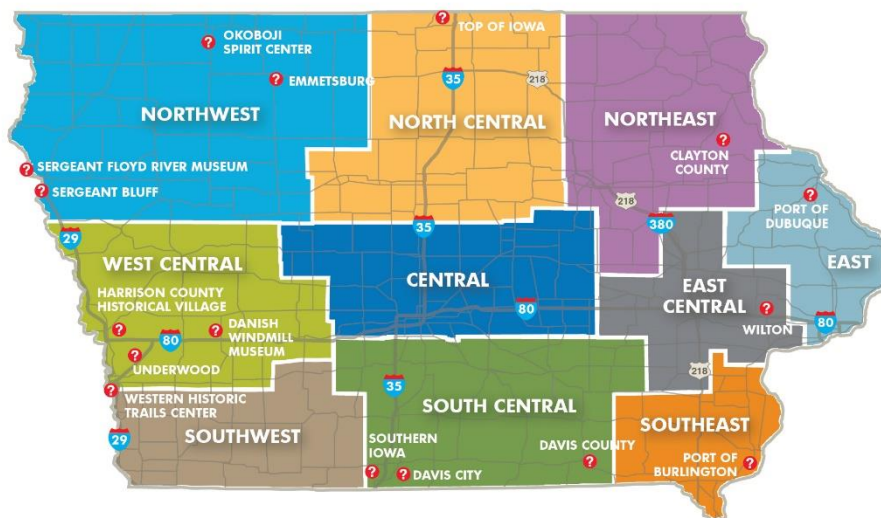


Iowa Welcome Center Survey Report

2019



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This survey report covers January through December 2019.

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

Nine Iowa Welcome Centers participated in this study: Danish Windmill (Elk Horn), Davis City, Port of Dubuque, Harrison County (Missouri Valley), Okoboji Spirit Center, Sergeant Floyd (Sioux City), 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 3.4 days in Iowa and made an average of 2.6 trips to Iowa.

Travel counselors influenced 29.7 percent of travelers to stay longer, 57.3 percent of those stayed one additional day or longer.

Average travel party size was 2.6 people.

Average travel party spending per day was \$401.31.

Welcome centers served out-of-state travelers from Minnesota (11.4 percent), Texas (5.9 percent), Wisconsin (4.8 percent) and Illinois (4.7 percent). Iowa residents accounted for 13.9 percent of the travelers.

Traveler's primary destination was Iowa (42.4 percent), followed by Minnesota (10.0 percent), Nebraska (5.5 percent), Colorado (4.0 percent), South Dakota (4.0 percent) and Illinois (3.5 percent).

Average age of travelers was 54.2.

Majority of travelers were on vacation/leisure trip (51.3 percent) or visiting family or friends (31.9 percent).

Majority of travelers (51.0 percent) stayed in hotels/motels, followed by homes of friends and family (17.1 percent).

Travelers stop at Iowa Welcome Centers primarily for information (42.9 percent), a travel break (23.1 percent) and to use the restrooms (15.2 percent).

Top interest areas were Arts, History & Culture (60.9 percent), Scenic and Nature (54.8 percent), Outdoor Adventure (42.8 percent) and Family Fun (40.8 percent).

The vast majority of Travelers (86.0 percent) had some type of post-secondary education.

Iowa Welcome Center Summary							
2019 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
Danish Windmill	232	28.3%	41.3%	2.8	2.3	27.4%	2.6
Davis City	207	15.4%	58.2%	2.5	3.0	40.1%	2.2
Dubuque	199	23.6%	26.1%	3.1	2.4	34.0%	2.5
Harrison County	255	23.5%	47.1%	3.2	2.4	27.9%	2.6
Okoboji Spirit	211	40.3%	37.4%	5.7	3.6	26.8%	3.6
Sergeant Floyd	205	31.9%	36.8%	4.7	2.4	29.8%	2.9
Top of Iowa	504	17.1%	60.6%	2.8	2.4	24.8%	2.3
Underwood	206	24.5%	44.7%	1.6	2.8	27.0%	2.4
Wilton	205	20.5%	41.5%	6.1	2.4	39.1%	2.1
Grand Total	2,224	24.0%	46.5%	3.4	2.6	29.7%	2.6

Iowa Welcome Center Summary							
2019 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
Danish Windmill	\$ 339.82	11.4%	37.3%	55.1%	49.8	52.9%	32.8%
Davis City	\$ 392.81	18.4%	39.0%	46.3%	62.7	40.1%	33.3%
Dubuque	\$ 509.28	5.5%	59.8%	24.3%	39.5	33.3%	76.2%
Harrison County	\$ 378.85	22.4%	34.0%	60.3%	59.7	52.2%	51.0%
Okoboji Spirit	\$ 638.57	43.2%	89.8%	75.6%	54.9	26.2%	35.0%
Sergeant Floyd	\$ 380.28	8.8%	41.2%	58.9%	54.4	48.5%	62.6%
Top of Iowa	\$ 308.71	6.3%	39.1%	44.7%	55.9	72.1%	33.8%
Underwood	\$ 477.19	12.7%	11.9%	51.0%	54.3	49.5%	33.5%
Wilton	\$ 436.31	5.4%	36.8%	47.8%	55.4	49.2%	42.5%
Grand Total	\$ 401.31	13.9%	42.4%	51.3%	54.2	51.0%	42.9%

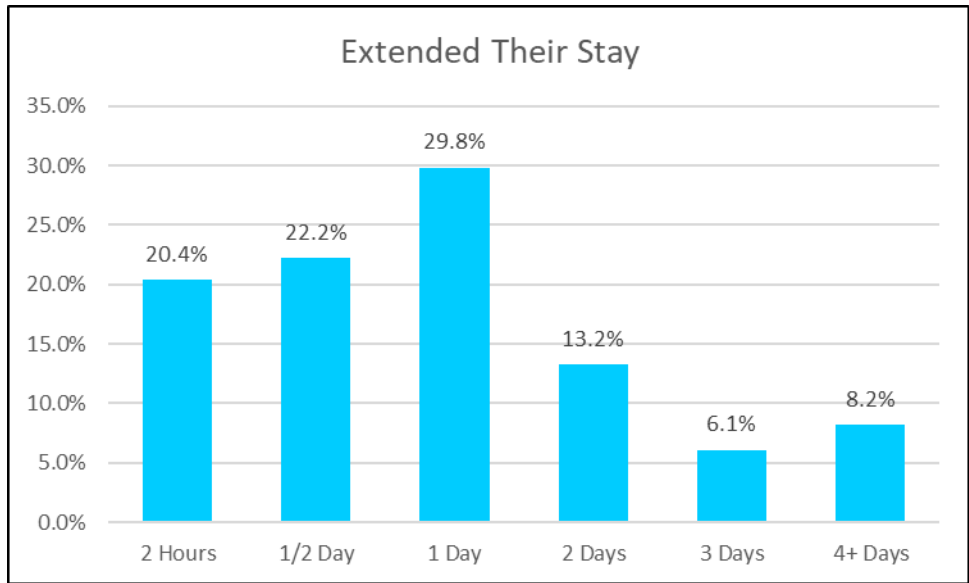
Iowa Welcome Center Trends

	2014	2015	2016	2017	2018	2019
Average Days in Iowa	3.4	3.6	3.9	3.2	3.8	3.4
Average Number of Trips to Iowa	3.3	3.1	2.9	3.0	2.5	2.6
Travelers that Extended Their Stay	34%	36%	37%	33%	34%	30%
Average Party Size	2.5	2.5	2.5	2.5	2.7	2.6
Travelers with Iowa Residence	14%	15%	17%	13%	14%	14%
Travelers with Iowa Destination	43%	39%	41%	40%	44%	42%
Travelers on Vacation/Leisure	46%	54%	54%	53%	51%	51%
Average Age	56.2	57.0	56.5	56.2	54.2	54.2
Hotel/Motel Lodging	52%	52%	53%	52%	51%	51%

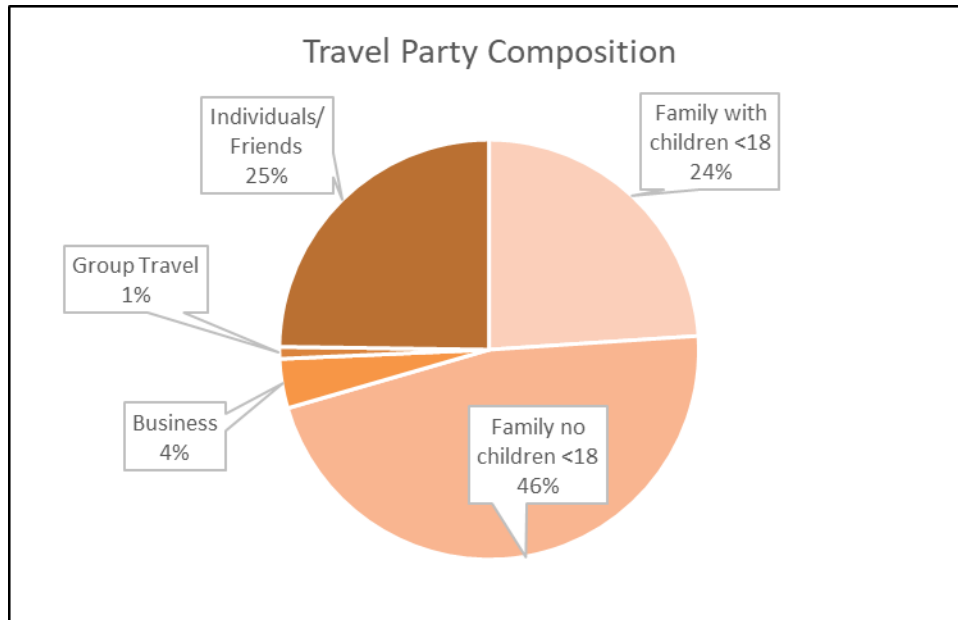
Length of Stay and Number of Trips

2019 January - December

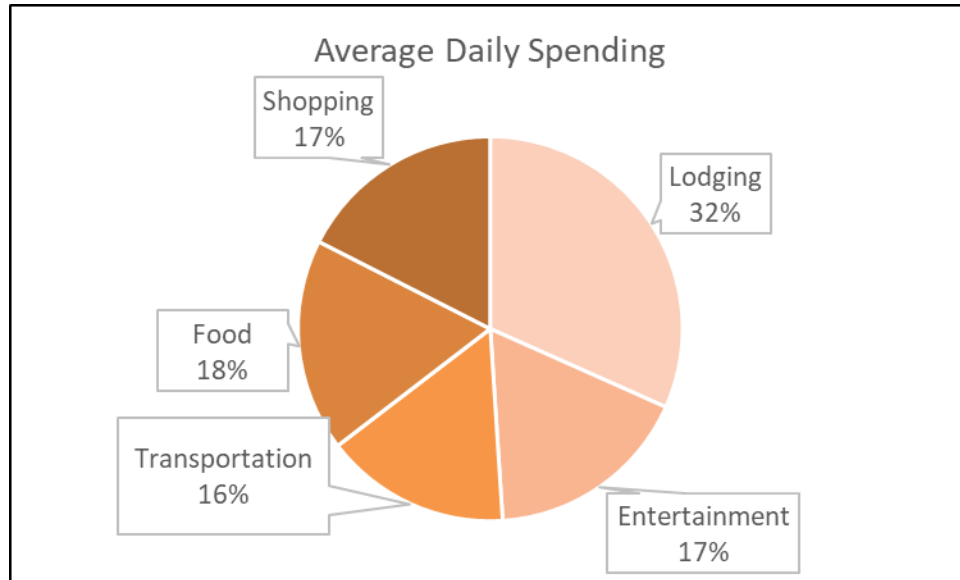
Welcome Centers	Trip Days Average	Iowa Days Average	Trips to Iowa Average
Danish Windmill	10.2	2.8	2.3
Davis City	11.2	2.5	3.0
Dubuque	7.4	3.1	2.4
Harrison County	16.7	3.2	2.4
Okoboji Spirit	8.2	5.7	3.6
Sergeant Floyd	18.1	4.7	2.4
Top of Iowa	12.9	2.8	2.4
Underwood	11.3	1.6	2.8
Wilton	11.8	6.1	2.4
Grand Total	12.4	3.4	2.6



Extended Their Stay								
2019 January - December								
Welcome Centers	Yes	No	2 Hours	1/2 Day	1 Day	2 Days	3 Days	4+ Days
Danish Windmill	27.4%	72.6%	25.4%	16.9%	39.0%	10.2%	5.1%	3.4%
Davis City	40.1%	59.9%	42.9%	16.7%	19.0%	6.0%	7.1%	8.3%
Dubuque	34.0%	66.0%	5.7%	37.7%	41.5%	5.7%	7.5%	1.9%
Harrison County	27.9%	72.1%	12.0%	22.7%	29.3%	12.0%	6.7%	17.3%
Okoboji Spirit	26.8%	73.2%	17.9%	12.5%	30.4%	8.9%	10.7%	19.6%
Sergeant Floyd	29.8%	70.2%	14.8%	29.5%	23.0%	18.0%	4.9%	9.8%
Top of Iowa	24.8%	75.2%	7.4%	26.2%	37.7%	18.9%	5.7%	4.1%
Underwood	27.0%	73.0%	45.0%	25.0%	23.3%	6.7%	0.0%	0.0%
Wilton	39.1%	60.9%	18.4%	14.9%	25.3%	24.1%	6.9%	10.3%
Grand Total	29.7%	70.3%	20.4%	22.2%	29.8%	13.2%	6.1%	8.2%



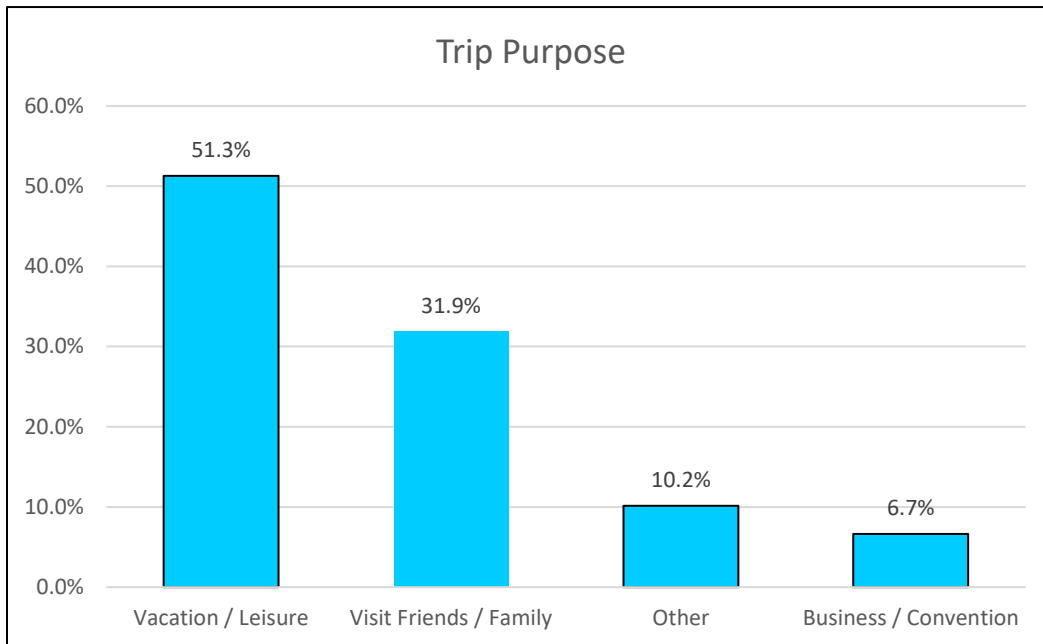
Travel Party Composition						
2019 January - December						
Welcome Centers	Family with children <18	Family no children <18	Business	Group Travel	Individuals/Friends	Average Party Size
Danish Windmill	28.3%	41.3%	3.9%	1.7%	24.8%	2.6
Davis City	15.4%	58.2%	2.9%	1.9%	21.6%	2.2
Dubuque	23.6%	26.1%	5.7%	1.3%	43.3%	2.5
Harrison County	23.5%	47.1%	2.7%	0.8%	25.9%	2.6
Okoboji Spirit	40.3%	37.4%	0.5%	0.5%	21.3%	3.6
Sergeant Floyd	31.9%	36.8%	2.5%	1.0%	27.9%	2.9
Top of Iowa	17.1%	60.6%	4.5%	0.2%	17.6%	2.3
Underwood	24.5%	44.7%	3.8%	0.5%	26.4%	2.4
Wilton	20.5%	41.5%	7.5%	1.5%	29.0%	2.1
Grand Total	24.0%	46.5%	3.8%	0.9%	24.8%	2.6



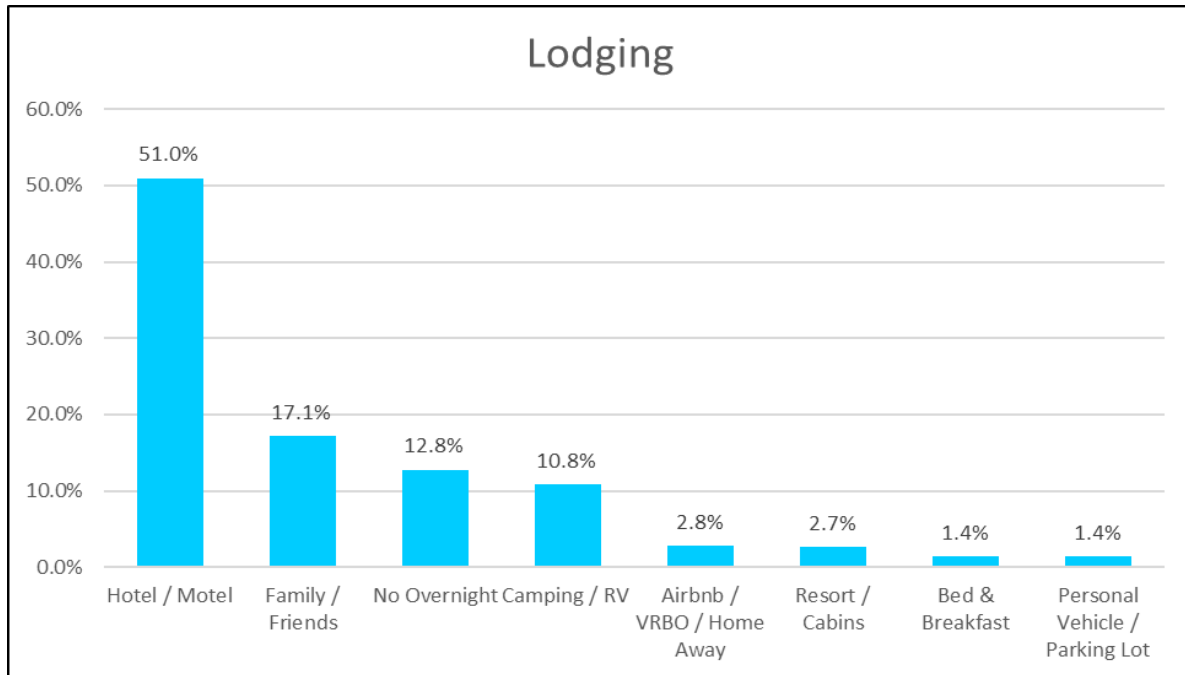
Average Daily Spending						
2019 January - December						
Welcome Centers	Lodging	Entertainment	Transportation	Food	Shopping	Total
Danish Windmill	\$119.16	\$46.18	\$62.03	\$62.81	\$49.63	\$339.82
Davis City	\$106.55	\$71.94	\$64.47	\$69.12	\$80.73	\$392.81
Dubuque	\$169.54	\$81.28	\$49.31	\$108.82	\$100.35	\$509.28
Harrison County	\$110.77	\$63.64	\$74.34	\$60.34	\$69.76	\$378.85
Okoboji Spirit	\$217.88	\$103.29	\$70.02	\$135.60	\$111.79	\$638.57
Sergeant Floyd	\$112.97	\$66.78	\$62.11	\$65.89	\$72.52	\$380.28
Top of Iowa	\$115.64	\$50.51	\$48.01	\$53.34	\$41.21	\$308.71
Underwood	\$130.12	\$93.91	\$91.70	\$69.33	\$92.13	\$477.19
Wilton	\$119.40	\$82.71	\$80.97	\$73.67	\$79.56	\$436.31
Grand Total	\$127.10	\$69.44	\$62.68	\$71.79	\$70.29	\$401.31

Travelers' Place of Origin										
2019 January - December										
Welcome Centers	Danish Windmill	Davis City	Dubuque	Harrison County	Okoboji Spirit	Sergeant Floyd	Top of Iowa	Underwood	Wilton	Grand Total
Iowa	11.4%	18.4%	5.5%	22.4%	43.2%	8.8%	6.3%	12.7%	5.4%	13.9%
Minnesota	8.7%	10.1%	7.5%	2.0%	17.0%	5.4%	26.4%	3.9%	2.0%	11.4%
Texas	5.7%	12.1%	3.5%	7.9%	1.0%	7.4%	7.7%	2.4%	2.5%	5.9%
Wisconsin	5.7%	6.8%	7.0%	3.1%	1.0%	1.5%	7.7%	4.9%	2.0%	4.8%
Illinois	4.4%	2.4%	5.5%	3.5%	1.0%	2.9%	2.4%	5.9%	17.6%	4.7%
Other Foreign	7.4%	1.0%	7.0%	4.3%	1.5%	8.3%	4.6%	3.9%	2.5%	4.5%
Nebraska	6.6%	0.5%	4.5%	3.5%	12.1%	4.4%	0.6%	8.3%	2.5%	4.2%
Missouri	3.1%	17.4%	4.5%	2.8%	2.4%	5.4%	2.0%	1.0%	2.5%	4.2%
California	4.4%	0.5%	3.5%	4.3%	2.4%	6.4%	3.4%	3.9%	3.4%	3.6%
Colorado	6.6%	0.5%	4.0%	3.9%	1.5%	2.9%	2.6%	9.3%	2.0%	3.6%
Michigan	2.2%	1.0%	1.0%	2.0%	1.5%	1.0%	3.2%	7.3%	11.8%	3.3%
Kansas	3.1%	10.6%	4.5%	2.0%	2.9%	4.4%	2.0%	1.0%	1.0%	3.3%
Ohio	2.2%	0.0%	2.5%	1.6%	0.0%	2.9%	2.4%	2.9%	5.9%	2.3%
Canada	0.4%	1.0%	1.5%	1.6%	0.0%	0.5%	2.6%	5.9%	4.9%	2.1%
Florida	0.9%	0.5%	2.5%	4.7%	0.5%	2.9%	3.2%	0.5%	1.0%	2.1%
Pennsylvania	2.6%	1.0%	2.0%	2.0%	0.0%	2.9%	0.6%	2.4%	4.9%	1.9%
South Dakota	0.0%	0.0%	3.0%	1.6%	5.3%	3.9%	1.0%	0.0%	0.5%	1.6%
Washington	0.9%	0.5%	1.5%	4.7%	0.5%	0.5%	2.4%	0.5%	0.5%	1.5%
Arizona	2.2%	2.4%	2.0%	2.8%	0.5%	0.5%	0.8%	1.5%	1.0%	1.4%
Oklahoma	1.7%	4.3%	1.5%	1.2%	0.0%	3.4%	0.8%	0.5%	0.5%	1.4%
Tennessee	1.3%	1.0%	3.0%	1.6%	0.0%	4.4%	0.6%	1.0%	1.0%	1.4%
North Carolina	1.3%	0.0%	0.0%	1.6%	0.5%	2.9%	2.8%	0.5%	0.0%	1.3%
New York	2.2%	0.0%	1.0%	1.6%	0.0%	1.5%	1.2%	2.4%	1.5%	1.3%
Arkansas	0.4%	2.9%	2.5%	1.2%	0.0%	1.5%	0.6%	0.0%	0.5%	1.0%
Virginia	1.3%	0.0%	0.5%	0.8%	0.0%	1.0%	1.8%	0.5%	2.0%	1.0%
Georgia	1.3%	0.0%	0.0%	1.2%	0.5%	1.0%	1.2%	1.5%	1.0%	0.9%
Indiana	0.0%	1.0%	1.0%	1.2%	0.0%	0.0%	0.4%	0.5%	4.4%	0.9%
Kentucky	0.4%	0.0%	2.0%	0.8%	0.5%	1.0%	1.4%	0.5%	0.0%	0.8%
Utah	1.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.4%	3.4%	1.0%	0.8%
Wyoming	1.3%	0.0%	3.0%	1.2%	0.0%	0.0%	0.4%	1.5%	0.0%	0.8%
Louisiana	0.9%	0.5%	1.5%	0.8%	0.0%	0.5%	1.0%	0.5%	0.5%	0.7%
Massachusetts	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	0.8%	1.0%	2.0%	0.7%
New Jersey	0.0%	0.5%	0.0%	0.8%	0.5%	1.0%	1.0%	1.0%	1.0%	0.7%
Oregon	1.3%	0.0%	1.0%	0.8%	0.5%	0.5%	0.4%	1.0%	1.0%	0.7%
New Mexico	0.9%	0.5%	1.5%	0.8%	0.0%	1.0%	0.0%	0.0%	1.5%	0.6%
Maryland	0.9%	0.0%	0.5%	0.4%	0.0%	1.5%	0.0%	1.0%	1.5%	0.5%
Idaho	0.9%	0.5%	0.5%	0.4%	0.5%	1.0%	0.4%	0.5%	0.0%	0.5%
Nevada	0.4%	0.5%	1.0%	0.0%	0.0%	0.5%	0.4%	1.5%	0.0%	0.5%
North Dakota	0.4%	0.0%	0.5%	0.4%	0.0%	1.0%	0.8%	0.0%	0.0%	0.4%
Alabama	0.0%	0.5%	0.5%	0.4%	0.0%	0.5%	0.2%	0.5%	1.0%	0.4%
South Carolina	0.0%	0.5%	0.5%	0.4%	0.0%	0.5%	0.6%	0.5%	0.0%	0.4%
Connecticut	0.4%	0.5%	0.0%	0.0%	1.0%	0.5%	0.0%	0.0%	1.0%	0.3%
Montana	0.0%	0.0%	1.0%	0.4%	0.0%	0.5%	0.0%	0.5%	1.0%	0.3%
Alaska	0.0%	0.5%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.0%	0.3%
Vermont	0.0%	0.0%	0.0%	0.8%	0.5%	0.0%	0.2%	0.0%	1.0%	0.3%
West Virginia	0.9%	0.0%	0.5%	0.0%	0.0%	0.0%	0.2%	0.5%	0.5%	0.3%
Maine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%	0.2%
Hawaii	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.2%	0.0%	0.0%	0.1%
Mississippi	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.2%	0.0%	0.0%	0.1%
D.C.	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%
Delaware	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
New Hampshire	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
Puerto Rico	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Rhode Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%

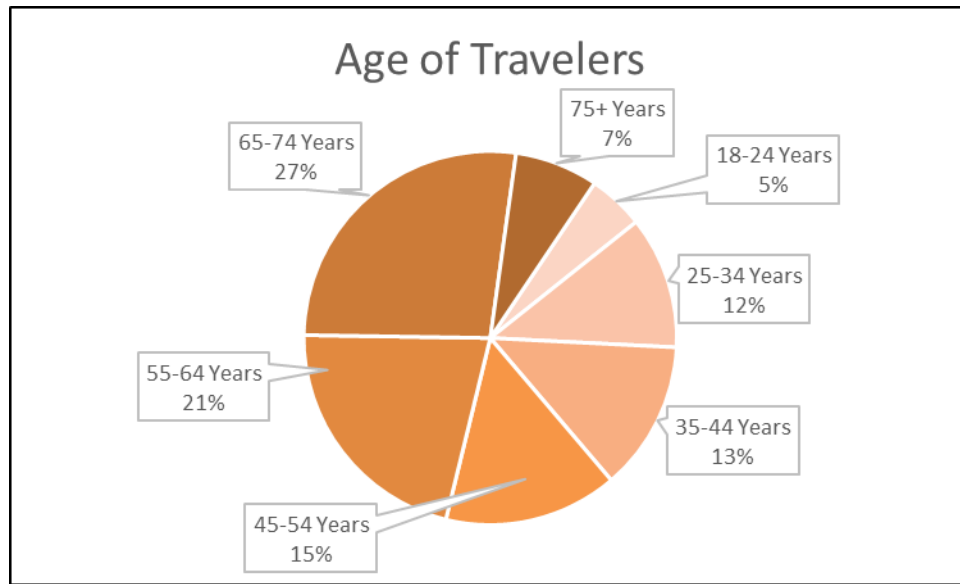
Travelers' Destination										
2019 January - December										
Welcome Centers	Danish Windmill	Davis City	Dubuque	Harrison County	Okoboji Spirit	Sergeant Floyd	Top of Iowa	Underwood	Wilton	Grand Total
Iowa	37.3%	39.0%	59.8%	34.0%	89.8%	41.2%	39.1%	11.9%	36.8%	42.4%
Minnesota	1.8%	13.2%	5.7%	3.6%	1.9%	6.0%	27.8%	3.0%	2.6%	10.0%
Nebraska	15.1%	0.5%	2.1%	10.0%	2.4%	6.0%	1.2%	11.4%	5.2%	5.5%
Colorado	7.1%	1.0%	0.5%	5.2%	0.5%	1.0%	2.0%	15.9%	5.7%	4.0%
South Dakota	4.0%	0.5%	1.0%	8.0%	1.5%	13.6%	2.6%	1.5%	4.1%	4.0%
Illinois	2.7%	2.4%	12.4%	3.2%	0.0%	2.0%	1.0%	5.5%	6.7%	3.5%
Missouri	0.4%	16.6%	2.1%	1.6%	0.5%	3.0%	3.8%	0.5%	1.6%	3.4%
Wisconsin	4.4%	5.4%	8.8%	1.6%	0.0%	0.5%	3.2%	5.0%	1.6%	3.3%
California	5.3%	0.0%	0.0%	6.4%	1.0%	2.0%	1.0%	4.0%	5.7%	2.7%
Michigan	1.8%	2.4%	2.1%	2.4%	1.0%	0.0%	0.8%	7.0%	0.5%	1.8%
Utah	0.4%	0.0%	0.0%	0.4%	0.0%	0.5%	0.6%	11.4%	4.7%	1.7%
Wyoming	2.7%	0.0%	0.5%	2.8%	0.0%	1.5%	0.4%	2.5%	6.2%	1.7%
Kansas	2.2%	4.9%	0.5%	2.4%	0.0%	2.5%	1.2%	0.5%	0.0%	1.6%
Texas	0.4%	2.4%	1.0%	1.2%	0.0%	3.0%	2.4%	0.5%	1.0%	1.5%
Arizona	1.3%	2.4%	0.0%	1.6%	0.5%	1.0%	0.8%	1.0%	1.6%	1.1%
Montana	0.4%	0.0%	0.0%	2.4%	0.0%	1.0%	1.8%	1.0%	2.1%	1.1%
North Dakota	0.0%	0.5%	0.0%	4.4%	0.0%	3.0%	1.0%	0.0%	0.0%	1.1%
Oregon	0.9%	0.0%	0.0%	0.8%	0.0%	2.0%	0.6%	3.0%	2.1%	1.0%
Ohio	2.2%	0.0%	0.5%	0.8%	0.0%	1.0%	0.6%	1.0%	0.5%	0.7%
Indiana	2.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	2.0%	1.6%	0.7%
Florida	0.0%	0.5%	0.5%	1.2%	0.0%	0.5%	1.0%	0.0%	0.5%	0.6%
Oklahoma	0.4%	2.9%	0.0%	0.4%	0.0%	1.0%	0.2%	0.5%	0.0%	0.6%
Washington	0.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.6%	1.0%	1.0%	0.5%
New Mexico	0.0%	1.0%	0.5%	0.0%	0.0%	0.5%	0.8%	0.0%	1.0%	0.5%
New York	1.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.4%	0.0%	1.6%	0.5%
North Carolina	0.0%	0.0%	0.0%	2.0%	0.5%	1.5%	0.0%	0.5%	0.0%	0.5%
Canada	0.9%	0.5%	0.0%	0.0%	0.0%	0.5%	0.6%	0.0%	1.0%	0.4%
Idaho	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	2.0%	0.0%	0.4%
Tennessee	0.0%	1.0%	0.5%	0.0%	0.0%	0.0%	0.6%	0.5%	0.5%	0.4%
Virginia	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	3.0%	0.5%	0.4%
Arkansas	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.3%
Pennsylvania	0.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.4%	0.5%	0.0%	0.3%
Maine	0.4%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%
Nevada	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.5%	1.0%	0.2%
Kentucky	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.2%
Louisiana	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.2%
Massachusetts	0.4%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	0.5%	0.0%	0.2%
Alaska	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.0%	0.0%	0.1%
New Jersey	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.0%	0.1%
Other Foreign	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.2%	0.5%	0.0%	0.1%
Alabama	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.1%
Connecticut	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.1%
Georgia	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%
Maryland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%	0.1%
Mississippi	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%
New Hampshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.1%
D.C.	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Guam	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Rhode Island	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Virginia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%



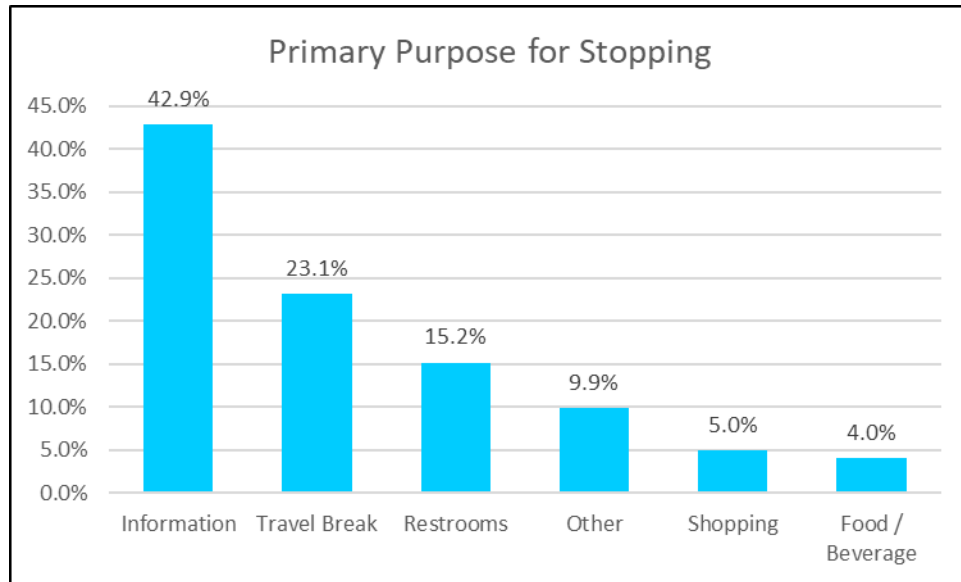
Trip Purpose				
2019 January - December				
Welcome Centers	Vacation / Leisure	Visit Friends / Family	Other	Business / Convention
Danish Windmill	55.1%	31.1%	8.0%	5.8%
Davis City	46.3%	40.0%	7.3%	6.3%
Dubuque	24.3%	37.0%	32.9%	5.8%
Harrison County	60.3%	27.8%	5.6%	6.3%
Okoboji Spirit	75.6%	18.7%	4.8%	1.0%
Sergeant Floyd	58.9%	24.3%	10.9%	5.9%
Top of Iowa	44.7%	39.0%	7.8%	8.5%
Underwood	51.0%	32.3%	9.6%	7.1%
Wilton	47.8%	28.6%	12.8%	10.8%
Grand Total	51.3%	31.9%	10.2%	6.7%



Lodging								
2018 January - December								
Welcome Centers	Hotel / Motel	Family / Friends	No Overnight	Camping / RV	Airbnb / VRBO / Home Away	Resort / Cabins	Bed & Breakfast	Personal Vehicle / Parking Lot
Danish Windmill	52.9%	18.5%	18.1%	7.0%	1.8%	0.4%	0.9%	0.4%
Davis City	40.1%	15.3%	28.7%	12.9%	0.0%	0.5%	0.5%	2.0%
Dubuque	33.3%	22.2%	13.0%	5.6%	15.4%	3.7%	5.6%	1.2%
Harrison County	52.2%	15.1%	10.8%	17.1%	2.0%	0.4%	1.6%	0.8%
Okoboji Spirit	26.2%	39.3%	2.4%	8.3%	4.4%	18.4%	1.0%	0.0%
Sergeant Floyd	48.5%	20.3%	13.4%	13.9%	1.5%	0.5%	1.5%	0.5%
Top of Iowa	72.1%	10.8%	2.0%	10.4%	1.4%	1.6%	1.4%	0.4%
Underwood	49.5%	11.1%	26.8%	8.4%	0.5%	0.0%	0.0%	3.7%
Wilton	49.2%	11.6%	16.6%	12.6%	2.5%	0.5%	1.5%	5.5%
Grand Total	51.0%	17.1%	12.8%	10.8%	2.8%	2.7%	1.4%	1.4%



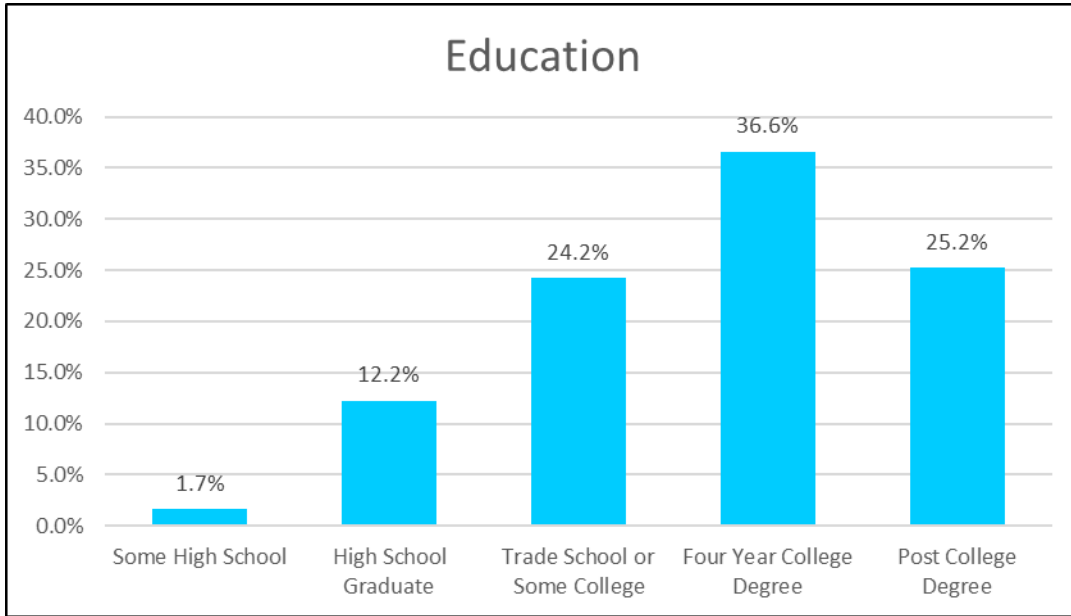
Age of Travelers								
2019 January - December								
Welcome Centers	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65-74 Years	75+ Years	Avg. Age
Danish Windmill	9.2%	20.1%	10.0%	16.6%	19.7%	19.7%	4.8%	49.8
Davis City	1.5%	2.2%	10.2%	5.1%	21.9%	48.9%	10.2%	62.7
Dubuque	5.6%	31.8%	29.6%	21.2%	7.3%	3.4%	1.1%	39.5
Harrison County	4.5%	5.9%	7.2%	10.9%	23.5%	36.7%	11.3%	59.7
Okoboji Spirit	6.5%	8.7%	12.0%	14.1%	21.7%	28.8%	8.2%	54.9
Sergeant Floyd	5.4%	5.4%	12.5%	22.3%	26.6%	19.0%	8.7%	54.4
Top of Iowa	2.8%	11.4%	11.4%	13.6%	23.2%	30.2%	7.4%	55.9
Underwood	4.4%	5.1%	16.1%	19.7%	23.4%	26.3%	5.1%	54.3
Wilton	5.6%	8.3%	12.8%	13.9%	22.8%	28.9%	7.8%	55.4
Grand Total	4.9%	11.5%	13.0%	15.1%	21.4%	27.0%	7.2%	54.2



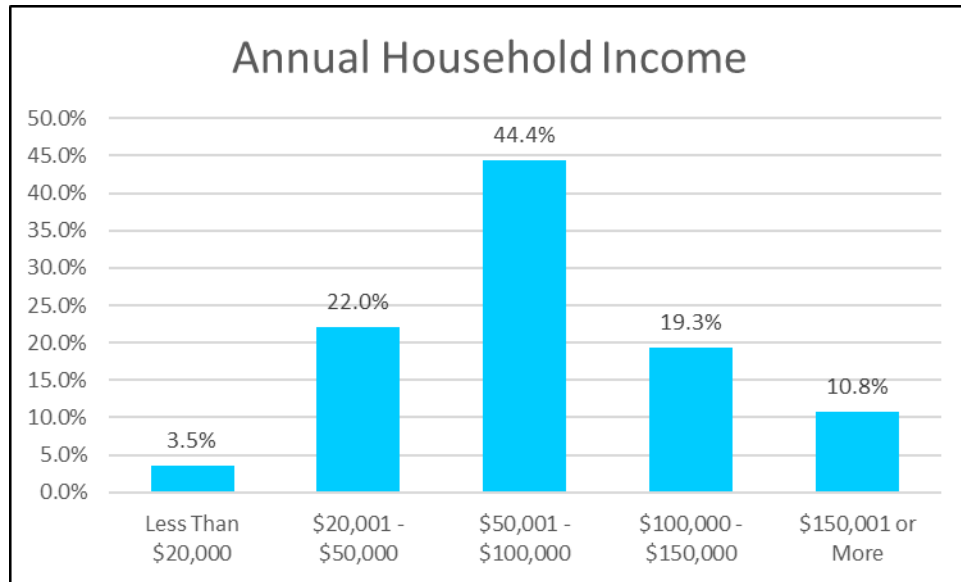
Primary Purpose for Stopping

2019 January - December

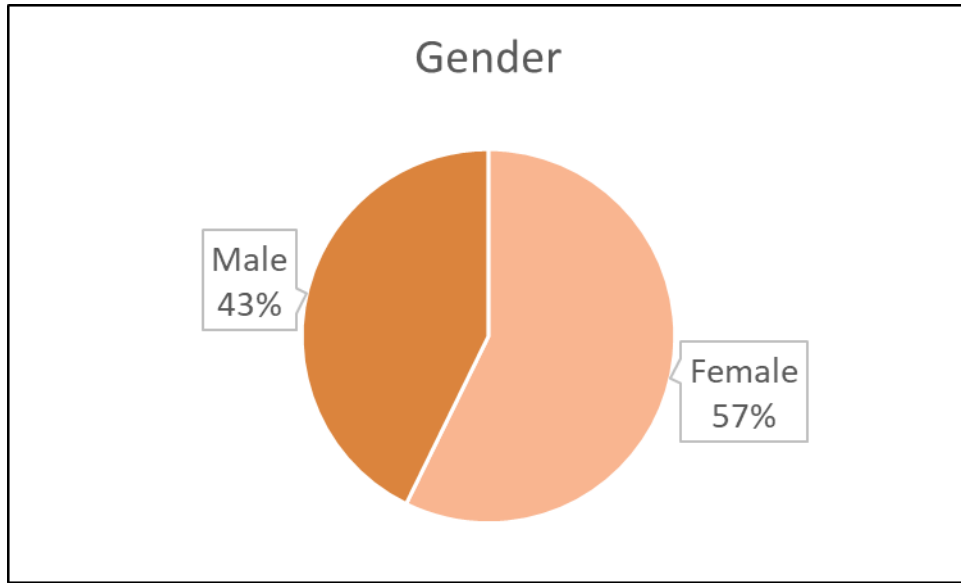
Welcome Centers	Information	Travel Break	Restrooms	Other	Shopping	Food / Beverage
Danish Windmill	32.8%	25.4%	4.7%	28.4%	7.3%	1.3%
Davis City	33.3%	20.6%	42.6%	2.5%	0.0%	1.0%
Dubuque	76.2%	6.9%	7.4%	3.7%	4.2%	1.6%
Harrison County	51.0%	21.6%	8.2%	10.2%	7.1%	2.0%
Okoboji Spirit	35.0%	7.3%	3.4%	27.2%	25.7%	1.5%
Sergeant Floyd	62.6%	13.3%	2.0%	19.2%	2.5%	0.5%
Top of Iowa	33.8%	38.0%	13.0%	1.0%	1.2%	13.0%
Underwood	33.5%	23.5%	40.5%	2.0%	0.5%	0.0%
Wilton	42.5%	29.0%	21.0%	4.0%	0.5%	3.0%
Grand Total	42.9%	23.1%	15.2%	9.9%	5.0%	4.0%



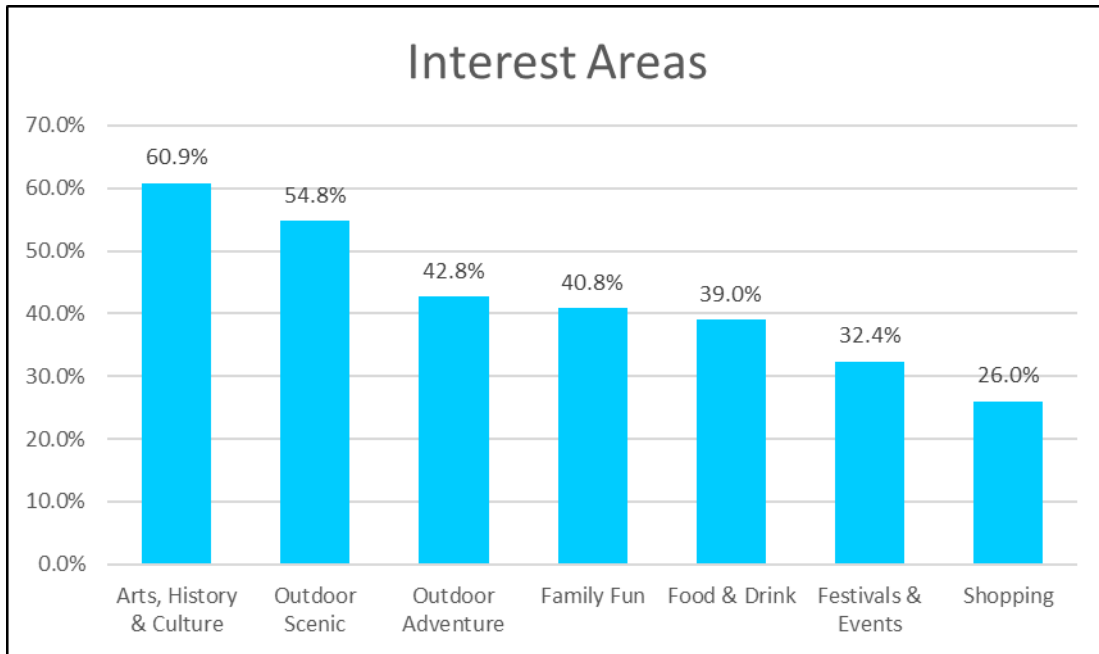
Education					
2019 January - December					
Welcome Centers	Some High School	High School Graduate	Trade School or Some College	Four Year College Degree	Post College Degree
Danish Windmill	1.7%	8.2%	26.8%	35.5%	27.7%
Davis City	0.5%	11.4%	31.1%	34.7%	22.3%
Dubuque	0.9%	6.0%	29.9%	50.4%	12.8%
Harrison County	3.6%	14.3%	21.4%	26.6%	34.1%
Okoboji Spirit	3.4%	11.1%	19.2%	34.6%	31.7%
Sergeant Floyd	2.0%	20.1%	24.5%	30.9%	22.5%
Top of Iowa	1.0%	8.6%	23.7%	38.8%	27.9%
Underwood	1.1%	18.1%	23.4%	48.9%	8.5%
Wilton	1.0%	15.4%	21.9%	35.3%	26.4%
Grand Total	1.7%	12.2%	24.2%	36.6%	25.2%



Annual Household Income					
2019 January - December					
Welcome Centers	Less Than \$20,000	\$20,001 - \$50,000	\$50,001 - \$100,000	\$100,000 - \$150,000	\$150,001 or More
Danish Windmill	8.1%	18.5%	45.5%	15.8%	12.2%
Davis City	2.6%	29.7%	42.6%	14.2%	11.0%
Dubuque	0.0%	13.5%	51.7%	21.3%	13.5%
Harrison County	3.3%	23.1%	42.9%	20.3%	10.4%
Okoboji Spirit	5.6%	13.8%	42.1%	20.0%	18.5%
Sergeant Floyd	5.9%	24.7%	39.2%	19.9%	10.2%
Top of Iowa	1.2%	20.2%	47.1%	23.1%	8.4%
Underwood	2.0%	34.5%	43.9%	13.5%	6.1%
Wilton	3.0%	23.7%	43.8%	18.9%	10.7%
Grand Total	3.5%	22.0%	44.4%	19.3%	10.8%



Gender		
2019 January - December		
Welcome Centers	Female	Male
Danish Windmill	70.3%	29.7%
Davis City	69.9%	30.1%
Dubuque	45.2%	54.8%
Harrison County	60.6%	39.4%
Okoboji Spirit	68.1%	31.9%
Sergeant Floyd	47.8%	52.2%
Top of Iowa	47.1%	52.9%
Underwood	59.0%	41.0%
Wilton	57.3%	42.7%
Grand Total	57.3%	42.7%



Interest Areas							
2019 January - December							
Welcome Centers	Arts, History & Culture	Outdoor Scenic	Outdoor Adventure	Family Fun	Food & Drink	Festivals & Events	Shopping
Danish Windmill	83.5%	55.4%	45.5%	47.6%	45.5%	36.4%	37.7%
Davis City	54.0%	52.9%	33.3%	38.1%	32.3%	34.4%	17.5%
Dubuque	46.3%	45.7%	48.8%	31.5%	17.9%	27.8%	12.3%
Harrison County	64.7%	61.0%	39.0%	32.9%	34.5%	27.3%	19.7%
Okoboji Spirit	62.0%	48.1%	46.6%	69.2%	65.4%	49.5%	66.3%
Sergeant Floyd	72.9%	61.1%	43.3%	45.3%	41.9%	27.6%	22.2%
Top of Iowa	54.3%	51.9%	39.3%	37.5%	42.5%	30.9%	22.4%
Underwood	55.5%	68.9%	49.4%	29.9%	26.2%	21.3%	14.6%
Wilton	55.6%	51.5%	47.0%	35.9%	32.3%	35.4%	20.2%
Grand Total	60.9%	54.8%	42.8%	40.8%	39.0%	32.4%	26.0%

Multiple Answers Accepted

Traveler Profile by Interest							
	Arts, History & Culture	Outdoor Scenic / Nature	Family Fun	Outdoor Adventure	Food & Drink	Festivals	Shopping
Multiple answers accepted for interest areas.							
Number of Surveys	n=1281	n=1153	n=859	n=900	n=822	n=681	n=548
Average Age	54.2	53.7	50.7	50.1	51.8	52.4	52.9
Average Days in Iowa	3.7	3.4	3.8	3.9	4.4	4.7	4.6
Average Number of Trips in Iowa	2.6	2.6	2.7	2.7	3.0	3.0	3.0
Extended the Stay of the Traveler	32.2%	30.8%	28.5%	32.7%	30.0%	30.0%	28.2%
Travel Party Type							
Average Party Size	2.5	2.6	3.1	2.7	2.7	2.6	2.8
Adult Families no Children < 18	46.7%	47.1%	40.0%	42.8%	44.6%	43.6%	43.3%
Families with Children Under 18	22.4%	23.4%	42.2%	28.8%	27.6%	24.4%	29.3%
Individuals / Friends	25.9%	25.2%	15.0%	23.7%	24.0%	26.9%	24.1%
Business Individual(s)	4.2%	3.6%	2.5%	4.0%	3.4%	3.6%	2.4%
Group Traveling By Motor Coach	0.8%	0.8%	0.4%	0.7%	0.5%	1.5%	0.9%
Average Daily Spending Per Travel Party							
Lodging	\$ 125.66	\$ 122.39	\$ 144.63	\$ 120.44	\$ 134.06	\$ 132.75	\$ 144.11
Entertainment	\$ 64.43	\$ 66.32	\$ 74.96	\$ 69.69	\$ 72.73	\$ 75.65	\$ 72.16
Transportation	\$ 61.77	\$ 59.60	\$ 65.15	\$ 63.23	\$ 61.82	\$ 64.02	\$ 56.62
Food	\$ 70.30	\$ 67.53	\$ 81.86	\$ 73.21	\$ 81.42	\$ 78.65	\$ 86.05
Shopping	\$ 67.38	\$ 64.48	\$ 77.41	\$ 71.17	\$ 73.97	\$ 76.03	\$ 83.39
Total Spending	\$ 389.54	\$ 380.32	\$ 444.02	\$ 397.73	\$ 424.01	\$ 427.10	\$ 442.33
Trip Purpose							
Vacation/Leisure	55.2%	55.7%	48.0%	53.6%	52.4%	53.8%	60.9%
Visiting Friends & Family	28.9%	29.3%	39.4%	29.7%	32.0%	29.3%	28.3%
Business/Convention	6.9%	5.4%	5.0%	7.0%	7.1%	6.3%	4.3%
Other	8.9%	9.5%	7.6%	9.7%	8.6%	10.5%	6.5%
Primary Lodging							
Hotel/Motel	53.5%	51.3%	45.1%	42.6%	51.1%	47.3%	51.1%
Home of Friends & Family	16.5%	15.0%	24.8%	17.5%	18.2%	20.1%	22.2%
No overnight in Iowa	11.1%	12.3%	12.6%	11.8%	12.7%	12.2%	8.8%
Camping/RV	10.2%	12.8%	8.3%	17.1%	8.0%	9.6%	8.1%
Airbnb/VRBO/etc.	3.3%	2.9%	2.6%	3.7%	3.6%	3.7%	3.8%
Resort/Cabin	2.7%	2.8%	4.2%	3.4%	3.1%	3.5%	4.3%
Bed & Breakfast	1.1%	1.2%	1.3%	1.7%	1.2%	1.7%	0.9%
Personal Vehicle/Parking Lot	1.5%	1.7%	1.1%	2.2%	2.0%	2.0%	0.8%
Outdoor Scenic: Birding, gardens, byways, river cruises, etc.							
Outdoor Active: Camping, bicycling, hunting, fishing water sports, etc.							

Same Centers 2019 Iowa Welcome Center Visitation													
Individuals	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	110	96	155	206	345	260	406	318	214	230	152	135	2,627
Burlington, Port of	183	220	561	905	Closed due to flooding.			384	733	400	274	306	3,966
Clayton County	227	22	92	205	1,363	260	843	782	785	901	64	184	5,728
Danish Windmill	223	171	640	802	2,404	1,957	2,282	1,583	1,469	1,045	979	622	14,177
Davis City	617	621	1,752	1,818	2,319	2,653	2,589	1,967	1,686	1,702	1,324	803	19,851
Dubuque	225	211	537	667	1,114	1,105	1,636	1,480	892	888	379	200	9,334
Emmetsburg	17	2	27	12	38	29	48	44	42	12	15	1	287
Harrison County	302	177	281	409	1,319	1,040	1,486	1,240	869	874	212	429	8,638
Okoboji Spirit Center	523	175	226	240	3,438	12,067	27,761	16,896	3,192	699	275	238	65,730
Sergeant Bluff	410	358	1,017	1,093	2,479	1,762	1,852	1,804	1,590	1,233	645	470	14,713
Sgt. Floyd, Sioux City	513	310	685	1,271	2,190	2,713	3,170	2,483	1,621	1,242	800	476	17,474
Southern Iowa, Lamoni	178	204	460	462	809	1,085	2,234	1,057	835	1,021	465	502	9,312
Top of Iowa	1,741	3,648	5,187	4,560	6,473	8,754	9,872	9,206	5,726	5,810	4,558	3,901	69,436
Underwood	292	223	907	915	1,395	2,362	2,325	1,948	1,610	1,040	535	564	14,116
Western Historic Trails	564	359	376	1,142	1,614	1,858	895	1,360	1,480	995	790	884	12,317
Wilton	569	655	1,306	1,405	2,008	2,979	2,928	3,048	2,068	1,658	972	1,119	20,715
Total	6,694	7,452	14,209	16,112	29,308	40,884	60,327	45,600	24,812	19,750	12,439	10,834	288,421
YTD		14,146	28,355	44,467	73,775	114,659	174,986	220,586	245,398	265,148	277,587	288,421	

Same Centers 2019 Iowa Welcome Center Visitation													
Travel Parties	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	102	90	137	163	194	190	289	230	158	179	130	107	1,969
Burlington, Port of	122	138	300	318	Closed due to flooding.			275	361	118	160	179	1,971
Clayton County	28	9	26	38	183	190	269	242	151	209	12	19	1,376
Danish Windmill	103	90	237	353	908	802	930	714	719	432	438	272	5,998
Davis City	293	302	697	757	817	985	939	827	691	627	387	403	7,725
Dubuque	153	97	381	446	630	870	1,407	1,257	755	735	267	124	7,122
Emmetsburg	8	2	15	9	25	22	32	29	27	10	13	1	193
Harrison County	135	97	124	184	346	423	648	514	430	383	437	211	3,932
Okoboji Spirit Center	186	30	73	107	855	1,399	7,121	3,041	878	263	104	61	14,118
Sergeant Bluff	178	147	370	427	615	643	668	690	651	468	224	202	5,283
Sgt. Floyd, Sioux City	181	113	256	426	623	863	1,048	890	689	400	252	180	5,921
Southern Iowa, Lamoni	68	75	154	162	280	377	393	360	284	319	171	134	2,777
Top of Iowa	795	1,425	1,770	1,830	2,715	3,150	3,360	4,935	2,400	2,205	1,545	1,485	27,615
Underwood	127	113	399	463	640	922	806	807	783	496	233	236	6,025
Western Historic Trails	131	111	62	212	268	323	158	277	236	182	160	135	2,255
Wilton	263	272	587	625	928	1,642	1,210	1,294	1,401	770	446	462	9,900
Total	2,873	3,111	5,588	6,520	10,027	12,801	19,278	16,382	10,456	7,796	4,979	4,211	104,022
YTD		5,984	11,572	18,092	28,119	40,920	60,198	76,580	87,036	94,832	99,811	104,022	