

Iowa Tourism Monthly Metrics
Iowa Economic Development Authority, Tourism Office

As of July 3, 2014

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					
Bulk Orders - 2013	1,240	1,375	140	265	-	50	-						
800 Calls	92	103	149	139	110	136	116	69					
Facebook	230	204	25	10		1	72	3					
ITO Rqst Form	138	174	280	224	217	194	155	101					
Web TG Rqst Form	367	1,108	2,184	2,122	2,059	2,034	1,849	1,297					
AAA Living	1												
BH&G			2	333	623	292	50	53					
Co-Op Leads Form					171	16	3						
DM Register													
IA Newspaper Grp					170	15							
Family Fun							412	22					
Ladies H Journal				5			3						
Midwest Living	276	518	693	585	529	725	518	195					
The Iowan													
USA Weekend						222							
Other Leads							2	3					
2014 Total	2,906	5,754	8,839	8,341	10,614	10,954	10,895	8,779					
% Change 14vs13	-50.7%	61.8%	121.5%	-63.7%	-39.2%	-5.6%	-31.4%	13.3%					
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					
Scenic Byways	500	866	200	500	50	1,920	980	1,820					
Iowa Maps 2014					37,245	8,032	7,734	6,949					
Iowa Maps 2013	13	25	72	22	1,550	150	-	-					
W&B Bulk	300	600	1,575	805	2,040	1,650	1,053	1,410					
W&B Request Form	1	7	41	52	57	58	49	40					

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					688,732
Users	40,156	49,253	68,345	76,532	86,302	88,652	70,777	63,426					518,019
Page Views	191,251	227,176	309,287	324,648	368,173	387,812	352,514	317,454					2,479,425
Pages/Session	3.86	3.77	3.57	3.36	3.39	3.42	3.91	3.83					3.60
Avg Visit Duration	2:56	2:44	2:28	2:18	2:22	2:27	3:08	2:56					2:37
Bounce Rate	50.0%	50.8%	54.4%	56.7%	56.4%	56.9%	50.3%	50.9%					53.8%
New Visitors	76.6%	77.2%	74.9%	74.8%	75.0%	73.0%	72.2%	70.3%					74.0%
Desktop	35,580	42,110	60,638	66,873	72,848	74,613	50,363	48,847					451,872
Mobile	8,201	11,270	16,260	18,902	23,230	26,215	28,432	23,795					156,305
Tablet	6,101	6,895	9,784	10,944	12,462	12,727	11,382	10,250					80,555

*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%						
Users	271.3%	163.7%	215.7%	170.7%	73.1%	68.6%	39.5%	62.9%						
Page Views	43.9%	2.3%	16.8%	9.6%	-16.5%	30.6%	22.0%	31.8%						
Pages/Session	na	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%						
Bounce Rate	na	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%						
Desktop	187.3%	94.4%	141.5%	110.0%	42.0%	38.8%	0.0%	25.1%						
Mobile	629.6%	526.5%	590.4%	501.0%	271.0%	250.7%	186.3%	187.2%						
Tablet	481.0%	342.3%	412.3%	410.0%	170.7%	89.6%	54.0%	81.6%						

*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

*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					
Mthly % Chg	14.0%	43.7%	19.1%	34.3%	19.8%	-16.6%	-28.9%	17.5%					
YTD % Chg								6.4%					

Twitter Followers

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
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				
% Chg	24.2%	22.5%	22.3%	20.6%	20.9%	20.8%	20.8%	20.7%				
Tweets	55	62	75	201*	351*	83	65	69				
Faves	41	69	74	188	280	142	120	93				
Retweets	78	88	87	158	228	142	106	83				
Replies	14	14	24	45	90	33	16	18				

*includes auto replies to #EPICIOROADTRIP

Facebook Likes

Source: Iowa Economic Development Authority, Tourism Office, 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					TOTAL
Posts:	25	42	43	45	36	30	26	26					
Likes:	3,234	3,058	6,255	4,572	5,568	3,159	1,730	2,761					
Comments:	781	421	1,711	583	623	403	256	379					
Shares:	779	770	1,312	917	1,390	750	380	689					

Welcome Center Travel Parties

Source: Iowa Economic Development Authority, Tourism Office

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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	17,315	19,537	22,153	20,035	17,340	13,929	8,496	6,961	161,510
2014	4,874	4,661	8,884	10,074	14,864	18,967	21,693	18,627					
Mthly % Chg	-28.9%	-38.9%	-13.1%	-8.7%	-14.2%	-2.9%	-5.7%	-9.9%					
YTD % Chg	-28.9%	-34.2%	-25.5%	-20.3%	-18.3%	-12.9%	-11.10%	-10.9%					

Attractions Visitation

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
2011	88,755	73,149	145,485	175,469	248,816	277,511	279,044	235,957	187,671	197,053	98,937	112,574	2,120,421
2012	82,681	102,978	173,399	160,003	273,106	277,685	320,514	262,477	203,595	193,574	115,154	110,155	2,275,321
2013	83,980	103,286	150,828	162,237	265,236	281,278	340,375	259,905	188,535	185,541	115,457	96,140	5,070,901
2014	84,968	89,840	153,221	160,233	268,811	289,759							
Mthly % Chg	1.2%	-13.0%	1.6%	-1.2%	1.3%	3.0%							
YTD % Chg	1.2%	-6.7%	-3.0%	-2.4%	-1.1%	0.0%							

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					
Mthly % Chg	-5.3%	-6.4%	5.1%	4.5%	1.6%	0.4%	-8.0%	-6.9%					
YTD % Chg								-2.4%					

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

Des Moines Airport Deplanements

Source: Des Moines International Airport

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2011	70,086	66,067	82,310	73,437	80,842	87,879	88,496	86,027	79,511	84,090	77,898	76,169	952,812
2012	74,683	75,804	91,157	80,526	89,086	96,172	92,627	95,824	80,785	94,205	89,262	81,547	1,041,678
2013	84,578	81,194	96,245	85,965	94,852	101,047	96,389	95,402	87,795	97,971	89,709	88,718	#REF!
2014	85,416	84,047	100,045	92,025	107,481	108,368							
Mthly % Chg	1.0%	3.5%	3.9%	7.0%	13.3%	7.2%							
YTD % Chg						6.2%							

Hotel Occupancy: STR - Iowa's Top Ten County Hotel Markets

Source: 2013 STR, Inc.

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	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2012	42.7%	53.7%	55.6%	57.4%	62.5%	74.4%	68.3%	71.7%	64.3%	63.9%	52.9%	41.8%
2013	43.6%	53.1%	56.2%	60.1%	62.2%	73.3%	68.2%	71.1%	63.0%	63.8%	53.9%	43.2%
2014	44.5%	54.5%	56.3%	63.2%	65.5%	72.5%	73.0%					
% Chg	2.2%	2.7%	0.4%	5.7%	6.5%	-0.2%	7.9%					

Hotel Average Daily Rate (ADR): STR - Iowa's Top Ten County Hotel Markets

Source: 2013 STR, Inc.

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2012	\$ 78.50	\$ 80.45	\$ 78.32	\$ 79.87	\$ 81.42	\$ 87.43	\$ 81.46	\$ 85.39	\$ 83.72	\$ 82.97	\$ 81.45	\$ 77.20
2013	\$ 80.22	\$ 83.09	\$ 81.84	\$ 84.21	\$ 85.24	\$ 90.90	\$ 85.11	\$ 87.37	\$ 85.23	\$ 87.24	\$ 84.24	\$ 80.10
2014	\$ 81.93	\$ 86.38	\$ 84.20	\$ 85.22	\$ 88.89	\$ 92.75	\$ 89.92					
% Chg	2.1%	4.0%	2.7%	1.2%	4.1%	2.0%	6.0%					

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	148,400					
Mthly % Chg	3.5%	3.7%	2.8%	3.8%	2.9%	2.7%	4.0%					

Average Prices of Regular Unleaded Gasoline

Source: Iowa Department of Agriculture & Land Stewardship/AAA Fuel Gauge Report

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2011	\$ 3.07	\$ 3.14	\$ 3.51	\$ 3.77	\$ 3.94	\$ 3.65	\$ 3.65	\$ 3.59	\$ 3.48	\$ 3.39	\$ 3.43	\$ 3.16
2012	\$ 3.38	\$ 3.61	\$ 3.91	\$ 3.67	\$ 3.43	\$ 3.43	\$ 3.52	\$ 3.80	\$ 3.52	\$ 3.38	\$ 3.29	\$ 3.32
2013	\$ 3.34	\$ 3.75	\$ 3.58	\$ 3.42	\$ 3.54	\$ 3.48	\$ 3.67	\$ 3.51	\$ 3.55	\$ 3.17	\$ 3.21	\$ 3.26
2014	\$ 3.21	\$ 3.33	\$ 3.56	\$ 3.59	\$ 3.65	\$ 3.56	\$ 3.39	\$ 3.34				
Mthly % Chg	-1.2%	3.9%	-8.4%	-6.8%	3.2%	1.5%	4.3%	-7.6%				

Weather

Source: State of Iowa Climatologist

2014	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Average Temp	13.9	12.6	29.3	47.2	61.0							
Departure/Normal	-5.5	11.4"	6.6"	-1.7"	0							
Ttl Precip.	0.43"	1.54"	.83"	1.32"	3.16"							
Departure/Normal	-.49"	.49"	1.32"	1.32"	1.40"							
Ttl Snowfall	5.9"	14.6"	6.0"	1.8"	0							
Departure/Normal	1.8"	7.8"	1.3"	0.2"	0							

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