[INSERT LOCAL CONTACT]

**Travel-generated expenditures nearly reach $7 billion in Iowa**

[MONTH, DAY, 2023] (CITY, Iowa) – The Iowa Tourism Office released new data showing tourism-related expenditures in the state reached $6.9 billion in 2022, a 13 percent increase over 2021. Travel-generated expenditures in [INSERT COUNTY] totaled [INSERT $], an increase of [INSERT %] over 2021.

Additional data from the Tourism Economics study shows travel-generated state and local tax receipts at $1.1 billion. Tourism in Iowa also supported 68,607 jobs, comprising 5% of all jobs in the state. The tourism industry employs [INSERT NUMBER] people in [INSERT COUNTY].

[INSERT QUOTE FROM LOCAL TOURISM REPRESENTATIVE]

The [entire report](https://industrypartners.traveliowa.com/content/images/iowa_tourism_economic_impact_-_2022_-_client-preliminary.pdf) is available at traveliowa.com.

The Iowa Tourism Office, part of the Iowa Economic Development Authority, works closely with community partners, attractions and events, to promote the state’s beautifully vast scenery and unique history. For more information on everything Iowa has to offer tourists, visit [traveliowa.com](https://www.traveliowa.com/).

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