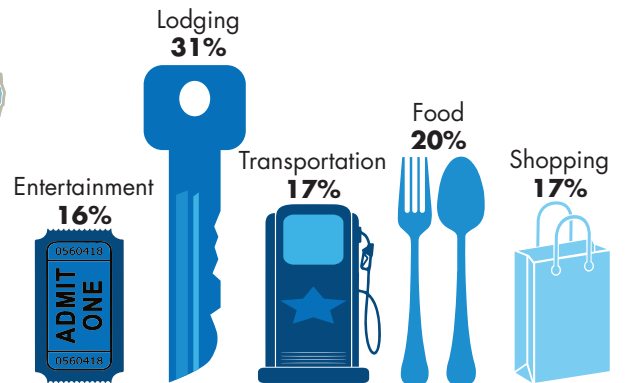
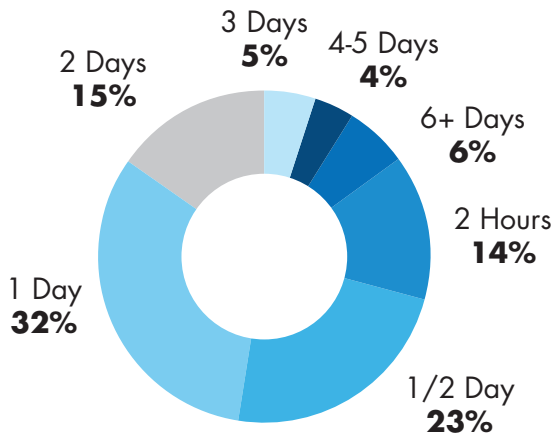


Official Iowa Welcome Centers

\$361 Average Daily Spending Per Travel Party



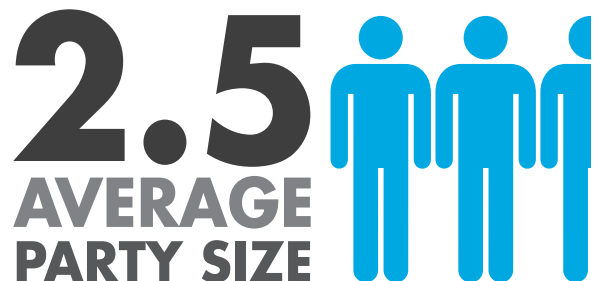
Extended the Stay of the Traveler



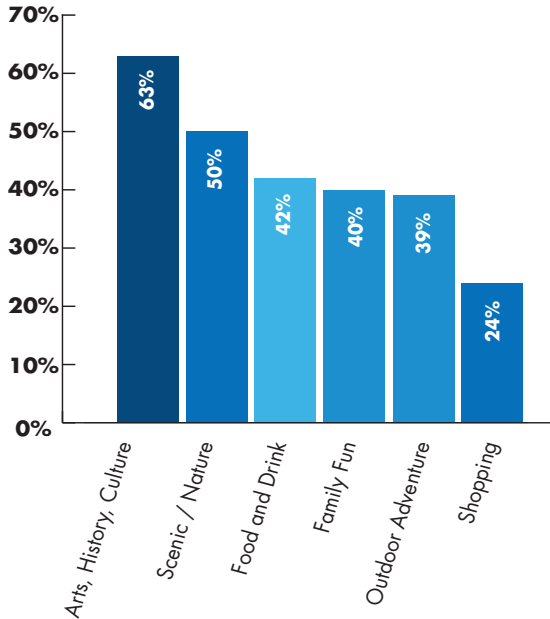
56.2
AVERAGE
AGE OF
TRAVELERS

Iowa Welcome Center travel counselors influenced 33% of travelers to extend their stay in Iowa.

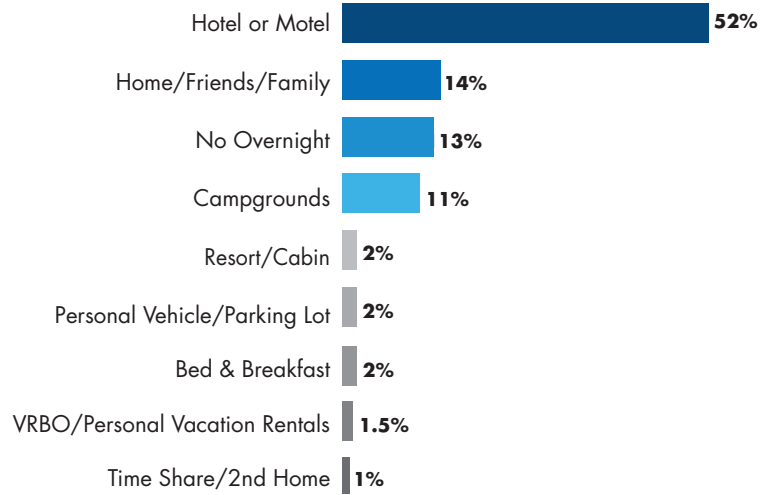
AVERAGE NUMBER OF TRIPS TO IOWA IN 2016



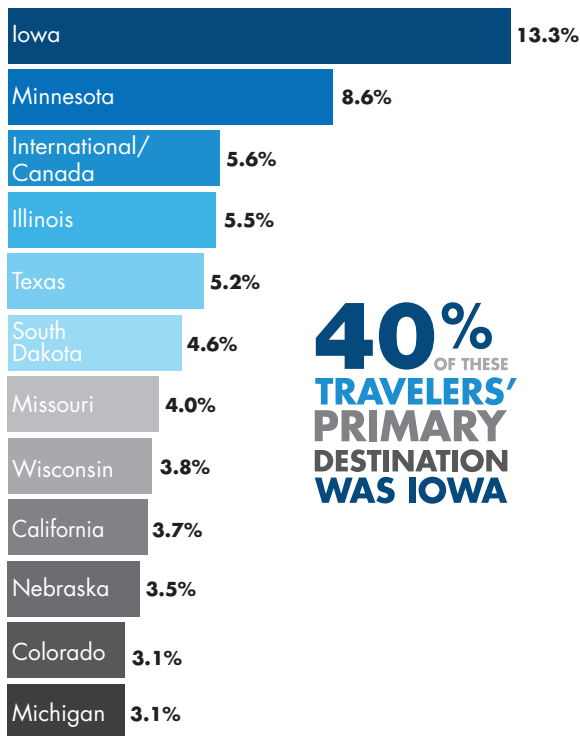
Main Areas of Interest



Lodging



Travelers' Places of Residence

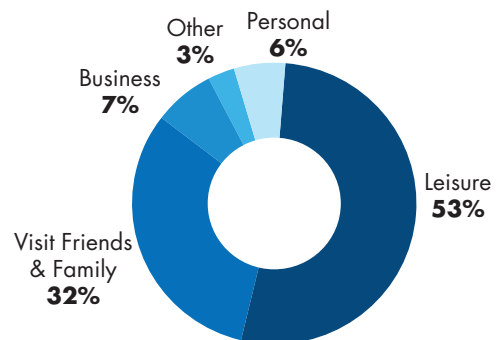


40%
 OF THESE
TRAVELERS'
PRIMARY
DESTINATION
WAS IOWA

3.2 AVERAGE NUMBER OF DAYS IN IOWA



Trip Purpose



The 2017 Iowa Welcome Center Survey Report is administered to determine the trip characteristics of the visitors stopping at the centers. Travelers were asked to complete a survey through a random sample process. A total of 11 centers administered 2,793 surveys. The results were tabulated and reported by the Iowa Economic Development Authority's Tourism Office.

The full report is available at www.traveliowa.com/industry or by contacting LuAnn Reinders, Research and Insights Manager at luann.reinders@iowaeda.com.