[INSERT LOCAL CONTACT]

**Travel-generated expenditures in Iowa top $7 billion in Iowa for first time**

[MONTH, DAY, 2024] (CITY, Iowa) – The Iowa Tourism Office released new data showing tourism-related expenditures in the state reached $7.3 billion in 2023, a 5.1% increase over 2022. Travel-generated expenditures in [INSERT COUNTY] totaled [INSERT $], an increase of [INSERT %] over 2022.

Additional data from the Tourism Economics study shows travel-generated state and local tax receipts at $1.1 billion. Tourism in Iowa also supported 70,954 jobs. The tourism industry employs [INSERT NUMBER] people in [INSERT COUNTY].

[INSERT QUOTE FROM LOCAL TOURISM REPRESENTATIVE]

“We’re thrilled by the continued growth in Iowa’s tourism industry,” said Amy Zeigler, manager of the Iowa Tourism Office. “We look forward to continuing the momentum and seeing more travelers experience all that Iowa offers.”

The [entire report](https://industrypartners.traveliowa.com/economic-impact-report/) 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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