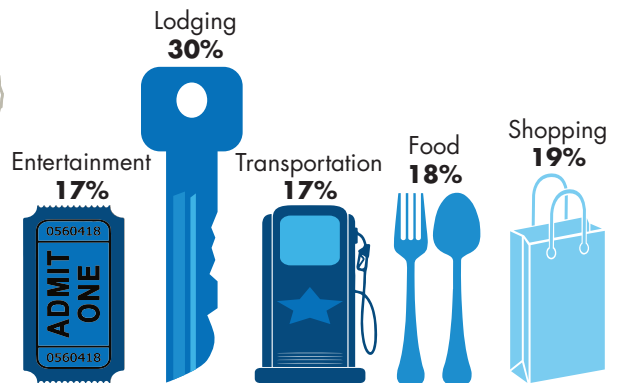
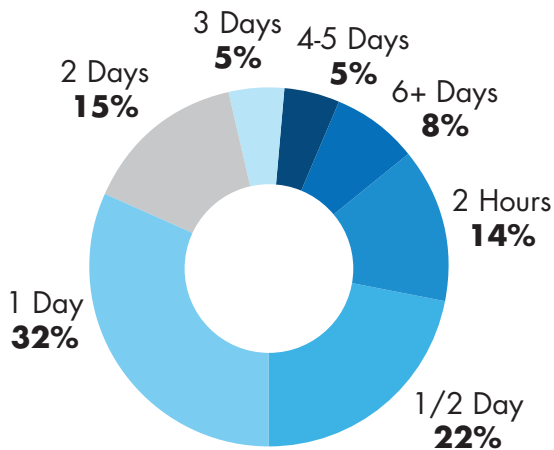


Official Iowa Welcome Centers

\$433 Average Daily Spending Per Travel Party



Extended the Stay of the Traveler

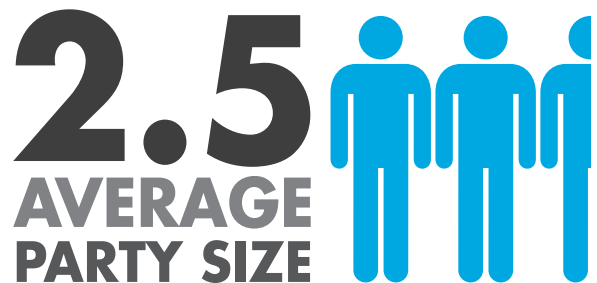


Iowa Welcome Center travel counselors influenced 37% of travelers to extend their stay in Iowa.

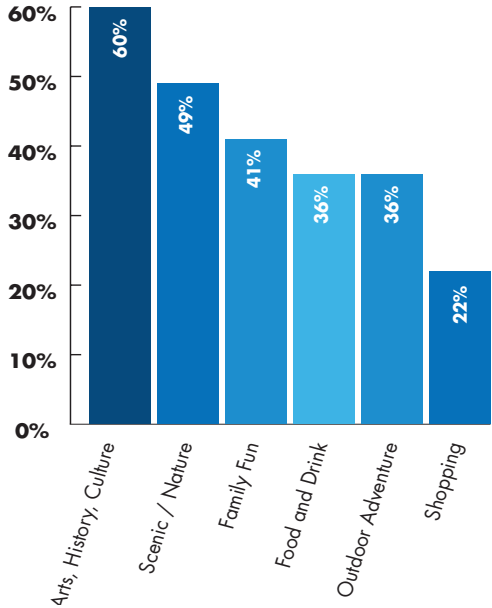


56.5
AVERAGE
AGE OF
TRAVELERS

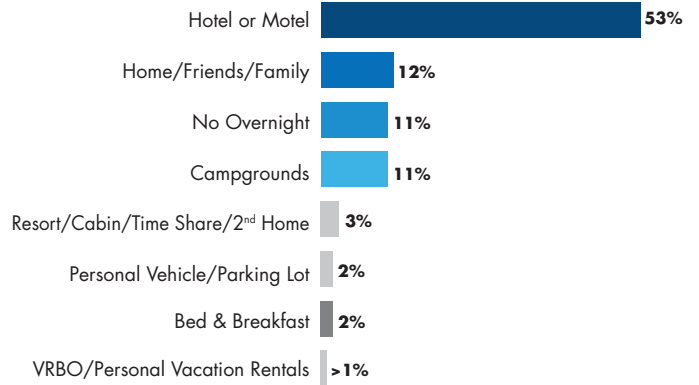
AVERAGE NUMBER OF TRIPS TO IOWA IN 2016



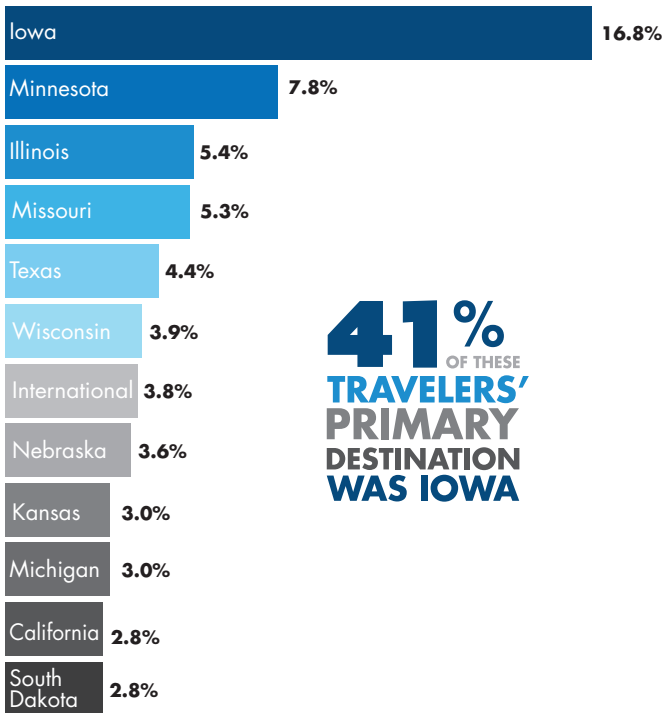
Main Areas of Interest



Lodging



Travelers' Places of Residence

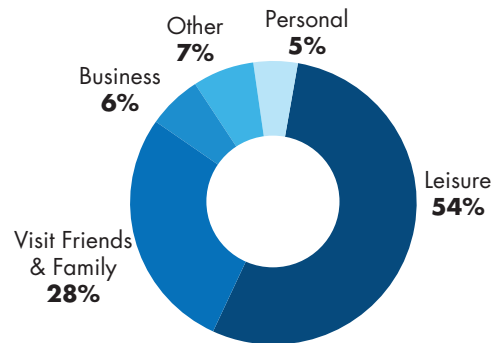


41%
 OF THESE
TRAVELERS'
PRIMARY
DESTINATION
WAS IOWA

3.9 AVERAGE NUMBER OF DAYS IN IOWA



Trip Purpose



The 2016 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 2,790 surveys. The results were tabulated and reported by the Iowa Economic Development Authority, Tourism Office.

The full report is available at www.traveliowa.com/industry or by contacting LuAnn Reinders, Research and Welcome Center Manager at research@iowaeda.com.