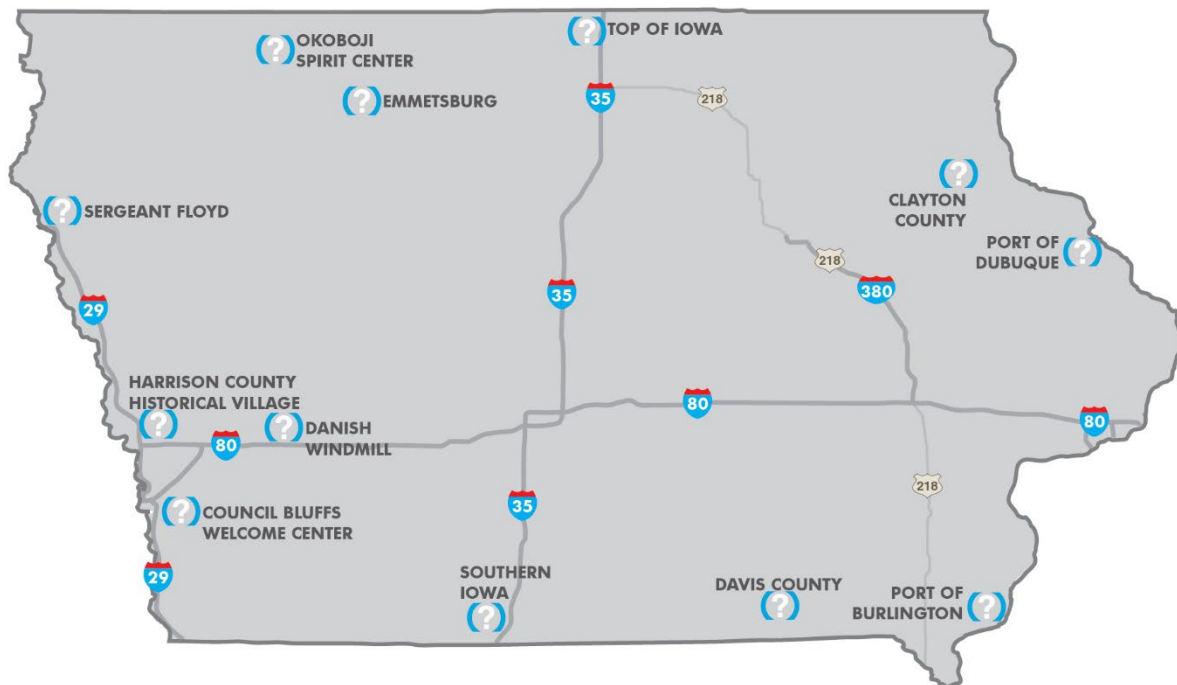


Iowa Welcome Center Survey Report

2021



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This survey report covers January through December 2021.

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

Eight Iowa Welcome Centers participated in this study: Danish Windmill (Elk Horn), Davis City, Harrison County (Missouri Valley), Okoboji Spirit Center, Port of Burlington, Sergeant Floyd (Sioux City), Top of Iowa (Northwood) and Underwood.

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 2.5 days in Iowa and made an average of 2.0 trips to Iowa.

Travel counselors influenced 30.8 percent of travelers to stay longer, 57.5 percent of those stayed one additional day or longer.

Average travel party size was 2.3 people.

Average travel party spending per day was \$181.25.

Welcome centers served out-of-state travelers from Minnesota (7.2 percent), Texas (5.5 percent), California (5.0 percent) and Nebraska (5.0 percent). Iowa residents accounted for 18.4 percent of the travelers.

Traveler's primary destination was Iowa (41.2 percent), followed by Minnesota (8.5 percent), Nebraska (7.4 percent), South Dakota (6.7 percent), Colorado (4.5 percent) and Wisconsin (4.3 percent).

Average age of travelers was 55.4.

Majority of travelers were on vacation/leisure trip (52.4 percent) or visiting family or friends (32.8 percent).

Plurality of travelers (48.5 percent) stayed in hotels/motels, followed by homes of friends and family (17.3 percent).

Travelers stop at Iowa Welcome Centers primarily for information (41.6 percent), a travel break (24.1 percent) and to use the restrooms (11.4 percent).

Top interest areas were Arts, History & Culture (60.3 percent), Scenic and Nature (53.2 percent), Outdoor Adventure (43.9 percent) and Family Fun (38.9 percent).

The vast majority of Travelers (85.5 percent) had some type of post-secondary education.

Iowa Welcome Center Summary							
2021 January - December							
Welcome Centers	Number of Surveys	Adults (with Children <18)	Adults (No Children <18)	Median Days in Iowa	Avg. # of Trips to Iowa	Extended Their Stay in Iowa	Avg. Party Size
Danish Windmill	202	27.2%	45.0%	2	1.8	30.5%	2.3
Davis City	204	12.7%	58.8%	2	2.1	37.0%	2.0
Harrison County	207	23.2%	49.8%	1	2.0	33.8%	2.3
Okoboji Spirit	203	40.9%	31.5%	4	2.8	18.8%	2.9
Port of Burlington	121	23.1%	49.6%	3	1.9	30.2%	2.3
Sergeant Floyd	203	25.6%	43.3%	2	1.8	30.3%	2.3
Top of Iowa	201	19.9%	55.2%	2	1.7	29.0%	2.2
Underwood	205	24.4%	50.7%	1	1.7	36.5%	2.2
Grand Total	1,546	24.7%	47.9%	2	2.0	30.8%	2.3

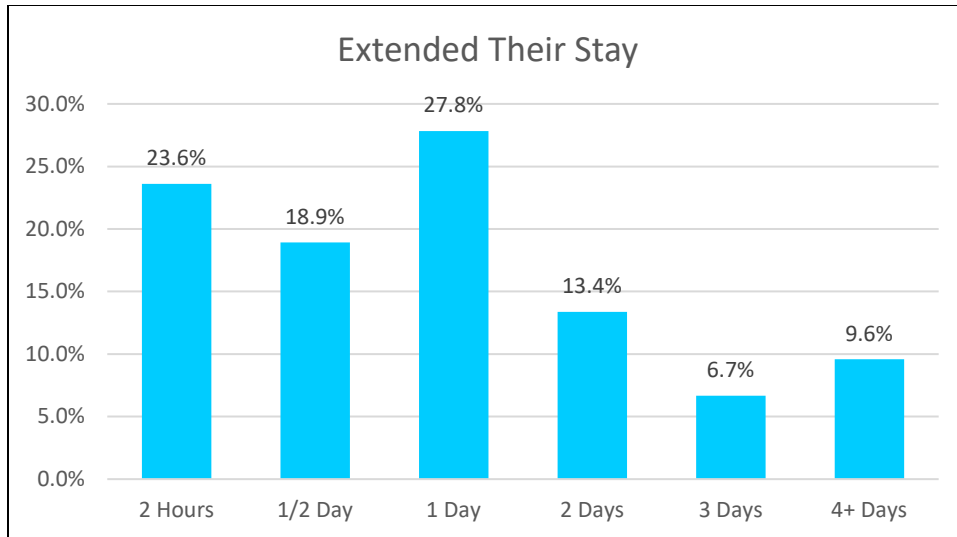
Iowa Welcome Center Summary							
2021 January - December							
Welcome Centers	Avg. Party Spending Per Day	Travelers with Iowa Residence	Travelers with Iowa Destination	Trip of Vacation or Leisure	Average Age	Hotel/Motel Lodging	Purpose of Stop was for Information
Danish Windmill	\$ 197.97	10.4%	34.7%	46.5%	50.4	49.2%	28.5%
Davis City	\$ 137.83	15.2%	36.3%	39.2%	64.1	44.0%	36.0%
Harrison County	\$ 164.88	30.0%	39.6%	53.1%	57.2	47.4%	42.5%
Okoboji Spirit	\$ 207.60	50.2%	87.2%	68.5%	51.5	24.3%	30.4%
Port of Burlington	\$ 133.58	21.5%	72.7%	38.0%	57.3	28.7%	53.7%
Sergeant Floyd	\$ 160.39	8.9%	34.0%	60.1%	54.8	51.3%	54.0%
Top of Iowa	\$ 249.66	2.5%	15.4%	51.2%	57.2	73.0%	41.2%
Underwood	\$ 180.13	6.3%	17.1%	48.8%	52.2	51.1%	50.5%
Grand Total	\$ 181.25	18.0%	40.5%	51.4%	55.4	48.5%	41.6%

Iowa Welcome Center Trends

	2015	2016	2017	2018	2019	2021
Average Days in Iowa	3.6	3.9	3.2	3.8	3.4	2
Average Number of Trips to Iowa	3.1	2.9	3.0	2.5	2.6	2.0
Travelers that Extended Their Stay	36%	37%	33%	34%	30%	31%
Average Party Size	2.5	2.5	2.5	2.7	2.6	2.3
Travelers with Iowa Residence	15%	17%	13%	14%	14%	18%
Travelers with Iowa Destination	39%	41%	40%	44%	42%	41%
Travelers on Vacation/Leisure	54%	54%	53%	51%	51%	51%
Average Age	57.0	56.5	56.2	54.2	54.2	55.4
Hotel/Motel Lodging	52%	53%	52%	51%	51%	49%

Length of Stay and Number of Trips

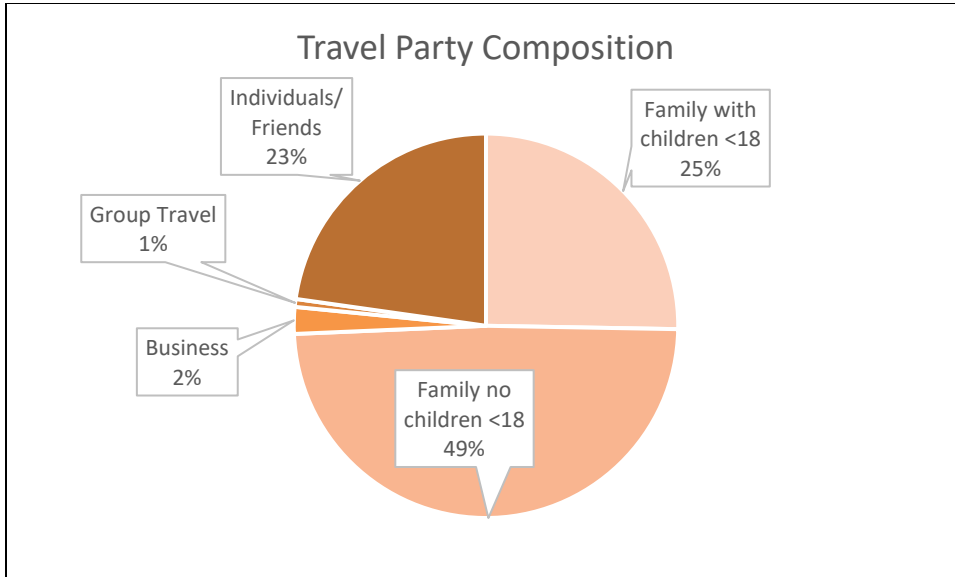
2021 January - December			
Welcome Centers	Trip Days Average	Iowa Days Average	Trips to Iowa Average
Danish Windmill	7.8	2.1	1.8
Davis City	7.9	2.3	2.1
Harrison County	7.0	2.2	2.0
Okoboji Spirit	6.0	4.2	2.8
Port of Burlington	7.8	3.2	1.9
Sergeant Floyd	9.6	2.3	1.8
Top of Iowa	9.8	2.0	1.7
Underwood	11.9	1.6	1.7
Grand Total	8.6	2.5	2.0



Extend their Stay

2021 January - December

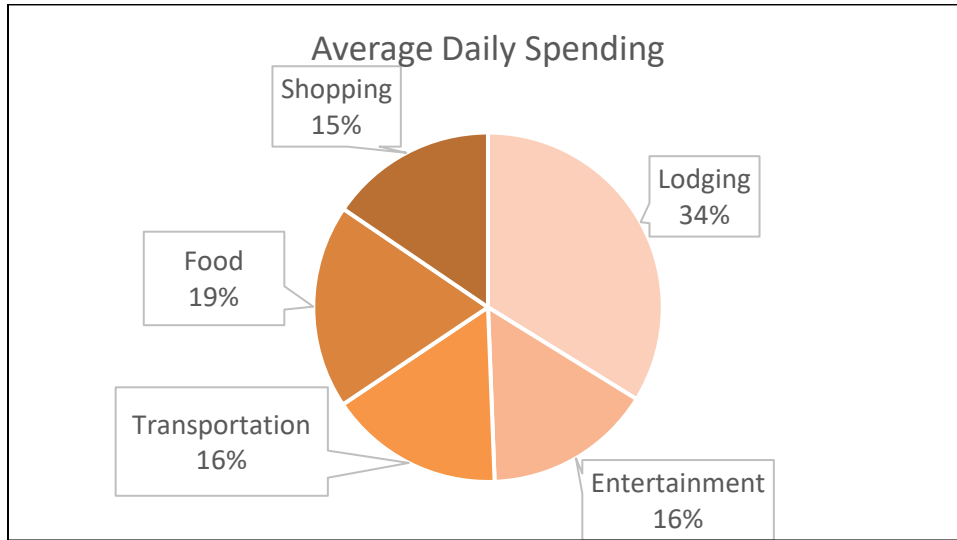
Welcome Centers	Yes	No	2 Hours	1/2 Day	1 Day	2 Days	3 Days	4+ Days
Danish Windmill	30.5%	69.5%	28.3%	31.7%	25.0%	8.3%	3.3%	3.3%
Davis City	37.0%	63.0%	30.9%	16.2%	14.7%	13.2%	5.9%	19.1%
Harrison County	33.8%	66.2%	27.9%	11.8%	36.8%	8.8%	5.9%	8.8%
Okoboji Spirit	18.8%	81.2%	8.3%	2.8%	16.7%	25.0%	16.7%	30.6%
Port of Burlington	30.2%	69.8%	24.2%	18.2%	30.3%	15.2%	9.1%	3.0%
Sergeant Floyd	30.3%	69.7%	25.9%	8.6%	29.3%	12.1%	12.1%	12.1%
Top of Iowa	29.0%	71.0%	1.8%	21.4%	48.2%	19.6%	7.1%	1.8%
Underwood	36.5%	63.5%	31.4%	32.9%	21.4%	11.4%	0.0%	2.9%
Grand Total	30.8%	69.2%	23.6%	18.9%	27.8%	13.4%	6.7%	9.6%



Travel Party Composition

2021 January - December

Welcome Centers	Family with children <18	Family no children <18	Business	Group Travel	Individuals/Friends	Average Party Size
Danish Windmill	27.2%	45.0%	5.4%	0.0%	20.8%	2.3
Davis City	12.7%	58.8%	2.5%	1.0%	24.0%	2.0
Harrison County	23.2%	49.8%	1.9%	0.0%	22.7%	2.3
Okoboji Spirit	40.9%	31.5%	0.5%	0.5%	21.7%	2.9
Port of Burlington	23.1%	49.6%	0.8%	0.0%	23.1%	2.3
Sergeant Floyd	25.6%	43.3%	2.0%	2.0%	27.1%	2.3
Top of Iowa	19.9%	55.2%	3.0%	0.0%	19.9%	2.2
Underwood	24.4%	50.7%	1.0%	1.5%	19.0%	2.2
Grand Total	24.7%	47.9%	2.2%	0.6%	22.3%	2.3



Average Daily Spending

2021 January - December

Welcome Centers	Lodging	Entertainment	Transportation	Food	Shopping	Total
Danish Windmill	\$87.38	\$29.56	\$41.99	\$52.56	\$34.67	\$197.97
Davis City	\$97.83	\$58.73	\$53.49	\$51.40	\$51.38	\$137.83
Harrison County	\$87.01	\$35.20	\$46.05	\$54.44	\$41.12	\$164.88
Okoboji Spirit	\$122.43	\$84.23	\$41.41	\$69.67	\$71.64	\$207.60
Port of Burlington	\$119.53	\$59.56	\$41.83	\$68.43	\$74.05	\$133.58
Sergeant Floyd	\$118.01	\$73.94	\$60.48	\$60.74	\$60.32	\$160.39
Top of Iowa	\$108.35	\$19.53	\$49.07	\$55.56	\$23.35	\$249.66
Underwood	\$118.05	\$85.03	\$68.38	\$63.66	\$87.78	\$180.13
Grand Total	\$104.13	\$47.96	\$49.91	\$58.20	\$47.71	\$181.25

Travelers' Place of Origin

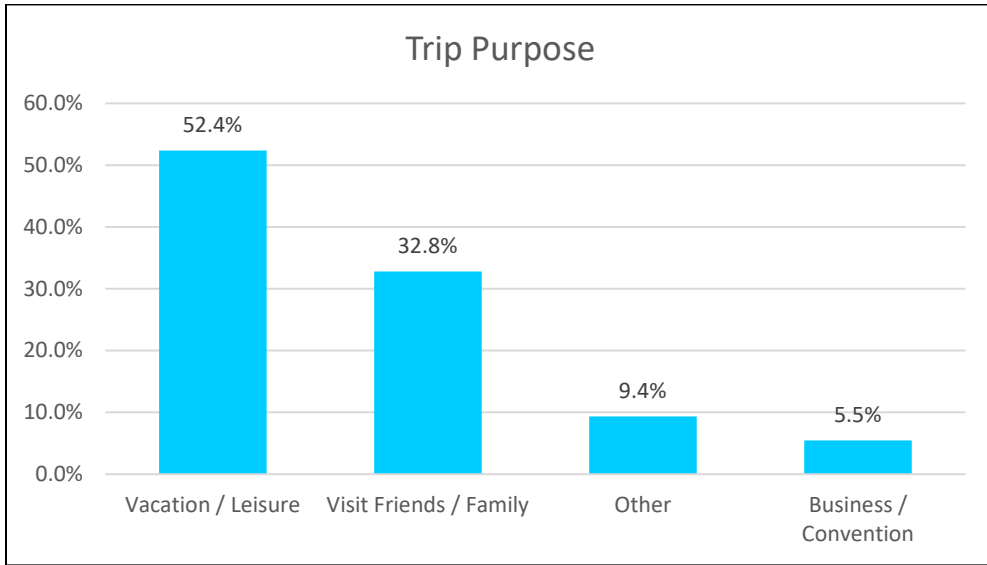
2021 January - December

State	Danish Windmill	Davis City	Harrison County	Port of Burlington	Okoboji Spirit	Sergeant Floyd	Top of Iowa	Underwood	Grand Total
IA	10.9%	15.2%	30.4%	21.8%	53.1%	9.3%	2.5%	6.4%	18.4%
MN	5.7%	6.9%	4.4%	4.2%	9.9%	4.1%	16.5%	5.0%	7.2%
TX	2.1%	18.1%	5.4%	0.8%	1.6%	5.7%	7.0%	1.0%	5.5%
CA	5.2%	2.5%	4.4%	5.0%	2.6%	4.1%	4.0%	12.4%	5.0%
NE	9.8%	0.5%	7.8%	0.8%	6.8%	7.3%	0.0%	5.9%	5.0%
MO	3.6%	11.3%	2.5%	7.6%	3.6%	5.7%	1.5%	1.0%	4.4%
IL	5.2%	2.0%	2.9%	12.6%	4.7%	2.6%	4.5%	2.5%	4.2%
CO	6.7%	1.5%	4.9%	3.4%	1.6%	1.0%	3.5%	9.4%	4.0%
KS	5.2%	10.8%	2.0%	0.8%	1.6%	4.1%	2.0%	2.5%	3.8%
FL	2.6%	2.5%	3.4%	1.7%	0.0%	4.1%	5.5%	3.5%	3.0%
WI	3.6%	4.4%	2.0%	2.5%	0.5%	0.5%	3.0%	6.9%	3.0%
AZ	2.1%	5.9%	2.0%	4.2%	1.6%	3.1%	2.5%	1.5%	2.8%
WA	1.0%	0.0%	2.5%	0.0%	0.0%	4.1%	7.0%	2.5%	2.3%
MI	2.1%	0.5%	2.0%	3.4%	0.0%	1.6%	3.5%	4.5%	2.1%
OH	1.0%	0.0%	2.0%	3.4%	0.0%	4.7%	1.5%	3.5%	1.9%
OK	1.0%	6.9%	0.0%	1.7%	0.0%	2.6%	1.0%	0.5%	1.7%
NY	2.1%	0.5%	2.0%	0.8%	0.0%	2.6%	3.5%	1.5%	1.7%
SD	0.5%	0.5%	1.0%	1.7%	5.7%	2.6%	1.0%	0.5%	1.7%
PA	3.1%	0.0%	1.0%	0.8%	0.0%	4.1%	1.0%	1.5%	1.5%
NC	1.0%	0.5%	1.0%	0.8%	1.0%	3.1%	1.5%	1.5%	1.3%
IN	3.1%	0.0%	2.0%	1.7%	0.0%	1.6%	2.0%	0.0%	1.3%
GA	0.5%	0.0%	1.0%	0.8%	0.0%	3.1%	2.0%	2.0%	1.2%
OR	2.6%	0.5%	1.5%	0.0%	0.0%	0.0%	2.0%	2.5%	1.2%
NV	2.1%	1.0%	1.5%	0.8%	0.0%	1.0%	1.0%	1.5%	1.1%
NM	1.0%	1.0%	1.5%	0.8%	0.0%	0.5%	2.0%	2.0%	1.1%
TN	1.0%	0.5%	1.0%	2.5%	0.0%	1.6%	2.5%	0.0%	1.1%
UT	3.1%	0.0%	0.5%	0.0%	1.0%	0.0%	1.0%	2.5%	1.1%
VA	0.5%	1.0%	0.0%	3.4%	0.0%	1.0%	2.5%	1.0%	1.1%
AL	0.5%	0.0%	1.5%	0.8%	0.5%	1.6%	1.0%	0.5%	0.8%
NJ	1.6%	0.0%	0.5%	0.0%	0.0%	1.6%	1.0%	1.5%	0.8%
CT	1.6%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	2.0%	0.7%
SC	0.0%	1.0%	1.0%	1.7%	0.0%	1.0%	1.5%	0.0%	0.7%
WY	0.5%	0.0%	0.0%	1.7%	0.5%	0.0%	0.0%	3.0%	0.7%
AR	0.0%	2.5%	0.5%	0.0%	0.0%	1.0%	0.5%	0.0%	0.6%
MS	0.0%	1.0%	0.5%	0.0%	0.0%	0.5%	0.5%	2.0%	0.6%
ND	0.0%	0.0%	1.0%	0.0%	1.0%	2.1%	0.5%	0.0%	0.6%
MA	0.5%	0.0%	0.0%	1.7%	1.0%	0.5%	0.0%	1.0%	0.5%
AK	0.5%	0.5%	1.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.4%
ID	2.1%	0.0%	0.0%	0.8%	0.0%	0.5%	0.0%	0.0%	0.4%
KY	0.0%	0.5%	0.5%	0.8%	0.0%	0.0%	1.0%	0.5%	0.4%
LA	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%	1.0%	0.5%	0.4%
MD	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.5%	0.5%	0.4%
WV	0.5%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.5%	0.4%
NH	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%	0.3%
DC	1.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.5%	0.3%
HI	0.0%	0.0%	0.5%	0.8%	0.0%	1.0%	0.0%	0.0%	0.3%
ME	0.5%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.5%	0.3%
MT	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.3%
RI	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.3%
DE	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
VT	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%

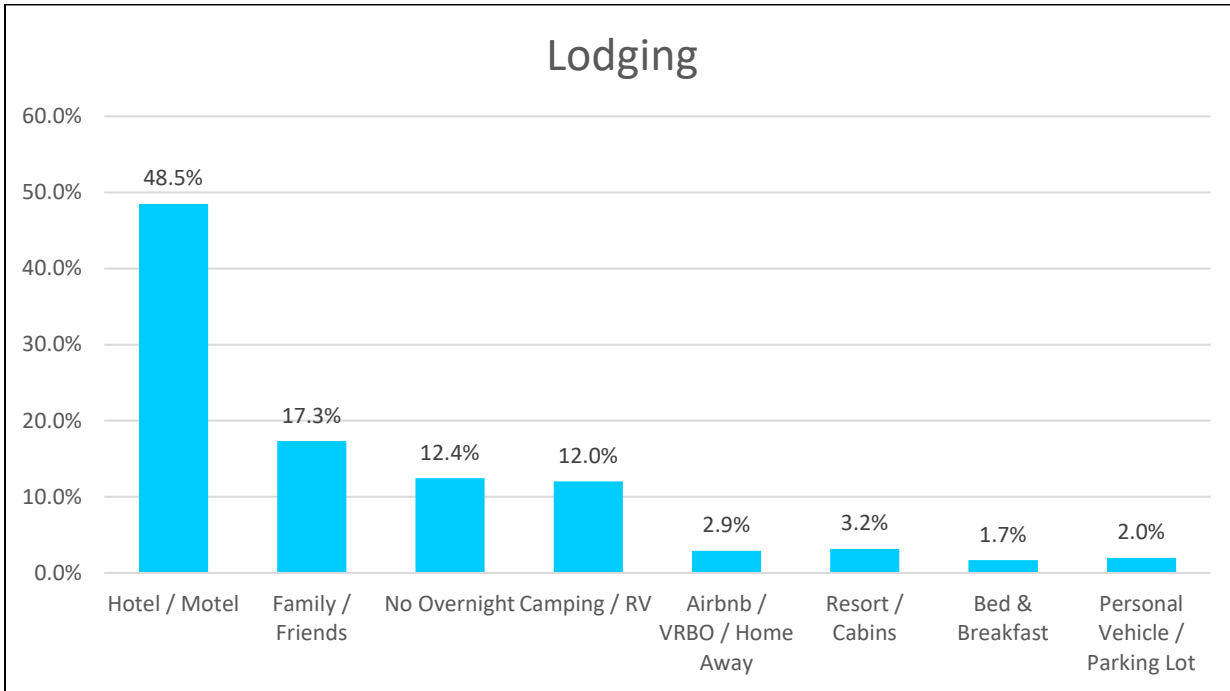
Travelers' Destination

2021 January - December

State	Danish Windmill	Davis City	Harrison County	Port of Burlington	Okoboji Spirit	Sergeant Floyd	Top of Iowa	Underwood	Grand Total
IA	34.8%	37.2%	39.8%	74.6%	90.3%	34.3%	15.4%	17.9%	41.2%
MN	2.5%	11.1%	4.4%	3.4%	1.0%	1.5%	38.8%	3.1%	8.5%
NE	15.4%	0.5%	16.0%	1.7%	2.0%	9.0%	1.5%	10.2%	7.4%
SD	0.5%	0.0%	12.6%	0.8%	1.0%	29.4%	6.0%	0.0%	6.7%
CO	8.5%	0.5%	5.3%	1.7%	0.5%	1.5%	4.5%	12.8%	4.5%
WI	1.5%	14.6%	1.0%	2.5%	0.5%	0.0%	7.0%	6.6%	4.3%
MO	1.0%	13.1%	1.9%	3.4%	0.0%	2.0%	3.0%	0.0%	3.0%
IL	6.0%	3.5%	0.0%	5.1%	2.0%	0.0%	1.0%	2.6%	2.4%
UT	3.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	1.8%
CA	4.5%	1.0%	0.5%	1.7%	0.0%	2.0%	0.0%	4.1%	1.7%
MI	1.0%	3.0%	0.5%	0.0%	0.5%	0.5%	2.0%	4.6%	1.6%
WY	0.5%	0.0%	2.4%	0.0%	0.0%	1.0%	2.5%	2.6%	1.2%
ND	0.0%	0.5%	2.9%	0.0%	0.0%	3.5%	1.5%	0.5%	1.2%
KS	0.5%	4.0%	1.0%	0.0%	1.0%	2.0%	0.0%	0.0%	1.1%
NY	2.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0%	4.6%	1.1%
FL	0.5%	0.5%	1.5%	0.0%	1.0%	2.0%	2.0%	0.5%	1.1%
MT	0.0%	0.0%	1.5%	0.8%	0.0%	3.5%	2.5%	0.0%	1.1%
TX	0.0%	4.5%	0.0%	1.7%	0.0%	0.5%	1.5%	0.0%	1.0%
IN	4.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.5%	0.5%	0.9%
OH	2.5%	0.5%	0.0%	0.0%	0.0%	0.5%	0.5%	2.6%	0.9%
AZ	0.0%	1.0%	1.5%	0.0%	0.0%	0.0%	1.0%	2.0%	0.7%
WA	1.5%	0.0%	1.0%	0.0%	0.0%	0.5%	2.0%	0.5%	0.7%
TN	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%	1.0%	1.0%	0.5%
ID	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%	1.5%	0.5%
ME	1.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	1.5%	0.5%
OR	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	0.4%
NM	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.4%
NJ	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.4%
AR	0.5%	1.5%	0.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%
OK	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.3%
PA	0.0%	0.0%	0.0%	0.8%	0.0%	0.5%	0.5%	1.0%	0.3%
NV	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.3%
VA	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.3%
MA	0.5%	0.0%	0.0%	0.8%	0.0%	0.5%	0.0%	0.5%	0.3%
MD	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%
GA	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
AL	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
CT	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%
KY	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.1%
LA	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
NC	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SC	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
MS	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
WV	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
NH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
DC	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
RI	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%
VT	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
AK	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
HI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



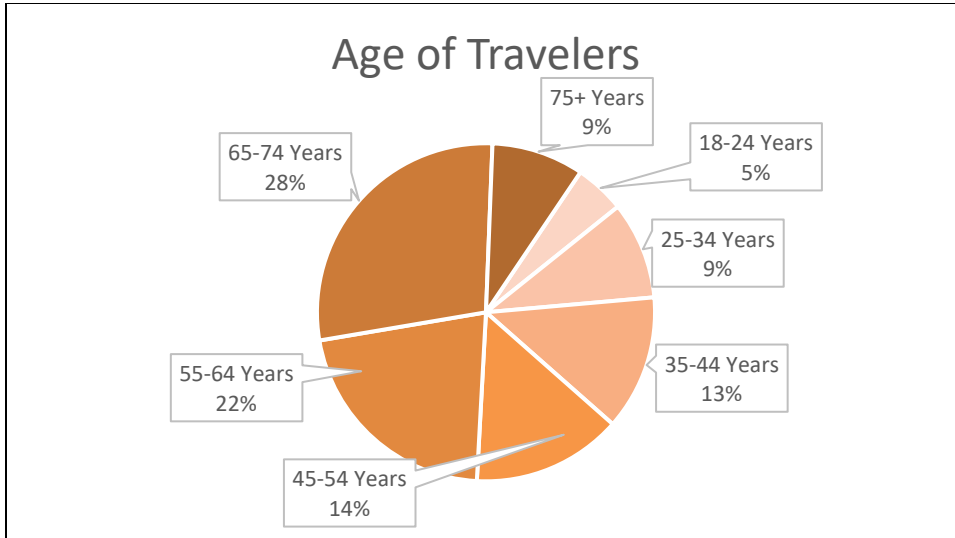
Trip Purpose				
2021 January - December				
Welcome Centers	Vacation / Leisure	Visit Friends / Family	Other	Business / Convention
Danish Windmill	48.0%	34.2%	10.2%	7.7%
Davis City	39.4%	42.4%	8.9%	9.4%
Harrison County	54.5%	31.7%	9.4%	4.5%
Okoboji Spirit	71.3%	19.5%	8.2%	1.0%
Port of Burlington	38.7%	48.7%	9.2%	3.4%
Sergeant Floyd	61.0%	22.5%	12.5%	4.0%
Top of Iowa	52.0%	36.4%	6.6%	5.1%
Underwood	49.3%	33.0%	9.9%	7.9%
Grand Total	52.4%	32.8%	9.4%	5.5%



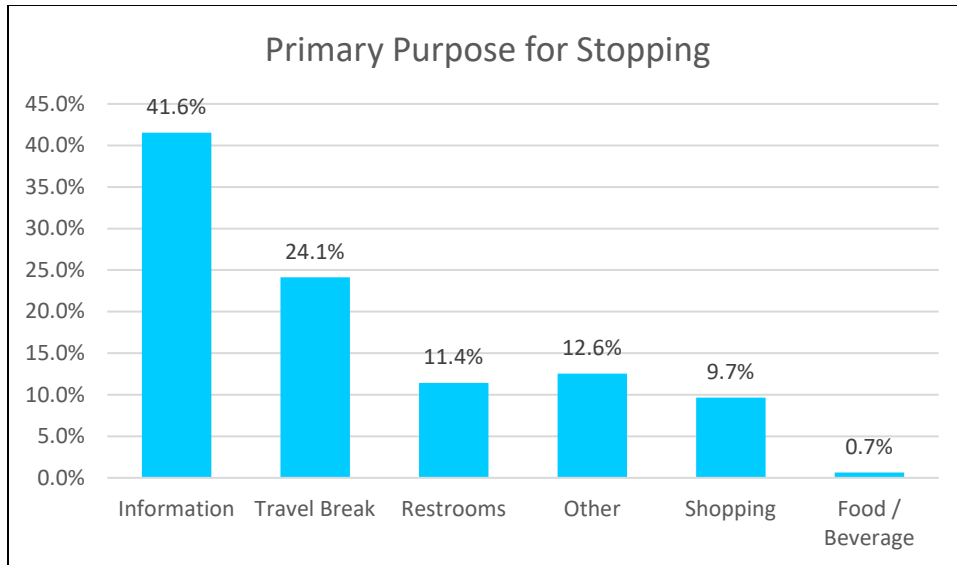
Lodging

2021 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	49.2%	15.1%	14.6%	9.5%	5.5%	0.0%	3.0%	3.0%
Davis City	43.5%	18.7%	18.7%	13.5%	1.6%	1.0%	1.0%	2.1%
Harrison County	46.3%	16.9%	15.9%	10.0%	4.5%	2.0%	3.0%	1.5%
Okoboji Spirit	24.2%	33.2%	1.6%	10.5%	7.4%	19.5%	2.6%	1.1%
Port of Burlington	49.1%	30.7%	9.6%	6.1%	2.6%	0.9%	0.9%	0.0%
Sergeant Floyd	51.0%	11.1%	19.2%	14.6%	1.5%	0.5%	1.0%	1.0%
Top of Iowa	73.4%	8.0%	0.0%	14.1%	0.0%	1.0%	1.0%	2.5%
Underwood	50.3%	10.8%	18.9%	15.7%	0.0%	0.0%	0.5%	3.8%
Grand Total	48.5%	17.3%	12.4%	12.0%	2.9%	3.2%	1.7%	2.0%



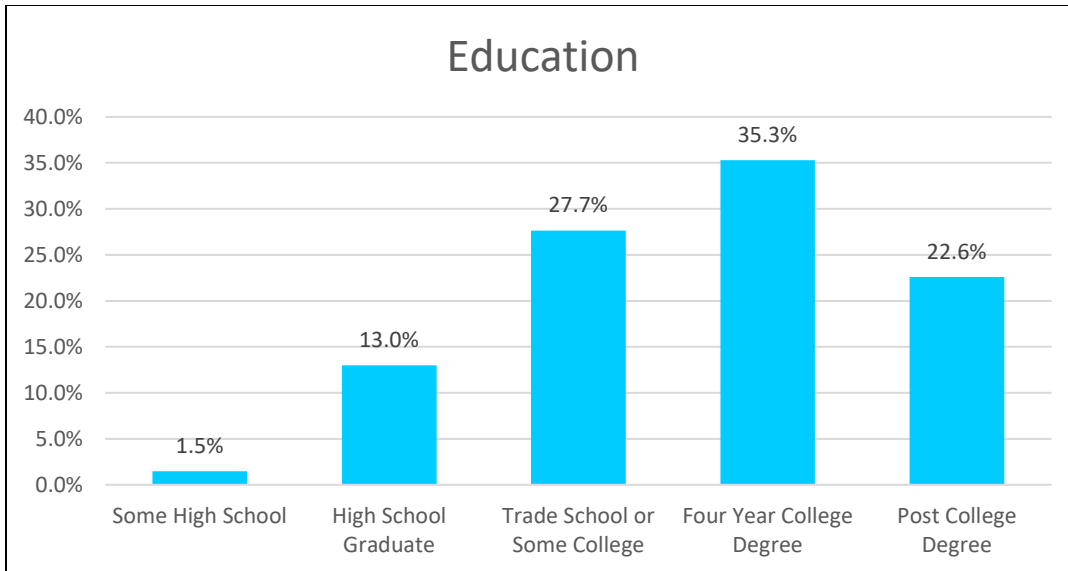
Age of Travelers								
2021 January - December								
Welcome Centers	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65-74 Years	75+ Years	Avg. Age
Danish Windmill	10.4%	12.4%	18.8%	11.9%	17.8%	23.8%	4.5%	50.4
Davis City	0.5%	3.4%	4.9%	6.4%	19.1%	28.9%	16.7%	64.1
Harrison County	3.9%	6.3%	8.2%	13.5%	21.3%	30.0%	8.2%	57.2
Okoboji Spirit	7.9%	9.9%	13.3%	13.3%	16.7%	18.7%	6.4%	51.5
Port of Burlington	2.5%	8.3%	11.6%	11.6%	20.7%	25.6%	12.4%	57.3
Sergeant Floyd	2.0%	7.9%	13.8%	17.2%	20.7%	25.1%	5.9%	54.8
Top of Iowa	3.5%	9.0%	8.5%	15.4%	20.4%	32.8%	8.5%	57.2
Underwood	3.4%	10.2%	14.1%	13.7%	18.5%	19.0%	2.9%	52.2
Grand Total	4.3%	8.4%	11.6%	12.9%	19.3%	25.5%	8.0%	55.4



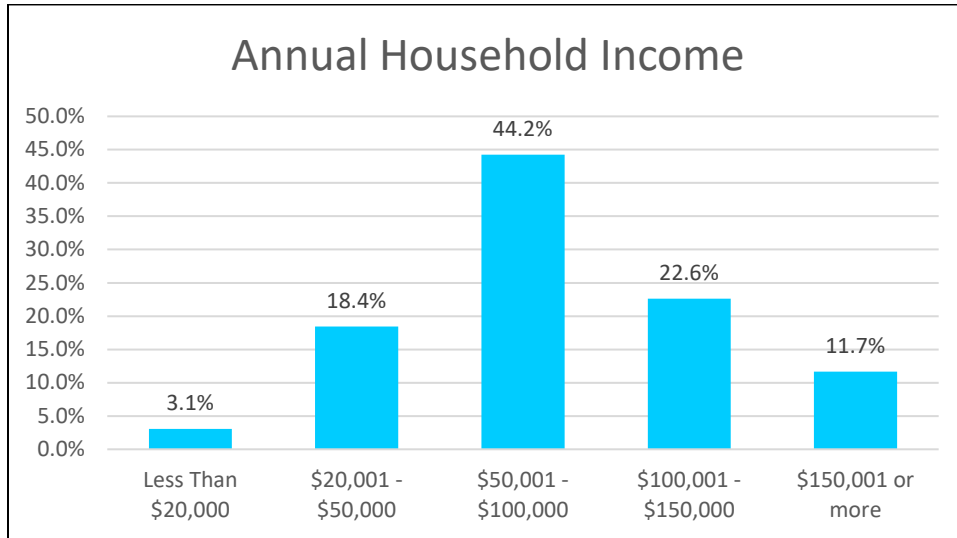
Primary Purpose for Stopping

2021 January - December

Welcome Centers	Information	Travel Break	Restrooms	Other	Shopping	Food / Beverage
Danish Windmill	28.5%	26.5%	4.0%	26.5%	13.5%	1.0%
Davis City	36.0%	23.5%	37.5%	2.5%	0.5%	0.0%
Harrison County	42.5%	24.2%	8.7%	15.0%	7.7%	1.9%
Okoboji Spirit	30.4%	5.7%	3.1%	23.7%	36.1%	1.0%
Port of Burlington	53.7%	13.2%	2.5%	12.4%	17.4%	0.8%
Sergeant Floyd	54.0%	21.3%	1.5%	18.3%	4.5%	0.5%
Top of Iowa	41.2%	49.2%	8.0%	0.0%	1.5%	0.0%
Underwood	50.5%	24.7%	22.7%	2.0%	0.0%	0.0%
Grand Total	41.6%	24.1%	11.4%	12.6%	9.7%	0.7%



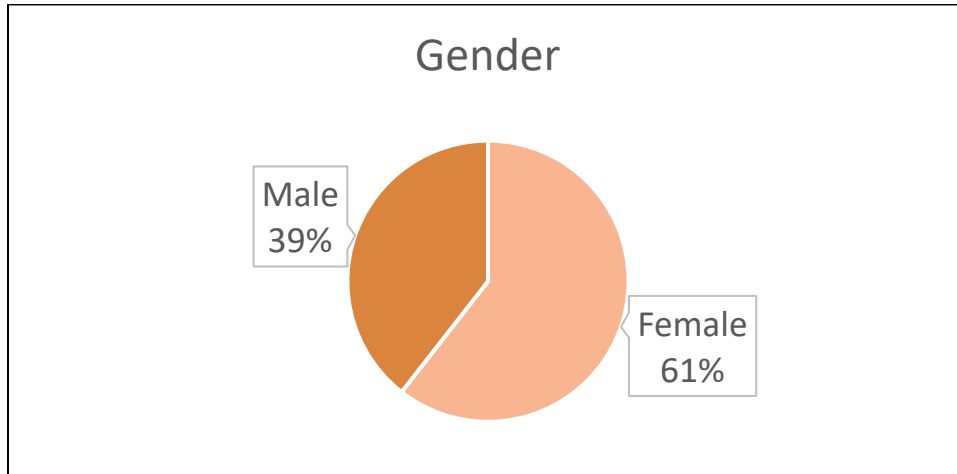
Education					
2021 January - December					
Welcome Centers	Some High School	High School Graduate	Trade School or Some College	Four Year College Degree	Post College Degree
Danish Windmill	1.5%	13.9%	24.4%	35.3%	24.9%
Davis City	0.6%	8.7%	31.2%	35.8%	23.7%
Harrison County	2.0%	11.2%	28.8%	33.7%	24.4%
Okoboji Spirit	4.1%	13.5%	26.4%	32.6%	23.3%
Port of Burlington	0.8%	16.1%	28.0%	28.0%	27.1%
Sergeant Floyd	1.0%	18.9%	25.9%	32.3%	21.9%
Top of Iowa	1.0%	9.5%	30.2%	32.2%	27.1%
Underwood	0.5%	12.7%	27.0%	50.3%	9.5%
Grand Total	1.5%	13.0%	27.7%	35.3%	22.6%



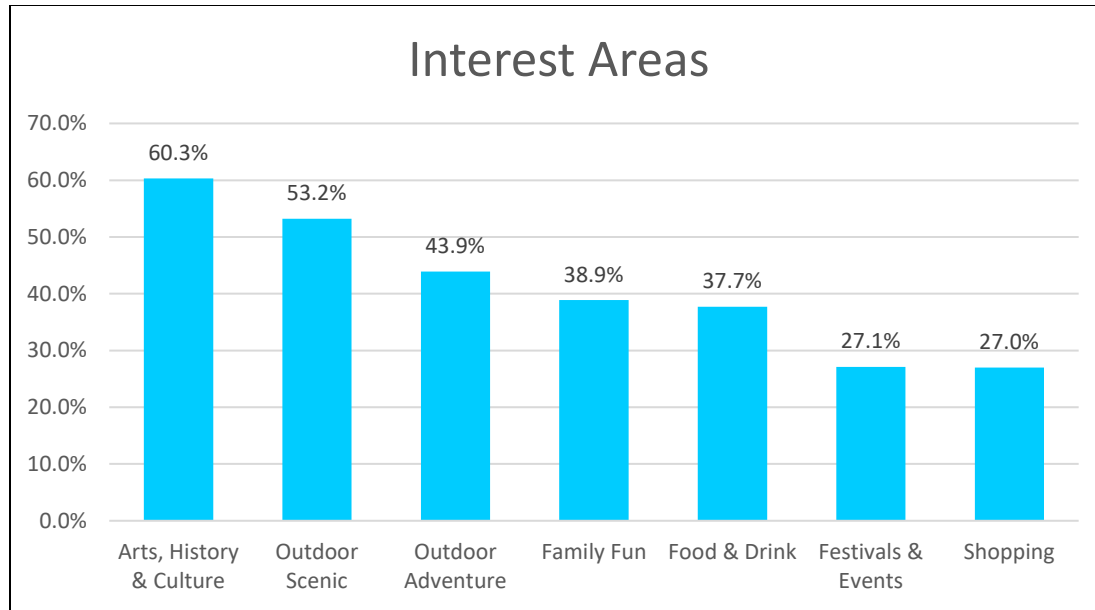
Annual Household Income

2021 January - December

Welcome Centers	Less Than \$20,000	\$20,001 - \$50,000	\$50,001 - \$100,000	\$100,001 - \$150,000	\$150,001 or more
Danish Windmill	4.5%	18.5%	48.0%	20.5%	8.5%
Davis City	4.2%	30.3%	39.4%	19.0%	7.0%
Harrison County	2.9%	19.9%	49.1%	17.5%	10.5%
Okoboji Spirit	5.0%	17.1%	36.5%	22.7%	18.8%
Port of Burlington	2.2%	14.1%	38.0%	27.2%	18.5%
Sergeant Floyd	3.7%	19.1%	44.1%	19.9%	13.2%
Top of Iowa	0.5%	12.7%	44.2%	28.4%	14.2%
Underwood	0.8%	16.1%	53.2%	27.4%	2.4%
Grand Total	3.1%	18.4%	44.2%	22.6%	11.7%



Gender		
2021 January - December		
Welcome Centers	Female	Male
Danish Windmill	61.0%	39.0%
Davis City	59.5%	40.5%
Harrison County	69.7%	30.3%
Okoboji Spirit	61.5%	38.5%
Port of Burlington	64.4%	35.6%
Sergeant Floyd	50.7%	49.3%
Top of Iowa	54.0%	46.0%
Underwood	65.0%	35.0%
Grand Total	60.5%	39.5%



Interest Areas							
2021 January - December							
Welcome Centers	Arts, History & Culture	Outdoor Scenic	Outdoor Adventure	Family Fun	Food & Drink	Festivals & Events	Shopping
Danish Windmill	76.7%	50.0%	36.1%	39.6%	38.6%	27.2%	26.7%
Davis City	42.2%	38.2%	33.8%	23.0%	24.5%	27.0%	16.2%
Harrison County	65.2%	67.1%	44.0%	38.2%	33.8%	26.1%	30.0%
Okoboji Spirit	59.1%	44.8%	54.7%	63.5%	58.1%	46.3%	55.7%
Port of Burlington	62.8%	56.2%	37.2%	42.1%	54.5%	26.4%	40.5%
Sergeant Floyd	74.4%	60.6%	45.8%	39.4%	38.9%	20.7%	24.1%
Top of Iowa	57.2%	55.2%	49.3%	39.8%	34.8%	30.8%	18.9%
Underwood	45.9%	54.6%	47.8%	26.8%	25.4%	12.2%	9.3%
Grand Total	60.3%	53.2%	43.9%	38.9%	37.7%	27.1%	27.0%

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	934	824	602	680	584	420	418
Average Age	55.1	54.8	50.1	51.3	51.2	53.5	52.7
Average Days in Iowa	2.3	2.3	2.5	2.4	2.7	2.6	2.8
Average Number of Trips in Iowa	1.9	1.9	2.1	2.1	2.0	2.1	2.2
Extended the Stay of the Traveler	32.8%	33.0%	29.0%	32.8%	29.0%	31.0%	29.5%
Travel Party Type							
Average Party Size	2.3	2.3	2.7	2.4	2.5	2.4	2.5
Adult Families no Children < 18	48.7%	49.8%	37.7%	43.8%	44.7%	41.4%	42.3%
Families with Children Under 18	23.0%	23.7%	42.7%	29.6%	29.5%	27.4%	32.5%
Individuals / Friends	23.2%	22.2%	16.4%	21.6%	21.9%	25.5%	20.8%
Business Individual(s)	2.6%	1.9%	1.7%	2.6%	2.6%	1.4%	1.7%
Group Traveling By Motor Coach	0.5%	0.7%	0.2%	0.4%	0.2%	0.5%	0.2%
Average Daily Spending Per Travel Party							
Lodging	\$ 103.09	\$ 102.06	\$ 109.30	\$ 98.76	\$ 104.09	\$ 101.17	\$ 100.58
Entertainment	\$ 47.64	\$ 46.90	\$ 59.70	\$ 54.32	\$ 57.39	\$ 52.37	\$ 59.35
Transportation	\$ 47.57	\$ 49.89	\$ 48.41	\$ 51.64	\$ 46.87	\$ 47.19	\$ 46.59
Food	\$ 58.12	\$ 58.58	\$ 63.19	\$ 58.43	\$ 63.54	\$ 60.33	\$ 64.07
Shopping	\$ 47.14	\$ 45.94	\$ 56.99	\$ 53.96	\$ 55.67	\$ 52.57	\$ 66.58
Total Spending	\$ 190.38	\$ 191.69	\$ 202.34	\$ 199.22	\$ 200.57	\$ 197.04	\$ 205.85
Trip Purpose							
Vacation/Leisure	54.0%	56.3%	52.7%	58.3%	53.8%	54.1%	52.6%
Visiting Friends & Family	30.9%	30.7%	35.9%	29.3%	32.2%	29.8%	34.4%
Business/Convention	5.6%	4.7%	4.2%	5.1%	5.1%	5.1%	4.2%
Other	9.5%	8.4%	7.1%	7.4%	8.9%	11.0%	8.8%
Primary Lodging							
Hotel/Motel	48.3%	48.6%	45.4%	42.5%	44.2%	41.4%	42.5%
Home of Friends & Family	17.7%	17.2%	25.1%	16.9%	21.5%	23.4%	23.9%
No overnight in Iowa	12.4%	11.7%	8.9%	10.0%	10.5%	10.2%	10.4%
Camping/RV	11.4%	13.4%	9.6%	19.4%	11.0%	11.7%	8.5%
Airbnb/VRBO/etc.	3.5%	2.9%	2.7%	3.3%	3.2%	3.0%	2.5%
Resort/Cabin	2.9%	2.9%	5.0%	4.4%	5.5%	5.5%	8.0%
Bed & Breakfast	1.9%	1.6%	1.4%	0.6%	1.4%	2.0%	2.0%
Personal Vehicle/Parking Lot	2.0%	1.8%	1.9%	2.9%	2.7%	2.7%	2.2%
Outdoor Scenic: Birding, gardens, byways, river cruises, etc.							
Outdoor Active: Camping, bicycling, hunting, fishing water sports, etc.							