

Iowa Tourism Monthly Metrics
Iowa Economic Development Authority, Tourism Office

As of February 4, 2015

Travel Guide Requests Source: Iowa Economic Development Authority, Tourism Office

2014	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	TOTAL
Bulk Orders - 2014	562	2,272	5,366	4,658	6,735	7,269	7,715	7,036	4,840	3,416	2,045	2,775	54,689
Bulk Orders - 2013	1,240	1,375	140	265	-	50	-		-		-	-	3,070
800 Calls	92	103	149	139	110	136	116	69	67	48	26	31	1,086
AAA Living	1								134	254	90	63	542
BH&G			2	333	623	292	50	53	44	1			1,398
Co-Op Leads Form					171	16	3			-			190
Facebook	230	204	25	10		1	72	3	9	22	15	4	595
Family Fun							413	22	11	1			447
IA Newspaper Grp					170	15							185
ITO Rqst Form	138	174	280	224	217	194	155	101	126	103	88	99	1,899
Ladies H Journal				5			3						8
Midwest Living	276	518	693	585	529	725	518	195	444	146	259	144	5,032
Other Leads							2	3	134	1	2		142
USA Weekend						222							222
Web TG Rqst Form	367	1,108	2,184	2,122	2,059	2,034	1,849	1,297	1,050	840	623	518	16,051
2014 Total	2,906	5,754	8,839	8,341	10,614	10,954	10,896	8,779	6,859	4,832	3,148	3,634	85,556
% Change 14vs13	-50.7%	61.8%	121.5%	-63.7%	-39.2%	-5.6%	-31.4%	13.3%	-2.4%	-41.7%	-89.5%	220.7%	-36.9%
2013 Total	5,894	3,556	3,990	22,959	17,459	11,605	15,892	7,748	7,027	8,284	30,086	1,133	135,633
2012 Total	15,016	7,754	11,998	13,361	17,712	13,412	10,848	9,750	6,743	6,004	3,419	2,683	118,700
2011 Total	4,948	5,451	7,437	9,631	12,876	9,887	6,815	7,718	4,851	6,838	3,941	11,301	91,694
DOT Bike Maps	75	251	37	250	2,411	1,204	1,325	75	1	250	-		5,879
Scenic Byways	500	866	200	500	50	1,920	980	1,820	560	-	875	250	8,521
Iowa Maps 2014					37,245	8,032	7,734	6,949	4,447	3,285	2,005	2,910	72,607
Iowa Maps 2013	13	25	72	22	1,550	150	-	-	103	80	-	50	2,065
W&B Bulk	300	600	1,575	805	2,040	1,650	1,053	1,410	1,230	1,100	450	160	12,373
W&B Request Form	1	7	41	52	57	58	49	40	29	41	17	14	406

SimpleView

Bulk Orders: Inventory/Order Transactions [EXPORT]

Consumer Summary Report/Inquiry Tag

2014 Traveliowa.com Acquisition

Source: Google Analytics

2014	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	YTD	
Sessions	49,882	60,275	86,682	96,719	108,541	113,555	90,177	82,902	82,671	75,160	52,298	45,841	944,702	
Users	40,156	49,253	68,345	76,532	86,302	88,652	70,777	63,426	61,348	56,858	40,310	34,979	696,393	
Page Views	191,251	227,176	309,287	324,648	368,173	387,812	352,514	317,454	298,801	260,168	153,931	147,798	3,340,123	
Pages/Session	3.86	3.77	3.57	3.36	3.39	3.42	3.91	3.83	3.61	3.46	2.94	3.22	3.54	
Avg Visit Duration	2:56	2:44	2:28	2:18	2:22	2:27	3:08	2:56	2:29	2:25	2:03	2:13	2:33	
Bounce Rate	50.0%	50.8%	54.4%	56.7%	56.4%	56.9%	50.3%	50.9%	53.9%	52.9%	60.1%	56.4%	54.2%	
New Visitors	76.6%	77.2%	74.9%	74.8%	75.0%	73.0%	72.2%	70.3%	67.8%	68.8%	70.6%	71.1%	72.8%	
Desktop	35,580	42,110	60,638	66,873	72,848	74,613	50,363	48,847	49,618	44,835	29,924	28,126	604,375	63.98%
Mobile	8,201	11,270	16,260	18,902	23,230	26,215	28,432	23,795	23,058	21,244	16,379	12,899	229,885	24.33%
Tablet	6,101	6,895	9,784	10,944	12,462	12,727	11,382	10,250	9,995	9,081	5,995	4,816	110,442	11.69%

*Adjustments for Mobile Coding ** Metrics for the entire year, not just monthly added together.

Traveliowa.com % Change

Source: Google Analytics

% Change 14 vs 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	TOTAL**
Sessions	242.6%	140.9%	186.6%	160.5%	74.6%	67.2%	33.2%	56.5%	88.9%	89.1%	98.9%	80.3%	91.6%	
Users	271.3%	163.7%	215.7%	170.7%	73.1%	68.6%	39.5%	62.9%	90.2%	91.7%	83.4%	82.3%	97.3%	
Page Views	43.9%	2.3%	16.8%	9.6%	-16.5%	30.6%	22.0%	31.8%	59.1%	55.9%	64.0%	58.3%	22.5%	
Pages/Session	na	na	na	na	na	na	na	na	na	na	na	na	na	
Avg Visit Duration	-16.8%	-27.2%	-43.8%	-36.7%	-22.4%	-26.5%	-21.0%	-32.8%	-35.2%	-32.6%	-34.6%	-29.6%	-30.1%	
Bounce Rate	na	na	na	na	na	na	na	na	na	na	na	na	na	
New Visitors	7.2%	10.3%	11.3%	3.5%	-2.5%	-1.5%	2.4%	3.1%	0.1%	0.3%	2.3%	1.3%	2.5%	
Desktop	187.3%	94.4%	141.5%	110.0%	42.0%	38.8%	0.0%	25.1%	52.1%	50.4%	57.8%	52.9%	57.3%	
Mobile	629.6%	526.5%	590.4%	501.0%	271.0%	250.7%	186.3%	187.2%	247.0%	267.5%	247.4%	202.2%	292.6%	
Tablet	481.0%	342.3%	412.3%	410.0%	170.7%	89.6%	54.0%	81.6%	122.9%	118.9%	129.2%	73.9%	120.2%	

*Adjustments for Mobile Coding ** Metrics for the entire year, not just monthly added together.

2013 Traveliowa.com Acquisition

Source: Google Analytics

2013	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	YTD
Sessions	14,560	25,019	30,246	37,135	62,157	67,927	67,689	52,985	43,755	39,736	26,297	25,429	492,935
Users	10,814	18,681	21,646	28,270	49,844	52,590	50,732	38,932	32,256	29,658	21,974	19,185	352,954
Page Views	133,670	221,985	264,914	296,228	440,748	296,955	288,836	240,788	187,818	166,933	93,856	93,371	2,726,102
Pages/Session	na	na	na	na	na	na	na	na	na	na	na	na	na
Avg Visit Duration	3:32	3:45	4:23	3:38	3:03	3:20	3:58	4:22	3:50	3:35	3:08	3:09	3:39
Bounce Rate	na	na	na	na	na	na	na	na	na	na	na	na	na
New Visitors	71.4%	69.9%	67.3%	72.3%	76.9%	74.1%	70.5%	68.2%	67.7%	68.6%	69.0%	70.2%	71.0%
Desktop	12,386	21,661	25,110	31,844	51,292	53,737	50,366	39,054	32,627	29,807	18,966	18,391	384,222
Mobile	1,124	1,799	2,355	3,145	6,261	7,476	9,931	8,286	6,644	5,780	4,715	4,269	58,559
Tablet	1,050	1,559	1,910	2,146	4,604	6,714	7,392	5,645	4,484	4,149	2,616	2,769	50,154

77.9%

11.9%

10.2%

*Adjustments for Mobile Coding ** Metrics for the entire year, not just monthly added together.

Online/Digital Travel Guide Unique Visitors

Source: Walsworth Digital Editions

Monthly Unique Issue Vis	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
2011	603	617	775	1,129	2,718	3,391	911	676	569	520	305	323	12,537
2012	948	1,018	1,536	1,506	11,126	7,922	1,738	1,308	1,083	856	518	406	29,965
2013	1,143	1,195	1,730	1,305	1,542	2,263	2,733	1,492	1,057	922	654	623	16,659
2014	1,303	1,717	2,061	1,753	1,848	1,887	1,943	1,753	1,517	1,423	527	529	18,261
Mthly % Chg	14.0%	43.7%	19.1%	34.3%	19.8%	-16.6%	-28.9%	17.5%	43.5%	54.3%	-19.4%	-15.1%	9.6%
YTD % Chg													9.6%

Twitter Followers

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
2010	4,250	4,410	4,620	4,810	4,990	5,170	5,360	5,630	5,787	5,976	6,135	6,180	
2011	6,360	6,490	6,615	6,760	6,887	7,010	7,180	7,300	7,470	7,520	7,813	7,980	
2012	8,176	8,380	8,629	8,660	9,036	9,254	9,260	9,611	9,742	10,001	10,157	10,360	
2013	10,682	10,987	11,234	11,560	11,799	11,997	12,201	12,435	12,532	12,835	12,967	13,075	
2014	13,263	13,458	13,740	13,942	14,262	14,497	14,735	15,014	15,082	15,420	15,682	16,246	
% Chg	24.2%	22.5%	22.3%	20.6%	20.9%	20.8%	20.8%	20.7%	20.3%	20.1%	20.9%	24.3%	YTD
Tweets	55	62	75	201*	351*	83	65	69	70	112	86	525	1,202
Faves	41	69	74	188	280	142	120	93	131	293	144	311	1,886
Retweets	78	88	87	158	228	142	106	83	122	237	125	525	1,979
Replies	14	14	24	45	90	33	16	18	21	50	18	102	445
Impressions	34,097	56,816	61,338	141,329	184,761	102,509	71,435	62,126	66,690	122,914	76,789	145,482	1,126,286

Engagement	621	746	885	2,173	6,264	2,528	1,833	1,432	1,759	3,146	1,870	4,923	28,180
------------	-----	-----	-----	-------	-------	-------	-------	-------	-------	-------	-------	-------	--------

*includes auto replies to #EPICOWAROADTRIP

Facebook Likes Source: Iowa Economic Development Authority, Tourism Office, Facebook Analytics, Sprout Social (April)

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	
2010	737	822	944	1,031	1,100	1,127	1,141	1,163	1,216	1,273	1,316	1,329	
2011	1,364	1,428	1,517	1,722	1,810	1,930	2,059	2,175	4,565	4,789	4,937	5,000	
2012	5,096	5,256	5,351	5,366	6,022	6,309	6,401	6,509	6,570	6,709	6,816	7,432	
2013	9,974	10,123	10,234	10,591	16,429	16,878	17,043	17,295	21,211	22,992	23,147	23,300	
2014	24,816	29,002	29,256	33,197	33,582	34,057	37,231	37,252	46,149	48,047	54,027	60,505	YTD
Posts:	25	42	43	45	36	30	26	26	28	27	27	30	385
Post Likes:	3,234	3,058	6,255	4,572	5,568	3,159	1,730	2,761	5,804	9,345	15,898	17,787	79,171
Post Comments:	781	421	1,711	583	623	403	256	379	437	1,755	894	1,070	9,313
Post Shares:	779	770	1,312	917	1,390	750	380	689	927	1,620	1,839	3,686	15,059
Total Reach	109,936	113,158	149,745	126,467	140,142	116,195	82,473	100,602	149,234	205,695	360,106	413,656	2,067,409
Total Impressions	213,683	213,010	294,981	255,398	267,725	217,514	150,104	199,344	291,707	396,712	645,174	776,340	3,921,692
Engagement:	10,716	9,548	16,509	11,614	12,971	10,576	7,557	8,824	150,092	22,078	31,083	31,442	323,010

Welcome Center Travel Parties Source: Iowa Economic Development Authority, Tourism Office Page 3

Same Centers	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2011	5,594	5,969	10,290	12,042	16,951	20,681	22,082	20,495	17,434	14,871	8,888	7,711	163,008
2012	6,505	6,718	11,103	12,309	18,798	22,757	23,839	21,735	16,954	13,460	9,558	7,968	171,704
2013	6,859	7,629	10,226	11,030	16,241	19,537	22,998	20,679	17,934	14,303	8,636	7,066	163,138
2014	4,874	4,661	8,884	10,074	14,864	18,967	21,693	18,627	14,076	12,824	7,119	6,542	143,205
Mthly % Chg	-28.9%	-38.9%	-13.1%	-8.7%	-8.5%	-2.9%	-5.7%	-9.9%	-21.5%	-10.3%	-17.6%	-7.4%	-12.2%

Rest Area Visitors

Source: Iowa Department of Transportation

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2011	750,295	648,858	1,010,217	1,092,515	1,451,511	1,553,547	1,828,886	1,803,775	1,332,268	1,374,855	1,145,663	970,920	14,963,310
2012	735,604	744,687	1,086,318	1,157,635	1,472,427	1,650,338	1,930,341	1,812,714	1,374,282	1,250,858	1,046,889	882,315	15,144,408
2013	699,389	651,925	963,381	1,025,122	1,412,844	1,652,587	2,019,309	1,827,283	1,393,773	1,228,117	1,005,714	883,322	14,762,766
2014	662,523	610,030	1,012,685	1,070,990	1,436,144	1,659,646	1,856,866	1,701,345	1,297,676	1,218,555	990,795	917,435	14,434,690
Mthly % Chg	-5.3%	-6.4%	5.1%	4.5%	1.6%	0.4%	-8.0%	-6.9%	-6.9%	-0.8%	-1.5%	3.9%	-2.2%
YTD % Chg													

Note: Ankeny NB Closed May 2012 and SB Closed September 2012

Des Moines Airport Enplanements

Source: Des Moines International Airport

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2012	74,987	76,931	87,883	77,904	91,545	95,796	91,551	90,316	82,469	94,674	89,182	85,246	1,038,484
2013	85,122	83,122	91,225	85,743	96,274	101,613	95,391	94,258	88,687	97,618	90,137	92,334	1,101,524
2014	86,413	84,936	95,149	91,147	105,781	107,491	104,292	102,184	94,263	101,710	91,226	92,649	1,157,235
Mthly % Chg	1.5%	2.2%	4.3%	6.3%	9.9%	5.8%	9.3%	8.4%	6.3%	4.2%	1.2%	0.3%	5.1%

<http://www.dsmairport.com/about-the-airport/statistics.aspx>

Eastern Iowa Airport Enplaned Passengers

Source: Eastern Iowa Airport

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2012	33,524	37,847	46,446	37,888	41,933	44,326	44,909	40,190	39,328	43,733	42,109	40,060	492,293
2013	38,406	40,466	48,948	42,315	46,367	46,099	44,530	41,779	40,882	44,271	42,183	46,651	522,897
2014	41,494	42,008	54,053	44,877	49,697	51,319	51,980	47,211	43,497	49,042	45,104	48,924	569,206
Mthly % Chg	8.0%	3.8%	10.4%	6.1%	7.2%	11.3%	16.7%	13.0%	6.4%	10.8%	6.9%	4.9%	8.9%
YTD % Chg													

<http://www.eiairport.org/files/downloads/CYTDSTATS.pdf>

Leisure and Hospitality Employment

(Not Seasonally Adjusted, NAICS 71 & 72)

Source: Iowa Workforce Development

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2011	122,100	122,200	124,900	131,100	135,600	138,600	140,400	139,600	132,300	129,700	126,400	124,000
2012	121,300	123,100	125,400	130,200	136,200	140,100	140,600	139,000	132,000	130,900	125,200	125,100
2013	125,600	127,700	128,900	135,100	140,100	143,900	146,200	144,200	137,800	135,600	131,900	129,000
2014	128,600	129,800	133,400	138,500	144,600	150,000	148,500	148,200	140,500	136,200	133,500	131,500
Mthly % Chg	3.5%	3.7%	2.8%	3.8%	2.9%	2.7%	4.0%	3.7%	4.4%	3.6%	5.4%	3.1%

H:\Tourism\Tourism Metrics\2014 Tourism Monthly Metrics.xlsx