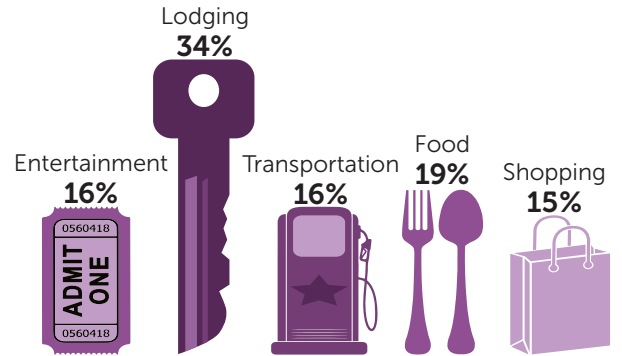
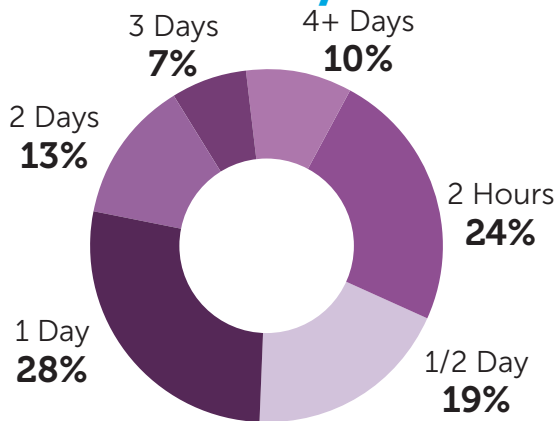


**Official Iowa Welcome Centers**

**\$181.25 Average Daily Spending Per Travel Party**



**Extended the Stay of the Traveler**



**55.4**  
**AVERAGE**  
**AGE OF**  
**TRAVELERS**

Iowa Welcome Center travel counselors influenced 31% of travelers to extend their stay in Iowa.

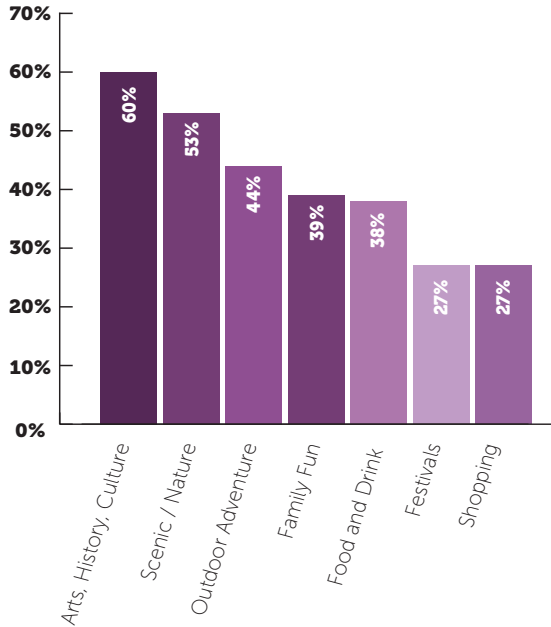
**AVERAGE NUMBER OF TRIPS TO IOWA IN 2021**



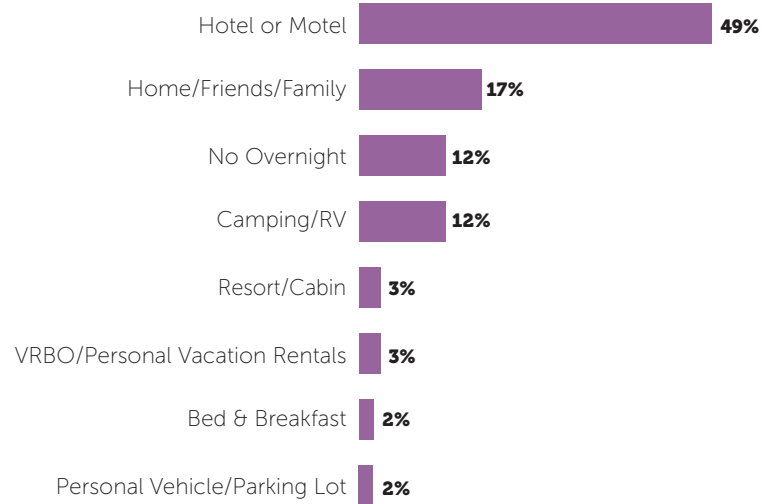
**2.3**  
**AVERAGE PARTY SIZE**



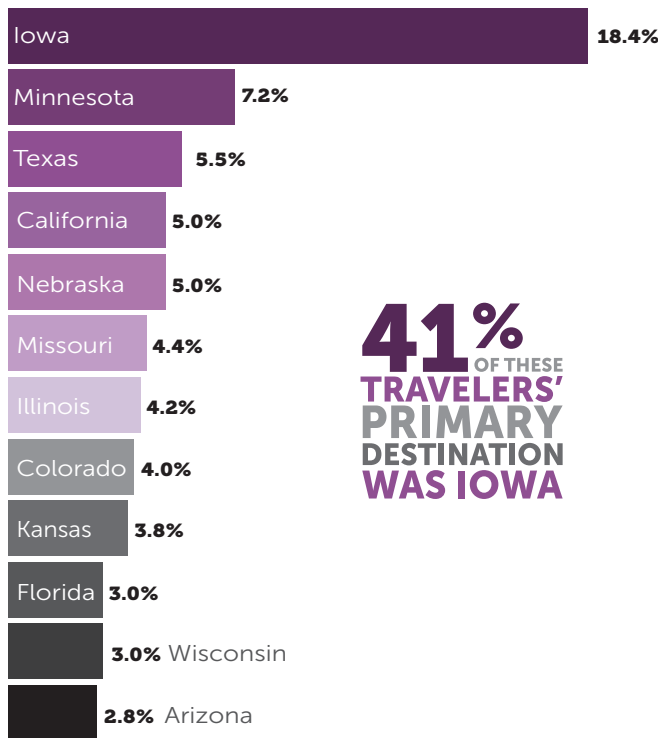
### Main Areas of Interest



### Lodging



### Travelers' Places of Residence

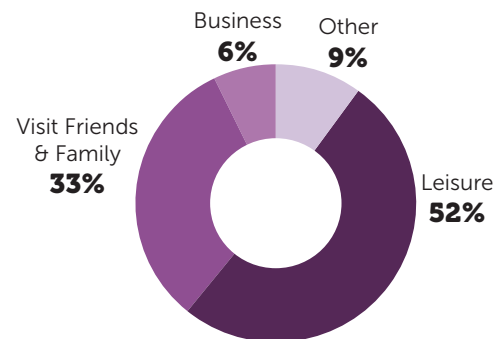


**41%** OF THESE TRAVELERS' PRIMARY DESTINATION WAS IOWA

### 2.5 AVERAGE NUMBER OF DAYS IN IOWA



### Trip Purpose



The 2021 Iowa Welcome Center Survey Report is administered to determine the trip characteristics of visitors stopping at the centers. Travelers were asked to complete a survey through a random sample process. A total of 8 centers administered 1,546 surveys. The results were tabulated and reported by the Iowa Economic Development Authority's Tourism Office.

The full report is available at [traveliowa.com/industry](http://traveliowa.com/industry).