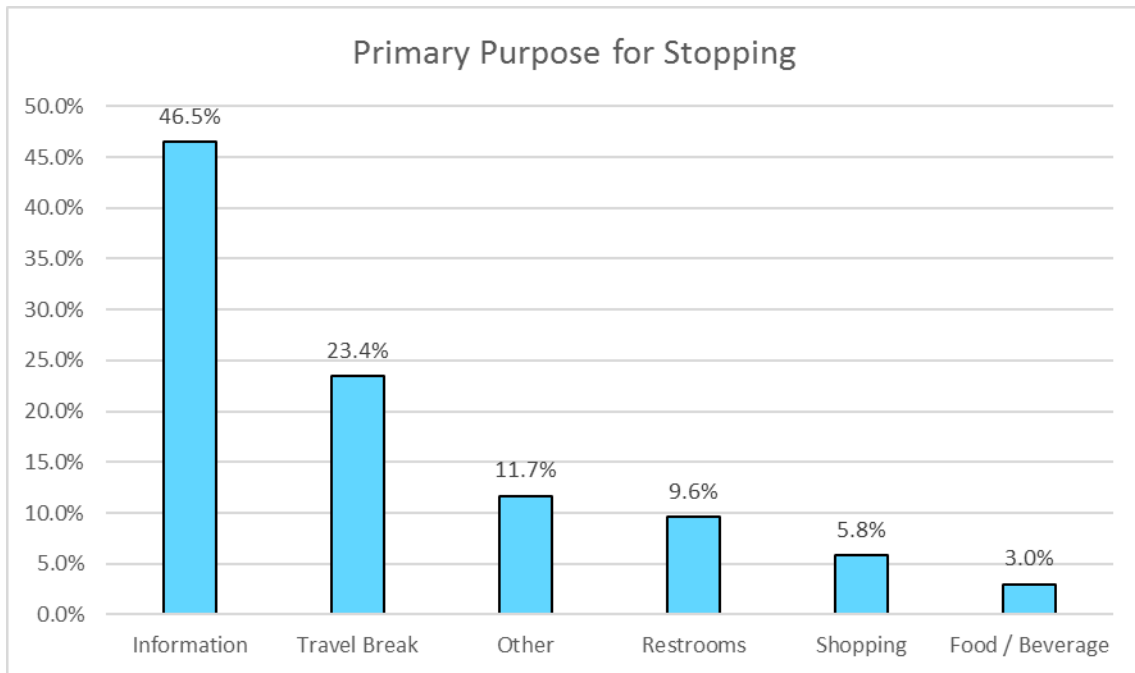
Trip Purpose				
2018 January - December				
Welcome Centers	Vacation / Leisure	Visit Friends / Family	Other	Business / Convention
Burlington	40.7%	39.2%	12.4%	7.7%
Danish Windmill	43.3%	31.8%	16.4%	8.5%
Dubuque	43.1%	30.5%	19.5%	6.9%
Harrison County	57.5%	27.6%	8.2%	6.7%
Okoboji Spirit	69.0%	28.1%	2.9%	0.0%
Sergeant Floyd	54.4%	29.7%	10.3%	5.6%
Southern Loess Hills	63.3%	24.2%	8.8%	3.8%
Top of Iowa	47.8%	40.6%	5.0%	6.6%
Underwood	42.9%	37.0%	14.3%	5.8%
Wilton	40.1%	33.7%	15.3%	10.9%
<b>Grand Total</b>	<b>50.5%</b>	<b>33.0%</b>	<b>10.3%</b>	<b>6.2%</b>



Lodging								
2018 January - December								
Welcome Centers	Hotel / Motel	Home of Family / Friends	No Overnight	Camping	Resort Cabins	Airbnb / VBRO etc.	Bed & Breakfast	Personal Vehicle / Parking Lot
Burlington	45.8%	31.5%	8.9%	6.4%	2.5%	1.0%	2.5%	1.5%
Danish Windmill	42.6%	16.2%	21.1%	10.8%	0.5%	4.4%	2.5%	2.0%
Dubuque	48.8%	14.2%	13.0%	4.9%	0.6%	9.9%	8.0%	0.6%
Harrison County	44.7%	14.2%	20.7%	13.5%	1.5%	1.1%	3.6%	0.7%
Okoboji Spirit	15.7%	48.1%	2.4%	3.8%	18.1%	6.7%	4.3%	1.0%
Sergeant Floyd	47.4%	13.3%	25.5%	11.7%	1.5%	0.0%	0.5%	0.0%
Southern Loess Hills	37.0%	3.8%	37.0%	17.2%	0.8%	0.8%	1.3%	2.1%
Top of Iowa	72.8%	11.7%	1.2%	11.1%	1.4%	1.0%	0.6%	0.2%
Underwood	61.5%	5.6%	14.9%	12.3%	1.0%	1.5%	0.0%	3.1%
Wilton	49.7%	11.6%	18.1%	15.6%	0.0%	0.0%	1.0%	4.0%
<b>Grand Total</b>	<b>49.5%</b>	<b>16.3%</b>	<b>14.8%</b>	<b>11.0%</b>	<b>2.6%</b>	<b>2.3%</b>	<b>2.1%</b>	<b>1.3%</b>

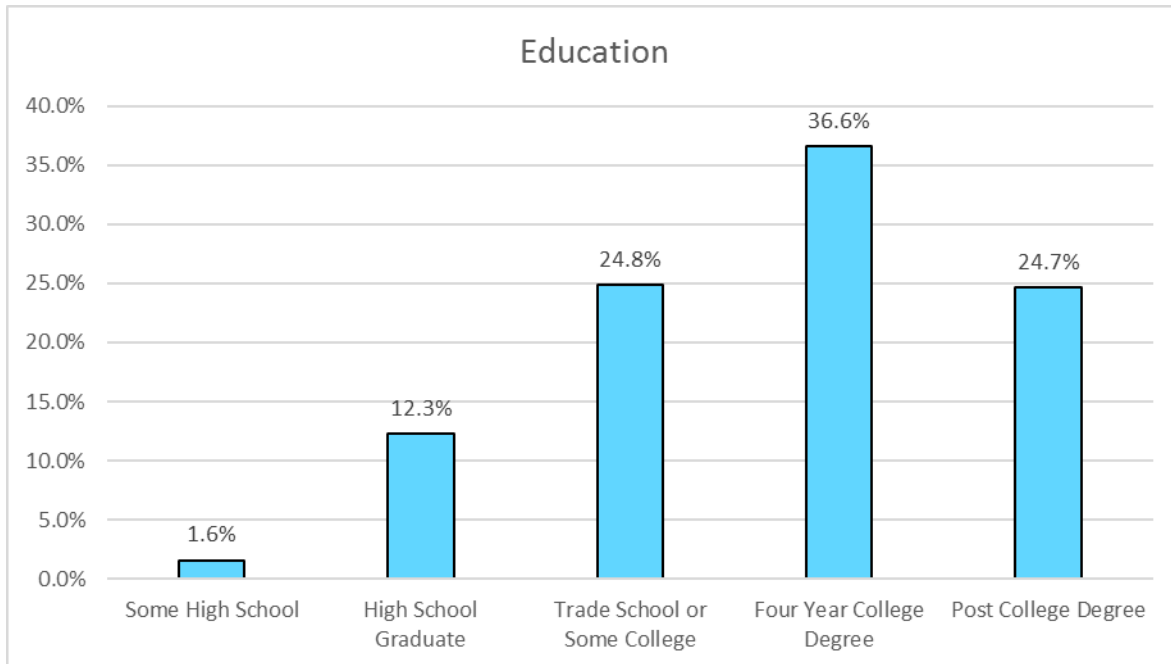


Age of Travelers								
2018 January - December								
Welcome Centers	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65-74 Years	75+ Years	Avg. Age
Burlington	7.4%	13.2%	11.6%	8.4%	25.3%	26.8%	7.4%	53.5
Danish Windmill	8.0%	19.0%	17.0%	14.5%	14.5%	18.0%	9.0%	49.4
Dubuque	2.7%	19.0%	35.4%	20.4%	12.9%	8.8%	0.7%	44.7
Harrison County	4.6%	8.9%	10.8%	10.4%	20.1%	37.1%	8.1%	56.8
Okoboji Spirit	9.1%	7.1%	14.1%	23.2%	22.7%	22.2%	1.5%	51.1
Sergeant Floyd	4.8%	6.5%	17.2%	18.8%	24.7%	22.6%	5.4%	53.2
Southern Loess Hills	7.1%	5.8%	7.5%	8.4%	25.7%	35.4%	10.2%	58.2
Top of Iowa	3.6%	7.8%	14.3%	14.1%	25.4%	26.6%	8.2%	55.6
Underwood	1.3%	3.8%	11.3%	13.8%	29.4%	33.8%	6.9%	59.0
Wilton	6.3%	6.3%	13.0%	14.1%	24.5%	26.0%	9.9%	55.5
<b>Grand Total</b>	<b>5.4%</b>	<b>9.3%</b>	<b>14.5%</b>	<b>14.2%</b>	<b>22.9%</b>	<b>26.5%</b>	<b>7.1%</b>	<b>54.2</b>

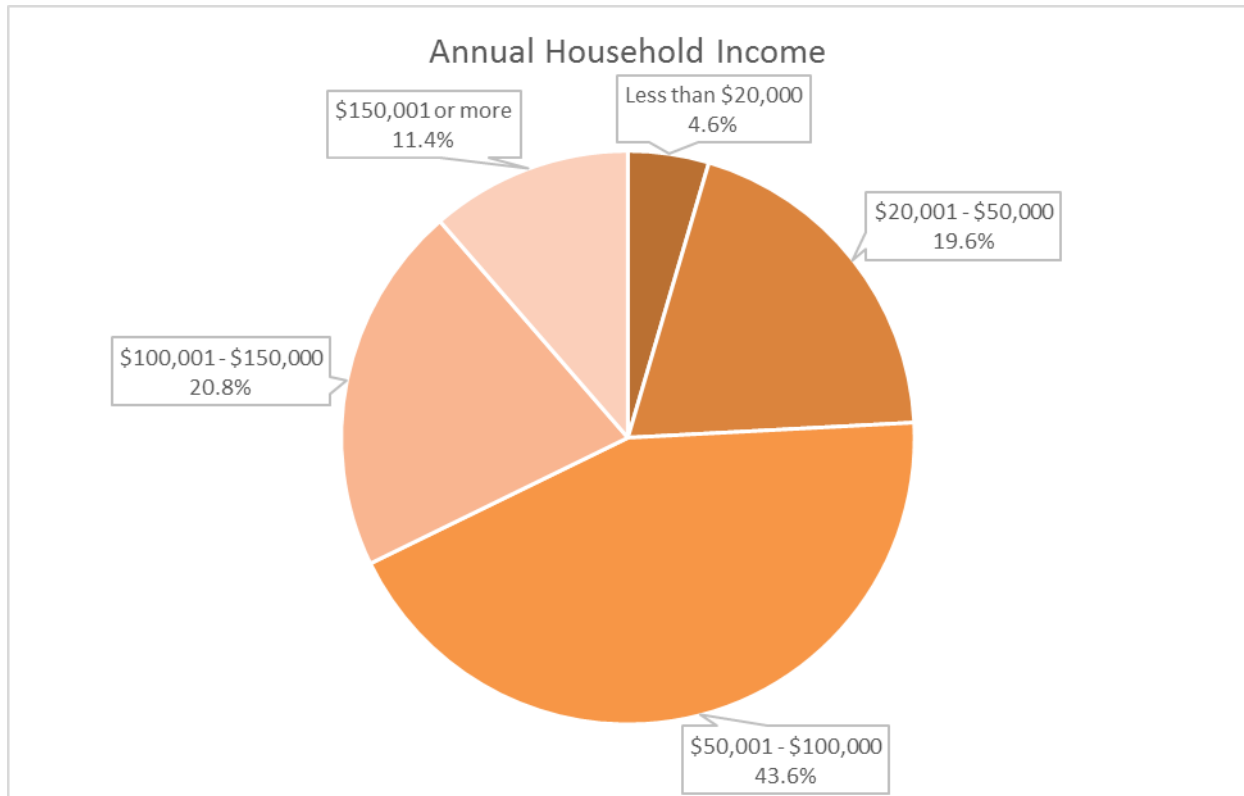


Primary Purpose for Stopping at an Iowa Welcome Center						
2018 January - December						
Welcome Centers	Information	Travel Break	Other	Restrooms	Shopping	Food / Beverage
Burlington	52.9%	12.5%	22.1%	1.4%	8.7%	2.4%
Danish Windmill	29.1%	22.7%	29.1%	5.4%	9.9%	3.9%
Dubuque	58.0%	8.0%	15.9%	9.1%	5.1%	4.0%
Harrison County	53.4%	16.0%	10.7%	10.7%	8.5%	0.7%
Okoboji Spirit	37.3%	5.7%	29.2%	3.3%	23.1%	1.4%
Sergeant Floyd	64.4%	16.8%	15.3%	1.5%	1.5%	0.5%
Southern Loess Hills	59.0%	24.9%	1.6%	10.8%	2.4%	1.2%
Top of Iowa	38.3%	38.7%	1.0%	11.2%	2.2%	8.6%
Underwood	34.7%	44.7%	3.5%	16.6%	0.5%	0.0%
Wilton	45.9%	23.9%	6.2%	23.0%	0.5%	0.5%
<b>Grand Total</b>	<b>46.5%</b>	<b>23.4%</b>	<b>11.7%</b>	<b>9.6%</b>	<b>5.8%</b>	<b>3.0%</b>

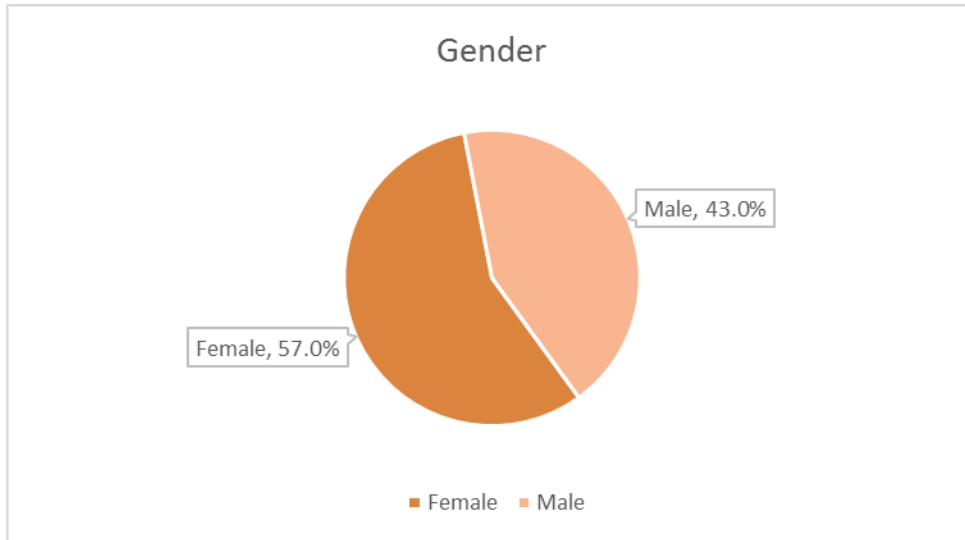




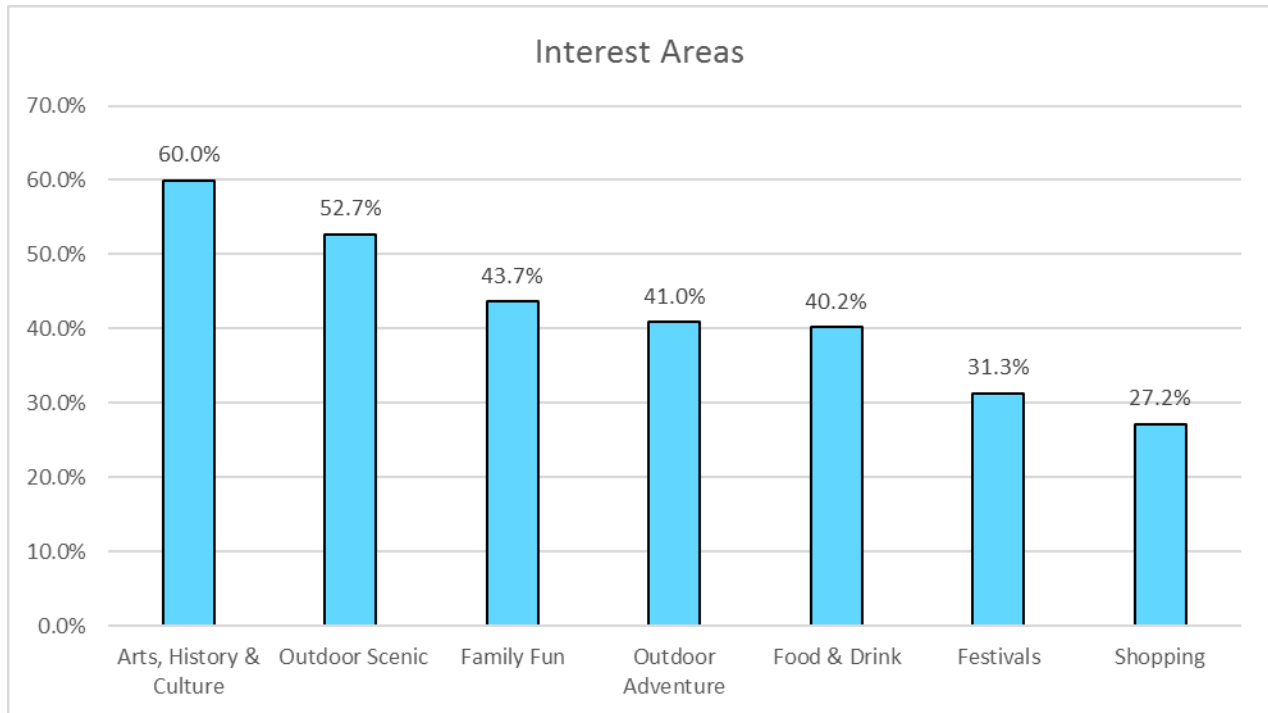
Education					
2018 January - December					
Welcome Centers	Some High School	High School Graduate	Trade School or Some College	Four Year College Degree	Post College Degree
Burlington	3.0%	16.6%	28.1%	30.2%	22.1%
Danish Windmill	4.0%	10.9%	31.8%	29.4%	23.9%
Dubuque	1.8%	14.2%	23.0%	46.9%	14.2%
Harrison County	1.8%	10.7%	24.2%	33.1%	30.2%
Okoboji Spirit	2.4%	6.8%	17.5%	40.3%	33.0%
Sergeant Floyd	1.6%	18.1%	30.9%	34.6%	14.9%
Southern Loess Hills	1.3%	13.6%	23.3%	36.4%	25.4%
Top of Iowa	0.2%	9.0%	25.3%	37.7%	27.7%
Underwood	0.5%	13.5%	22.8%	48.2%	15.0%
Wilton	1.4%	16.3%	21.1%	34.0%	27.3%
<b>Grand Total</b>	<b>1.6%</b>	<b>12.3%</b>	<b>24.8%</b>	<b>36.6%</b>	<b>24.7%</b>



Annual Household Income					
2018 January - December					
Welcome Centers	Less than \$20,000	\$20,001 - \$50,000	\$50,001 - \$100,000	\$100,001 - \$150,000	\$150,001 or more
Burlington	6.6%	19.9%	39.2%	19.3%	15.1%
Danish Windmill	5.2%	27.2%	44.0%	16.2%	7.3%
Dubuque	7.6%	17.4%	33.7%	33.7%	7.6%
Harrison County	5.0%	23.1%	44.1%	18.9%	8.8%
Okoboji Spirit	3.1%	8.3%	31.6%	28.5%	28.5%
Sergeant Floyd	4.0%	22.5%	35.1%	23.2%	15.2%
Southern Loess Hills	8.9%	23.6%	38.9%	17.2%	11.3%
Top of Iowa	1.6%	19.1%	50.5%	19.9%	8.9%
Underwood	3.5%	13.5%	56.1%	21.6%	5.3%
Wilton	6.3%	20.0%	45.7%	19.4%	8.6%
<b>Grand Total</b>	<b>4.6%</b>	<b>19.6%</b>	<b>43.6%</b>	<b>20.8%</b>	<b>11.4%</b>



Gender		
2018 January - December		
Welcome Centers	Female	Male
Burlington	55.0%	45.0%
Danish Windmill	64.2%	35.8%
Dubuque	49.1%	50.9%
Harrison County	66.3%	33.7%
Okoboji Spirit	64.7%	35.3%
Sergeant Floyd	50.5%	49.5%
Southern Loess Hills	76.3%	23.7%
Top of Iowa	48.3%	51.7%
Underwood	50.3%	49.7%
Wilton	49.5%	50.5%
<b>Grand Total</b>	<b>57.0%</b>	<b>43.0%</b>



Interest Areas							
2018 January - December							
Welcome Centers	Arts, History & Culture	Outdoor Scenic	Family Fun	Outdoor Adventure	Food & Drink	Festivals	Shopping
Burlington	67.5%	54.0%	41.5%	40.0%	48.5%	31.5%	31.5%
Danish Windmill	76.2%	53.4%	50.5%	27.7%	45.6%	31.6%	32.0%
Dubuque	43.7%	37.1%	34.4%	35.1%	27.8%	33.1%	20.5%
Harrison County	66.1%	67.5%	37.9%	42.2%	35.0%	25.6%	24.2%
Okoboji Spirit	60.7%	48.8%	77.7%	57.8%	67.8%	45.0%	57.3%
Sergeant Floyd	64.6%	54.0%	43.4%	41.4%	40.9%	27.8%	24.7%
Southern Loess Hills	57.7%	58.9%	39.0%	43.6%	24.9%	29.0%	17.0%
Top of Iowa	52.6%	50.0%	41.3%	38.1%	39.7%	32.9%	25.6%
Underwood	54.5%	47.1%	34.9%	36.5%	46.0%	25.9%	21.7%
Wilton	60.7%	49.5%	37.8%	48.5%	27.6%	30.1%	18.9%
<b>Grand Total</b>	<b>60.0%</b>	<b>52.7%</b>	<b>43.7%</b>	<b>41.0%</b>	<b>40.2%</b>	<b>31.3%</b>	<b>27.2%</b>

Multiple Answers Accepted

Traveler Profile by Interest							
	Arts, History & Culture	Scenic / Nature*	Family Fun	Outdoor Adventure**	Food & Drink	Festivals	Shopping
Multiple answers accepted for interest areas.							
Number of Surveys	n=1,423	n=1,251	n=1,036	n=972	n=955	n=743	n=645
Average Age	54.1	54.6	50.6	51.2	51.2	52.4	52.4
Average Days in Iowa	3.9	3.9	4.4	4.3	3.9	4.9	4.3
Average Number of Trips in Iowa	2.5	2.4	2.7	2.6	2.8	2.8	2.9
Extended the Stay of the Traveler	37.2%	36.5%	32.1%	35.5%	3.2%	39.2%	32.8%
Travel Party Type							
Average Party Size	2.7	2.7	3.3	2.9	3.0	2.8	3.1
Adult Families no Children < 18	83.0%	82.8%	73.6%	82.8%	80.9%	79.7%	78.8%
Families with Children Under 18	17.0%	17.2%	26.4%	17.2%	19.1%	20.3%	21.2%
Average Daily Spending Per Travel Party							
Lodging	\$ 120.74	\$ 117.47	\$ 133.53	\$ 120.30	\$ 135.36	\$ 124.77	\$ 141.67
Entertainment	\$ 51.73	\$ 54.01	\$ 66.35	\$ 66.29	\$ 56.26	\$ 54.99	\$ 61.66
Transportation	\$ 62.26	\$ 77.61	\$ 65.64	\$ 76.96	\$ 56.98	\$ 63.44	\$ 54.23
Food	\$ 66.89	\$ 64.86	\$ 76.26	\$ 68.26	\$ 72.68	\$ 73.17	\$ 79.80
Shopping	\$ 52.42	\$ 47.99	\$ 57.49	\$ 51.47	\$ 56.02	\$ 57.53	\$ 69.61
Total Spending	\$ 354.04	\$ 361.94	\$ 399.27	\$ 383.28	\$ 377.30	\$ 373.90	\$ 406.97
Trip Purpose							
Vacation/Leisure	51.9%	53.3%	46.9%	53.2%	50.1%	52.0%	54.1%
Visiting Friends & Family	31.7%	32.2%	42.0%	31.5%	33.2%	32.1%	33.3%
Business/Convention	6.5%	6.3%	3.7%	7.2%	6.5%	6.3%	3.7%
Other	9.9%	8.2%	7.4%	8.1%	10.2%	9.6%	8.9%
Primary Lodging							
Hotel/Motel	49.1%	48.1%	43.8%	40.0%	47.9%	45.8%	46.3%
No overnight in Iowa	15.3%	15.0%	14.5%	13.1%	13.8%	12.7%	12.1%
Home of Friends & Family	17.0%	16.8%	25.8%	18.1%	21.1%	20.1%	22.6%
Camping	10.4%	12.3%	7.3%	17.9%	6.5%	11.7%	7.2%
Bed & Breakfast	2.5%	2.4%	1.0%	2.5%	2.1%	2.4%	2.1%
Resort/Cabin	2.5%	2.5%	4.2%	4.1%	3.9%	2.9%	4.9%
Personal Vehicle/Parking Lot	1.2%	1.1%	1.0%	1.7%	1.3%	1.1%	1.4%
Airbnb/VRBO/etc.	2.2%	1.7%	2.6%	2.6%	3.4%	3.3%	3.5%
*Birding, gardens, byways, river cruises, etc.							
**Camping, bicycling, hunting, fishing water sports, etc.							

2018 Iowa Welcome Center Visitation													
Individuals	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	154	104	206	187	423	337	333	352	285	215	211	206	3,013
Burlington, Port of	383	372	529	582	1,207	732	1,028	1,523	803	609	343	358	8,469
Clayton County	75	181	226	201	1,065	752	1,125	856	565	802	80	112	6,040
Danish Windmill	207	286	688	701	2,380	1,830	2,080	1,583	1,151	865	956	463	13,190
Davis City	501	867	2,007	1,631	2,119	2,204	2,709	2,085	1,400	1,343	1,063	872	18,801
Dubuque	263	220	634	677	1,026	1,334	1,932	1,732	1,250	1,151	392	263	10,874
Emmetsburg	18	7	30	24	40	74	43	51	30	73	6	20	416
Harrison County	218	268	546	641	1,742	1,154	1,388	1,147	904	833	450	381	9,672
Northeast, Nashua	72	142	276	136	453	748	452	413	262	192	157	118	3,421
Okoboji Spirit Center	439	88	84	198	5,631	12,859	18,343	18,609	5,101	591	103	230	62,276
Sergeant Bluff	702	293	241	571	1,511	1,132	2,266	1,553	1,764	1,387	809	638	12,867
Sgt. Floyd, Sioux City	293	383	882	1,210	2,539	3,326	4,572	3,027	1,989	1,400	963	368	20,952
Southern Iowa, Lamoni	308	260	808	612	1,118	902	1,151	1,105	921	1,075	501	278	9,039
Southern Loess Hills	160	221	429	476	1,180	1,570	1,778	1,293	1,147	613	247	265	9,379
Top of Iowa	2,634	2,333	5,051	4,072	6,804	10,614	9,722	8,925	7,456	6,147	4,624	5,152	73,534
Underwood	150	129	311	293	1,103	2,057	2,120	1,607	1,530	1,036	548	565	11,449
Western Historic Trails	647	626	1,429	2,063	2,343	2,597	1,809	1,963	2,241	1,212	581	799	18,310
Wilton	602	640	1,428	1,569	2,173	3,182	3,319	2,901	2,226	2,175	1,041	972	22,228
Total	7,826	7,420	15,805	15,844	34,857	47,404	56,170	50,725	31,025	21,719	13,075	12,060	313,930
YTD		15,246	31,051	46,895	81,752	129,156	185,326	236,051	267,076	288,795	301,870	313,930	

Travel Parties	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	131	94	167	148	235	233	274	237	205	179	167	163	2,233
Burlington, Port of	201	210	281	332	542	383	488	457	449	332	205	223	4,103
Clayton County	23	31	70	63	161	242	335	267	157	201	25	14	1,589
Danish Windmill	102	147	295	282	887	743	761	663	495	430	415	193	5,413
Davis City	249	400	851	757	887	865	1,013	829	619	618	474	373	7,935
Dubuque	159	135	496	529	807	1,124	1,677	1,492	1,067	977	274	180	8,917
Emmetsburg	10	5	19	19	26	35	30	29	18	20	4	5	220
Harrison County	104	120	254	247	437	485	612	511	459	387	234	203	4,053
Northeast, Nashua	36	27	76	78	152	238	181	182	135	100	74	57	1,336
Okoboji Spirit Center	135	29	173	49	888	3,477	5,040	4,066	1,578	271	220	99	16,025
Sergeant Bluff	292	105	96	222	376	272	739	570	603	476	306	242	4,299
Sgt. Floyd, Sioux City	132	166	348	436	752	1,398	1,495	1,123	968	527	262	173	7,780
Southern Iowa, Lamoni	114	100	197	293	293	576	359	434	342	285	133	94	3,220
Southern Loess Hills	87	102	206	251	568	672	750	500	557	320	195	133	4,341
Top of Iowa	1,110	1,025	1,965	1,665	2,625	3,795	3,420	3,375	2,835	2,595	1,725	1,725	27,860
Underwood	75	78	142	132	452	793	810	658	706	495	255	213	4,809
Western Historic Trails	121	79	243	200	220	278	263	354	294	252	151	173	2,628
Wilton	309	309	642	744	1,012	1,260	1,260	1,315	1,068	904	445	428	9,696
Total	3,390	3,162	6,521	6,447	11,320	16,869	19,507	17,062	12,555	9,369	5,564	4,691	116,457
YTD		6,552	13,073	19,520	30,840	47,709	67,216	84,278	96,833	106,202	111,766	116,457	

2018 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)?  
1  2  3  4  5  6  7 or more

5. 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  2 Days  
 1/2 Day  3 Days  
 1 Day  4 Days or more

7a. How many adults (18+) are in your travel party? *(including you)*  
1  2  3  4  5  6 or more   
Motor Coach/Group

7b. How many children (17 or under) are in your travel party?  
0  1  2  3  4  5  6 or more   
Motor Coach/Group

8. On this trip, what is your travel party's average DAILY spending for:  
Lodging \$ \_\_\_\_\_  
Entertainment \$ \_\_\_\_\_  
Transportation \$ \_\_\_\_\_  
Food \$ \_\_\_\_\_  
Shopping \$ \_\_\_\_\_

9. What is the main purpose for this trip? *(Check one.)*  
 Vacation/leisure  Visit friends/family  
 Business/convention  Other

10. What year were you born? \_\_\_\_\_

11. What primary overnight accommodations did you or will you use while in Iowa? *(Check one.)*

- Hotel/Motel
- Bed & Breakfast
- Camping/RV
- Resort/Cabins
- Home of Family/Friends
- Airbnb/VRBO/Home Away
- Personal Vehicle/Parking Lot
- Will not stay overnight in Iowa

12. What was the primary purpose of your stop? *(Check one.)*

- Information
- Shopping
- Food/Beverage
- Travel Break
- Restrooms
- Other \_\_\_\_\_

13. What are your areas of interest? *(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
- Festivals/Events

14. What is your level of education?

- Some High School
- High School Graduate
- Trade School or Some College
- Four Year College Degree
- Post College Degree

15. What is your annual household income?

- Less than \$20,000
- \$20,001 - \$50,000
- \$50,001 - \$100,000
- \$100,001 - \$150,000
- \$150,001 or more

16. What is your gender?

- Female
- Male

17. Provide your e-mail address if you'd like to receive more information about Iowa.  
\_\_\_\_\_

18. Thank you for completing the survey. Please use the back to share any comments regarding your visit to Iowa.