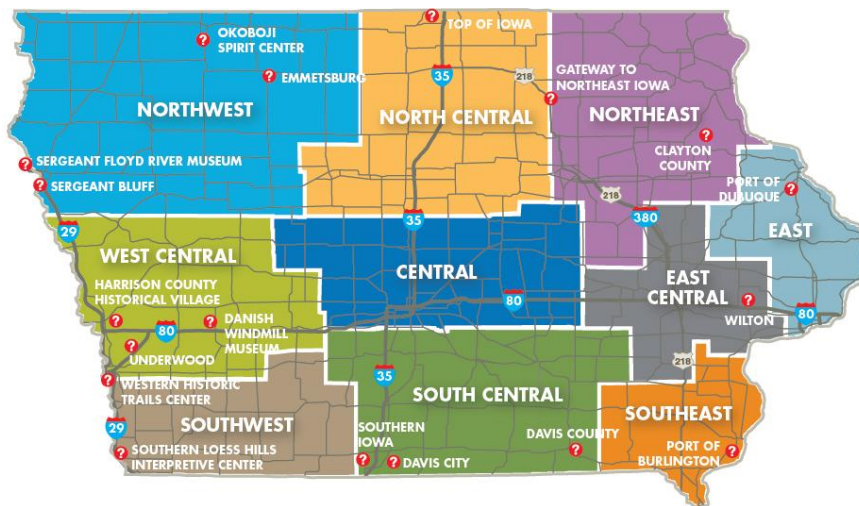


Iowa Welcome Center Survey Report 2014



Iowa Economic Development Authority

Tourism Office

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2014

Iowa Welcome Center

Key Findings

Travelers stop primarily at Iowa Welcome Centers for information (41%), a travel break (26%) and to use the restrooms (15%).

The average spending per day by travel parties was \$285.28.

Travelers spent an average of 3.4 days in Iowa and made an average of 3.3 trips to Iowa.

The travel counselors influenced 34% of the travelers to stay longer, 63% of those travelers stayed an additional day or longer.

Iowa Welcome Centers primarily served adult travel parties (63%) with the average age of 56. The vast majority were on vacation, taking a leisure trip or visiting family or friends (79%).

The majority (52%) stayed in hotels/motels, followed by homes of friends and family (18%).

The traveler's primary destination was Iowa (43%), followed by Minnesota (10%), Nebraska (6%) and Missouri (5%).

The welcome centers serve out-of-state travelers, from Minnesota (11%), Illinois (7%), Wisconsin (5%), Nebraska (5%) and Missouri (5%). Only 14% of the travelers were Iowa residents.

Over half of the travelers were interested in history (51%). Other popular interest areas noted were scenic byways (47%), outdoor recreation (37%), food & drink (31%), shopping (30%), festivals & events (30%), agriculture (17%) and sports (11%).

Ten Iowa Welcome Centers participated in this study: Danish Windmill (Elk Horn), Davis City, Port of Dubuque, Harrison County (Missouri Valley), Okoboji Spirit Center, Sergeant Bluff, Sergeant Floyd (Sioux City), Top of Iowa (Northwood), Underwood and Wilton.

Iowa Welcome Center Summary

2014 January - December

Welcome Center	Number of Travel Parties	Number of Surveys	Avg. Days in Iowa	Avg. # of Trips to Iowa	Extended Their Stay in Iowa	Avg. Party Size	Avg. Party Spending Per Day	Estimated Total Spending (Millions)
Danish Windmill	6,056	223	3.6	3.1	24.4%	2.6	\$241.11	\$ 5.3
Davis City	16,720	359	3.9	4.1	38.0%	2.5	\$333.02	\$ 21.5
Dubuque	8,290	211	3.7	2.5	35.5%	2.9	\$304.26	\$ 9.4
Harrison County	4,184	247	4.8	2.3	33.3%	2.4	\$268.82	\$ 5.4
Okoboji	11,749	201	6.4	5.9	22.0%	3.1	\$287.65	\$ 21.5
Sergeant Bluff	8,379	201	2.1	2.9	67.0%	2.7	\$421.28	\$ 7.6
Sergeant Floyd	7,776	204	3.4	2.8	20.7%	2.6	\$276.54	\$ 7.2
Top of Iowa	27,570	574	2.6	3.0	27.9%	2.4	\$221.55	\$ 16.0
Underwood	11,967	235	3.4	3.5	43.6%	2.3	\$312.44	\$ 12.8
Wilton	16,201	358	2.9	3.4	31.6%	2.3	\$280.92	\$ 13.2
Grand Total	118,892	2,813	3.4	3.3	33.6%	2.5	\$285.28	\$ 119.9

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Iowa Welcome Center Summary

2014 January - December

Welcome Center	Travelers with Iowa Residence	Travelers with Iowa Destination	Trip of Vacation or Leisure	Family with Children < 18	Family with Adults Only	Average Age	Hotel/Motel Lodging	Purpose of Stop was for Information
Danish Windmill	16.9%	47.2%	47.0%	28.2%	58.3%	52.5	54.8%	31.4%
Davis City	14.4%	47.2%	34.0%	21.9%	52.5%	57.8	41.9%	31.1%
Dubuque	11.5%	57.0%	52.2%	28.1%	55.8%	46.6	55.6%	54.4%
Harrison County	14.2%	38.8%	52.4%	22.5%	68.6%	59.7	50.0%	64.5%
Okoboji	52.6%	91.4%	64.6%	40.7%	53.6%	53.5	16.1%	28.4%
Sergeant Bluff	11.9%	36.3%	54.3%	12.6%	77.3%	60.8	56.6%	38.9%
Sergeant Floyd	8.3%	43.6%	51.5%	29.6%	61.6%	54.1	45.5%	58.5%
Top of Iowa	9.6%	35.5%	43.4%	17.2%	70.9%	58.5	64.1%	36.1%
Underwood	7.3%	19.6%	45.3%	17.2%	64.7%	58.9	56.2%	41.4%
Wilton	16.9%	37.5%	36.2%	22.2%	61.7%	55.0	52.6%	40.6%
Grand Total	13.9%	42.8%	46.0%	22.8%	63.2%	56.2	51.5%	41.2%

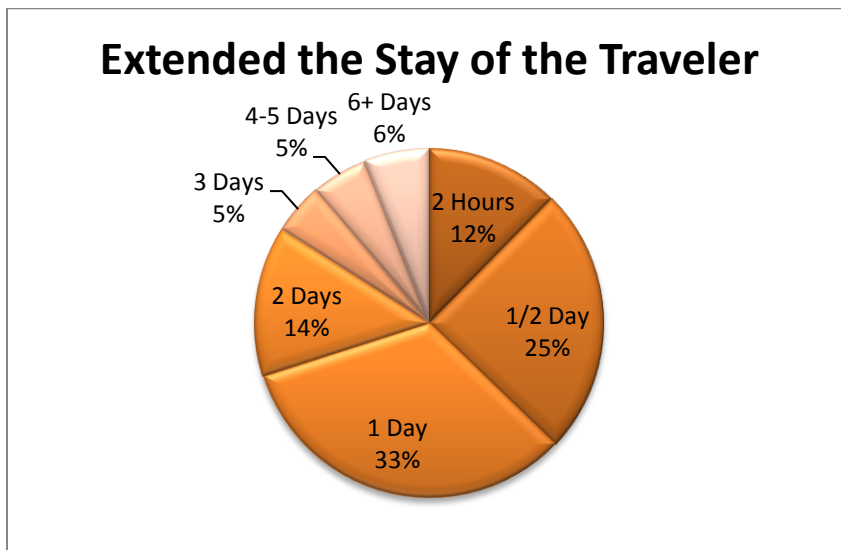
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Iowa Welcome Center						
Five-Year Trends						
	2009	2010	2011	2012	2013	2014
Interviews Conducted	4,903	4,768	3,993	3,784	3,342	2,813
Average Days in Iowa	4.3	3.9	4.1	3.3	3.5	3.4
Average Number of Trips to Iowa	2.8	3.1	3.2	2.9	3.4	3.3
Travelers that Extended Their Stay	32%	29%	35%	30%	36%	34%
Average Party Size	2.5	2.5	2.5	2.5	2.5	2.5
Average Spending Per Day	\$ 219.60	\$ 227.38	\$ 248.62	\$ 263.20	\$ 285.47	\$ 285.28
Travelers with Iowa Residence	13%	13%	13%	13%	13%	14%
Travelers with Iowa Destination	43%	40%	40%	41%	41%	43%
Travelers on Vacation	48%	51%	48%	48%	52%	46%
Average Age	56.2	56.6	55.7	56.8	56.1	56.2
Hotel/Motel Lodging	53%	54%	55%	55%	55%	52%

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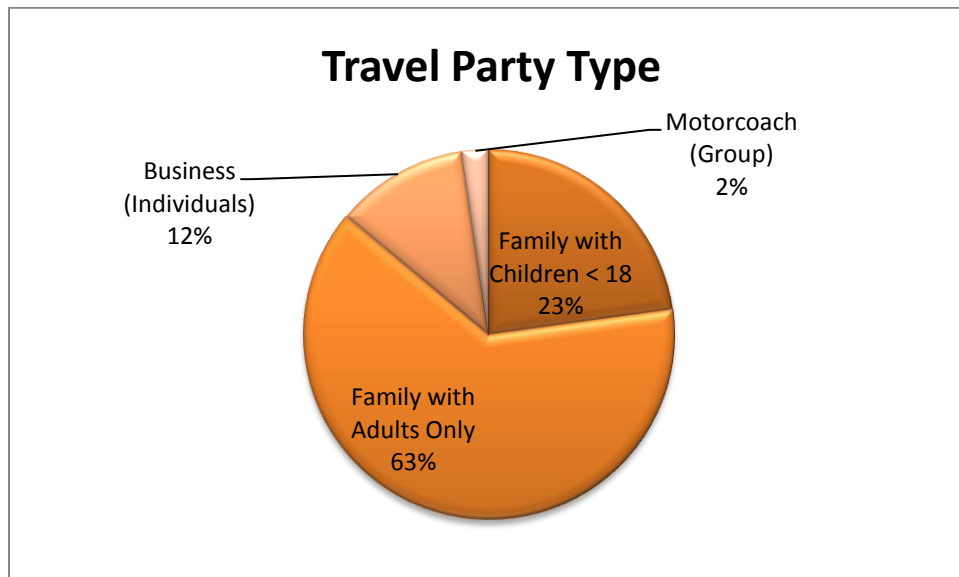
Length of Stay and Number of Trips			
2014 January - December			
Averages			
Welcome Center	Days in Iowa	Total Days	Trips in Iowa
Danish Windmill	3.6	10.9	3.1
Davis City	3.9	9.4	4.1
Dubuque	3.7	7.7	2.5
Harrison County	4.8	14.2	2.3
Okoboji	6.4	8.6	5.9
Sergeant Bluff	2.1	8.9	2.9
Sergeant Floyd	3.4	16.1	2.8
Top of Iowa	2.6	9.7	3.0
Underwood	3.4	15.7	3.5
Wilton	2.9	11.6	3.4
Grand Total	3.4	11.0	3.3

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Extended the Stay of the Traveler										
2014 January - December										
Welcome Center	Yes	No	2 Hours	1/2 Day	1 Day	2 Days	3 Days	4 Days	5 Days	6+ Days
Danish Windmill	24.4%	75.6%	27.5%	21.6%	31.4%	5.9%	3.9%	0.0%	5.9%	3.9%
Davis City	38.0%	62.0%	4.7%	12.4%	36.4%	19.4%	7.0%	4.7%	4.7%	10.9%
Dubuque	35.5%	64.5%	30.6%	43.1%	12.5%	6.9%	5.6%	0.0%	0.0%	1.4%
Harrison County	33.3%	66.7%	12.7%	12.7%	31.0%	16.9%	7.0%	9.9%	1.4%	8.5%
Okoboji	22.0%	78.0%	7.5%	20.0%	17.5%	12.5%	17.5%	2.5%	5.0%	17.5%
Sergeant Bluff	67.0%	33.0%	3.0%	40.6%	48.1%	7.5%	0.0%	0.8%	0.0%	0.0%
Sergeant Floyd	20.7%	79.3%	36.6%	29.3%	22.0%	7.3%	4.9%	0.0%	0.0%	0.0%
Top of Iowa	27.9%	72.1%	8.3%	29.9%	36.3%	15.3%	5.7%	1.3%	1.3%	1.9%
Underwood	43.6%	56.4%	7.4%	19.1%	29.8%	22.3%	4.3%	2.1%	4.3%	10.6%
Wilton	31.6%	68.4%	16.5%	14.7%	33.0%	15.6%	3.7%	3.7%	2.8%	10.1%
Grand Total	33.6%	66.4%	12.4%	24.7%	32.9%	13.9%	4.8%	2.9%	2.3%	6.0%

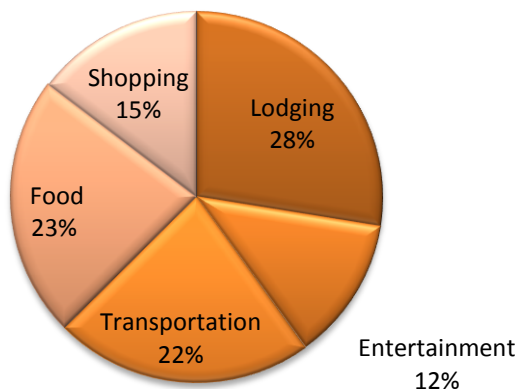
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Travel Party Type and Size					
2014 January - December					
	Family with Children < 18	Family with Adults Only	Business (Individuals)	Motorcoach (Group)	Avg. Party Size
Welcome Center					
Danish Windmill	28.2%	58.3%	10.2%	3.2%	2.6
Davis City	21.9%	52.5%	21.6%	4.1%	2.5
Dubuque	28.1%	55.8%	11.6%	4.5%	2.9
Harrison County	22.5%	68.6%	5.9%	3.0%	2.4
Okoboji	40.7%	53.6%	4.1%	1.5%	3.1
Sergeant Bluff	12.6%	77.3%	9.1%	1.0%	2.7
Sergeant Floyd	29.6%	61.6%	8.4%	0.5%	2.6
Top of Iowa	17.2%	70.9%	10.6%	1.2%	2.4
Underwood	17.2%	64.7%	14.9%	3.2%	2.3
Wilton	22.2%	61.7%	14.0%	2.0%	2.3
Grand Total	22.8%	63.2%	11.7%	2.3%	2.5

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Average Daily Spending Per Travel Party is \$285.28



Average Daily Spending Per Travel Party

2014 January - December

Welcome Center	Lodging	Entertainment	Transportation	Food	Shopping	Total
Danish Windmill	\$ 66.99	\$ 27.40	\$ 61.77	\$ 54.22	\$ 30.73	\$ 241.11
Davis City	\$ 84.46	\$ 39.74	\$ 94.43	\$ 59.54	\$ 54.86	\$ 333.02
Dubuque	\$ 84.41	\$ 51.26	\$ 38.36	\$ 76.75	\$ 53.48	\$ 304.26
Harrison County	\$ 72.73	\$ 24.78	\$ 71.78	\$ 56.60	\$ 42.93	\$ 268.82
Okoboji	\$ 50.52	\$ 49.79	\$ 47.50	\$ 79.60	\$ 60.24	\$ 287.65
Sergeant Bluff	\$ 109.05	\$ 92.71	\$ 51.31	\$ 113.36	\$ 54.85	\$ 421.28
Sergeant Floyd	\$ 68.88	\$ 33.28	\$ 65.27	\$ 70.71	\$ 38.40	\$ 276.54
Top of Iowa	\$ 77.90	\$ 17.54	\$ 51.33	\$ 51.41	\$ 23.36	\$ 221.55
Underwood	\$ 82.34	\$ 30.41	\$ 85.81	\$ 73.70	\$ 40.18	\$ 312.44
Wilton	\$ 82.04	\$ 25.61	\$ 76.26	\$ 49.87	\$ 47.14	\$ 280.92
Grand Total	\$ 78.62	\$ 35.61	\$ 64.24	\$ 64.93	\$ 41.88	\$ 285.28

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Traveler's Place of Residence

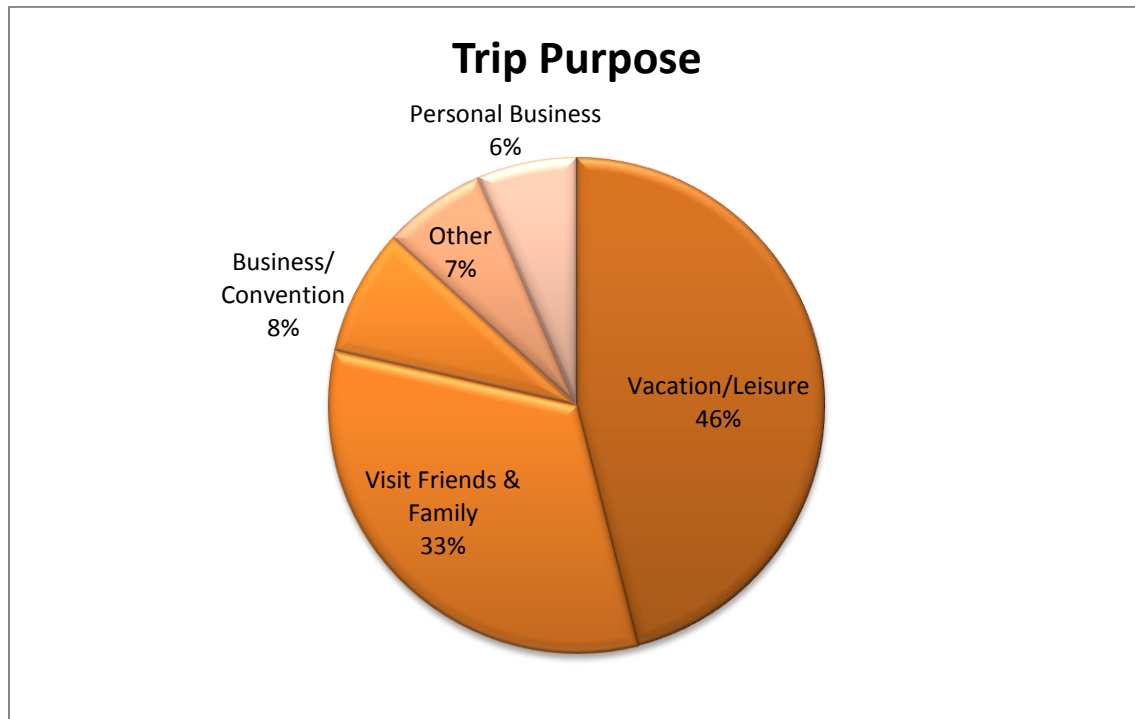
2014 January - December

Rank	State/Country	Danish Windmill	Davis City	Dubuque	Harrison County	Okoboji	Sergeant Bluff	Sergeant Floyd	Top of Iowa	Underwood	Wilton	Grand Total
1	Iowa	16.9%	14.4%	11.5%	14.2%	52.6%	11.9%	8.3%	9.6%	7.3%	16.9%	13.9%
2	Minnesota	6.8%	10.1%	7.7%	3.3%	6.6%	10.9%	5.4%	28.8%	1.7%	6.8%	10.8%
3	Illinois	3.2%	4.5%	13.9%	2.0%	0.5%	2.5%	4.4%	3.5%	6.9%	3.2%	6.8%
4	Wisconsin	2.7%	5.6%	14.4%	2.4%	0.5%	0.5%	2.5%	6.5%	8.6%	2.7%	4.9%
5	Nebraska	11.9%	0.3%	1.4%	3.7%	13.3%	6.0%	6.4%	1.9%	9.9%	11.9%	4.9%
6	Missouri	1.4%	15.8%	3.8%	2.0%	3.1%	5.0%	5.4%	3.3%	0.9%	1.4%	4.5%
7	Texas	2.3%	12.4%	2.9%	5.7%	0.5%	2.0%	5.4%	4.4%	2.1%	2.3%	4.2%
8	California	5.9%	4.2%	2.4%	6.1%	2.6%	2.0%	1.0%	2.8%	6.0%	5.9%	4.1%
9	Colorado	5.9%	1.4%	1.0%	5.3%	4.6%	1.5%	2.0%	2.8%	7.7%	5.9%	3.3%
10	Michigan	2.3%	1.1%	2.9%	2.4%	2.0%	2.5%	1.5%	1.6%	7.3%	2.3%	3.3%
11	Kansas	0.5%	10.1%	3.8%	2.4%	2.0%	1.0%	4.4%	3.3%	1.7%	0.5%	3.3%
12	Canada	0.5%	1.1%	1.9%	0.8%	0.5%	6.5%	4.9%	3.8%	3.4%	0.5%	2.7%
13	South Dakota	2.3%	0.6%	1.0%	1.6%	1.5%	17.4%	7.4%	1.4%	0.0%	2.3%	2.7%
14	Florida	1.8%	2.3%	1.0%	4.1%	3.1%	0.5%	7.4%	2.3%	1.7%	1.8%	2.6%
15	Other International	6.4%	0.8%	4.8%	2.8%	1.0%	0.5%	2.0%	3.1%	1.3%	6.4%	2.5%
16	Ohio	3.7%	0.6%	2.4%	1.2%	0.0%	2.0%	1.5%	1.0%	2.6%	3.7%	2.0%
17	Indiana	1.4%	0.6%	1.9%	1.2%	0.5%	1.5%	2.0%	1.0%	2.1%	1.4%	1.7%
18	Washington	2.3%	0.6%	1.0%	2.8%	0.5%	2.0%	4.9%	1.6%	1.7%	2.3%	1.7%
19	Arizona	0.5%	2.3%	1.4%	2.4%	1.0%	3.0%	1.0%	2.1%	1.3%	0.5%	1.6%
20	Pennsylvania	0.5%	0.3%	1.4%	1.6%	0.0%	1.5%	2.0%	1.0%	3.4%	0.5%	1.6%
21	New York	2.7%	0.3%	1.9%	0.4%	0.0%	0.0%	1.5%	0.5%	2.6%	2.7%	1.2%
22	Oklahoma	0.0%	1.7%	0.5%	3.3%	0.0%	1.0%	1.0%	1.2%	0.0%	0.0%	1.0%
23	North Carolina	0.5%	0.8%	0.5%	3.7%	0.0%	1.0%	1.0%	0.7%	0.9%	0.5%	0.9%
24	Virginia	0.9%	0.0%	1.4%	1.2%	0.5%	0.5%	1.5%	0.7%	0.4%	0.9%	0.9%
25	North Dakota	1.4%	0.0%	0.5%	0.4%	0.5%	4.5%	1.0%	1.2%	0.0%	1.4%	0.9%
26	Kentucky	1.4%	0.3%	0.5%	0.4%	0.5%	1.0%	2.0%	0.7%	0.9%	1.4%	0.9%
27	Georgia	0.0%	0.3%	1.0%	2.4%	1.0%	0.5%	0.0%	0.7%	1.3%	0.0%	0.7%
28	Tennessee	0.5%	0.3%	1.0%	2.0%	0.0%	1.0%	0.5%	0.7%	0.4%	0.5%	0.7%
29	Massachusetts	2.7%	0.6%	0.5%	0.4%	0.0%	0.5%	1.0%	0.2%	1.3%	2.7%	0.7%
30	Montana	0.0%	0.0%	0.5%	0.4%	0.0%	2.5%	1.0%	0.7%	1.7%	0.0%	0.7%
31	Utah	1.8%	0.6%	0.0%	0.4%	0.0%	0.5%	1.0%	0.2%	1.7%	1.8%	0.7%
32	Oregon	1.4%	0.0%	1.0%	1.6%	0.5%	0.0%	1.5%	0.2%	1.7%	1.4%	0.6%
33	Nevada	1.4%	0.0%	1.4%	1.2%	0.0%	1.0%	1.0%	0.0%	1.7%	1.4%	0.6%
34	Wyoming	0.0%	0.0%	0.0%	1.2%	0.0%	2.5%	0.0%	0.3%	2.1%	0.0%	0.6%
35	Arkansas	0.5%	2.5%	0.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.0%	0.5%	0.6%
36	Louisiana	0.0%	0.6%	1.4%	1.6%	0.0%	0.5%	1.5%	0.3%	0.4%	0.0%	0.6%
37	South Carolina	0.0%	0.6%	0.5%	2.4%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.6%
38	Idaho	1.8%	0.6%	0.5%	0.4%	0.0%	0.0%	0.5%	0.2%	1.7%	1.8%	0.5%
39	Alabama	0.5%	0.0%	1.0%	1.2%	0.0%	0.0%	0.5%	0.9%	0.0%	0.5%	0.4%
40	Mississippi	0.0%	0.8%	0.0%	1.2%	0.0%	0.5%	1.0%	0.5%	0.0%	0.0%	0.4%
41	New Mexico	0.0%	0.6%	0.5%	0.8%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.4%
42	New Jersey	0.5%	0.3%	0.5%	0.4%	0.0%	0.0%	0.0%	0.5%	0.9%	0.5%	0.4%
43	Maryland	0.5%	0.0%	0.0%	1.2%	0.0%	0.0%	0.5%	0.3%	0.0%	0.5%	0.4%
44	Alaska	0.5%	0.3%	0.0%	0.8%	0.0%	1.0%	0.5%	0.2%	0.0%	0.5%	0.3%
45	Connecticut	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%	0.3%
46	West Virginia	0.0%	0.0%	0.5%	0.4%	0.5%	0.0%	0.5%	0.2%	0.0%	0.0%	0.3%
47	New Hampshire	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.2%
48	Vermont	0.9%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.4%	0.9%	0.2%
49	Hawaii	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.5%	0.1%
50	Maine	0.9%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%
51	Rhode Island	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
52	Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%

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Traveler's Destination												
2014 January - December												
Rank	Destination	Danish Windmill	Davis City	Dubuque	Harrison County	Okoboji	Sergeant Bluff	Sergeant Floyd	Top of Iowa	Underwood	Wilton	Grand Total
1	Iowa	47.2%	42.6%	57.0%	38.8%	91.4%	36.3%	43.6%	35.5%	19.6%	37.5%	42.8%
2	Minnesota	2.3%	12.6%	5.0%	5.0%	4.0%	4.0%	3.0%	31.3%	2.6%	2.9%	10.4%
3	Nebraska	11.7%	0.3%	1.5%	18.3%	1.0%	12.4%	6.9%	0.9%	10.0%	6.6%	6.0%
4	Missouri	0.0%	17.1%	4.0%	1.3%	0.0%	6.5%	1.5%	5.3%	0.9%	0.9%	4.5%
5	South Dakota	1.4%	0.0%	3.0%	7.1%	0.0%	10.4%	15.8%	3.7%	0.0%	4.0%	4.1%
6	Illinois	2.3%	3.1%	15.0%	1.3%	1.0%	3.0%	1.0%	1.6%	8.7%	6.3%	4.0%
7	Colorado	7.9%	0.0%	1.5%	2.5%	1.0%	0.5%	2.0%	1.1%	10.4%	8.6%	3.4%
8	Wisconsin	2.3%	3.1%	9.5%	1.7%	0.0%	2.5%	1.0%	2.8%	7.0%	1.7%	3.0%
9	California	5.6%	0.6%	0.0%	3.3%	0.0%	2.5%	2.0%	0.5%	4.8%	7.2%	2.5%
10	Texas	0.0%	6.7%	0.5%	0.8%	0.0%	3.5%	2.5%	2.8%	0.9%	1.1%	2.2%
11	Michigan	1.4%	1.1%	0.5%	2.1%	0.5%	0.0%	1.5%	1.2%	4.3%	2.3%	1.5%
12	Arizona	1.9%	2.5%	0.0%	0.8%	0.0%	2.0%	1.5%	1.6%	2.6%	0.9%	1.4%
13	Wyoming	0.9%	0.0%	0.0%	1.7%	0.0%	6.5%	2.0%	0.7%	2.2%	1.7%	1.4%
14	Kansas	0.9%	4.2%	0.5%	0.0%	0.0%	1.0%	0.0%	1.6%	0.0%	1.7%	1.3%
15	Washington	2.3%	0.0%	0.0%	3.3%	0.0%	0.5%	0.5%	0.4%	2.2%	2.0%	1.1%
16	Montana	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	4.0%	0.2%	0.4%	1.7%	0.8%
17	Nevada	2.8%	0.0%	0.0%	0.4%	0.0%	0.5%	0.0%	0.7%	2.6%	0.3%	0.7%
18	Florida	0.0%	0.6%	0.0%	0.0%	0.5%	1.5%	0.0%	1.1%	1.3%	0.9%	0.7%
19	North Dakota	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	3.0%	1.4%	0.0%	0.6%	0.7%
20	Ohio	0.0%	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%	0.4%	3.5%	1.1%	0.7%
21	Canada	0.5%	0.6%	0.5%	0.4%	0.0%	0.0%	1.0%	0.7%	0.9%	0.9%	0.6%
22	Indiana	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.4%	3.5%	0.9%	0.5%
23	Oklahoma	0.0%	2.0%	0.0%	0.4%	0.0%	0.5%	0.0%	0.7%	0.0%	0.3%	0.5%
24	Oregon	0.9%	0.0%	0.0%	1.3%	0.0%	0.0%	1.0%	0.0%	0.9%	1.1%	0.5%
25	Utah	1.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.9%	1.7%	0.5%
26	New Mexico	0.5%	0.8%	0.0%	0.4%	0.0%	0.0%	0.5%	0.4%	0.9%	0.6%	0.4%
27	Pennsylvania	0.9%	0.3%	0.0%	0.8%	0.0%	0.5%	0.0%	0.2%	0.9%	0.9%	0.4%
28	New York	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.2%	0.9%	0.3%	0.4%
29	Arkansas	0.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.3%
30	Georgia	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.4%	0.9%	0.0%	0.3%
31	Maine	0.0%	0.0%	0.0%	0.8%	0.0%	0.5%	0.0%	0.2%	0.4%	0.6%	0.3%
32	North Carolina	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	0.5%	0.4%	0.4%	0.3%	0.3%
33	Alaska	0.5%	0.0%	0.0%	0.4%	0.0%	0.5%	0.5%	0.2%	0.0%	0.3%	0.2%
34	Maryland	0.0%	0.3%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.9%	0.6%	0.2%
35	New Jersey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.6%	0.2%
36	South Carolina	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.5%	0.0%	0.4%	0.6%	0.2%
37	Tennessee	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.0%	0.0%	0.0%	0.0%	0.2%
38	Virginia	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.2%
39	Louisiana	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.1%
40	Idaho	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
41	Kentucky	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
42	Massachusetts	0.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%
43	Mississippi	0.0%	0.3%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
44	Vermont	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.1%
45	Alabama	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.1%
46	Connecticut	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%
47	District of Columbia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.3%	0.1%
48	Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
49	New Hampshire	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
50	Rhode Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%

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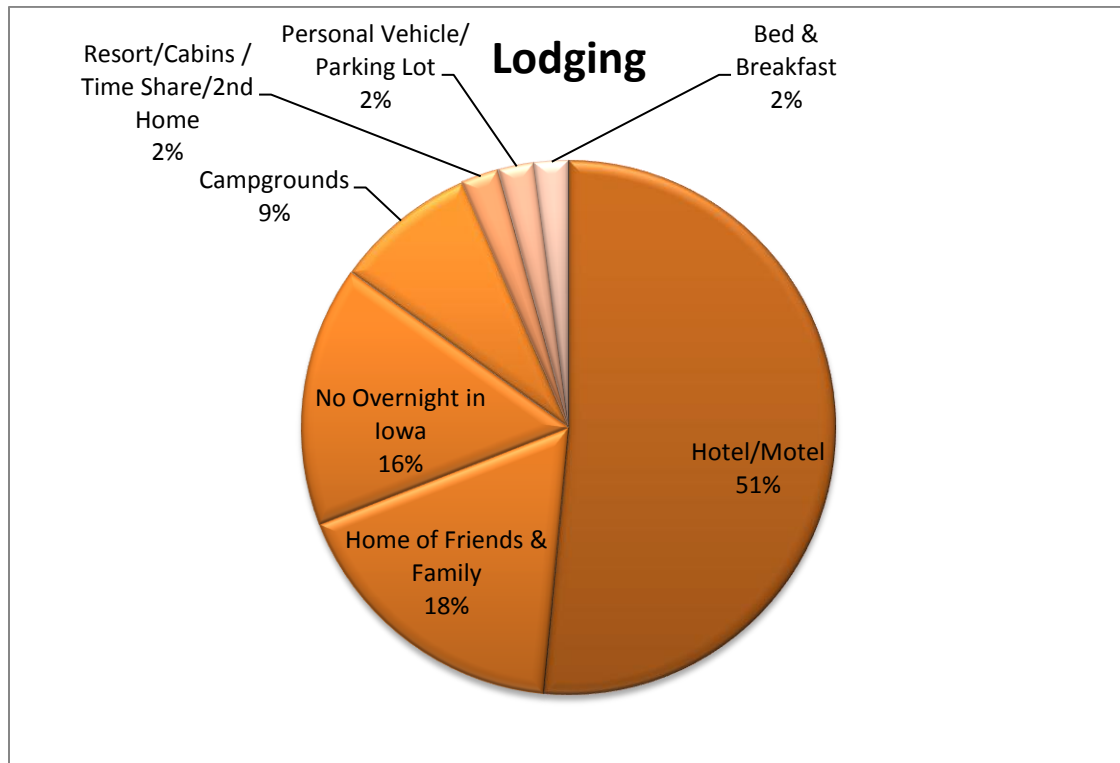


Trip Purpose

2014 January - December

	Vacation/ Leisure	Visit Friends & Family	Business/ Convention	Other	Personal Business
Welcome Center					
Danish Windmill	47.0%	31.3%	4.6%	12.0%	5.1%
Davis City	34.0%	31.2%	17.3%	7.9%	9.6%
Dubuque	52.2%	25.1%	8.2%	7.7%	6.8%
Harrison County	52.4%	35.8%	3.3%	3.7%	4.9%
Okoboji	64.6%	25.6%	2.1%	6.2%	1.5%
Sergeant Bluff	54.3%	31.7%	5.5%	4.0%	4.5%
Sergeant Floyd	51.5%	29.3%	6.6%	7.1%	5.6%
Top of Iowa	43.4%	36.8%	8.4%	4.0%	7.4%
Underwood	45.3%	30.3%	11.5%	7.3%	5.6%
Wilton	36.2%	37.1%	8.4%	9.8%	8.4%
Grand Total	46.0%	32.5%	8.2%	6.8%	6.4%

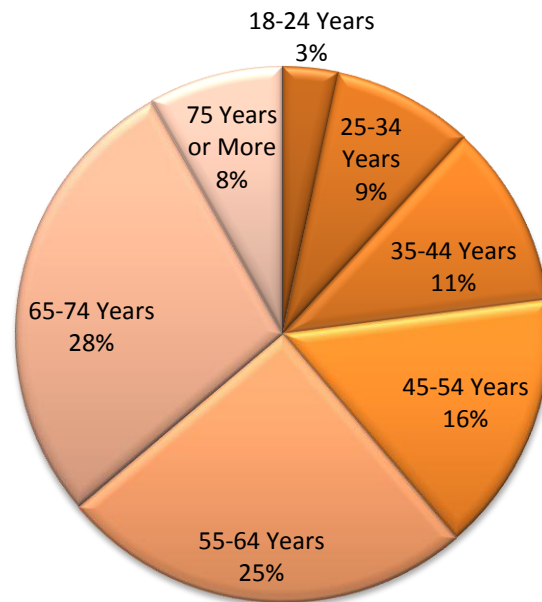
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Lodging							
2014 January - December							
Welcome Center	Hotel/Motel	Home of Friends & Family	No Overnight in Iowa	Campgrounds	Resort/Cabins / Time Share/2nd Home	Personal Vehicle/ Parking Lot	Bed & Breakfast
Danish Windmill	54.8%	18.6%	14.9%	7.4%	1.1%	2.7%	0.5%
Davis City	41.9%	18.6%	20.8%	6.5%	3.7%	5.9%	2.5%
Dubuque	55.6%	14.1%	6.3%	8.8%	1.0%	3.9%	10.2%
Harrison County	50.0%	22.5%	9.6%	14.2%	2.3%	0.0%	1.4%
Okoboji	16.1%	50.0%	6.3%	6.9%	17.2%	0.0%	3.4%
Sergeant Bluff	56.6%	5.1%	34.3%	3.5%	0.0%	0.5%	0.0%
Sergeant Floyd	45.5%	18.8%	20.3%	13.9%	0.5%	0.5%	0.5%
Top of Iowa	64.1%	15.4%	9.8%	7.7%	0.9%	0.7%	1.4%
Underwood	56.2%	10.8%	14.3%	12.3%	0.5%	4.4%	1.5%
Wilton	52.6%	12.2%	23.7%	7.7%	0.3%	2.9%	0.6%
Grand Total	51.5%	17.6%	15.8%	8.6%	2.3%	2.2%	2.1%

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Average Age of the Traveler



Average Age of the Traveler

2014 January - December

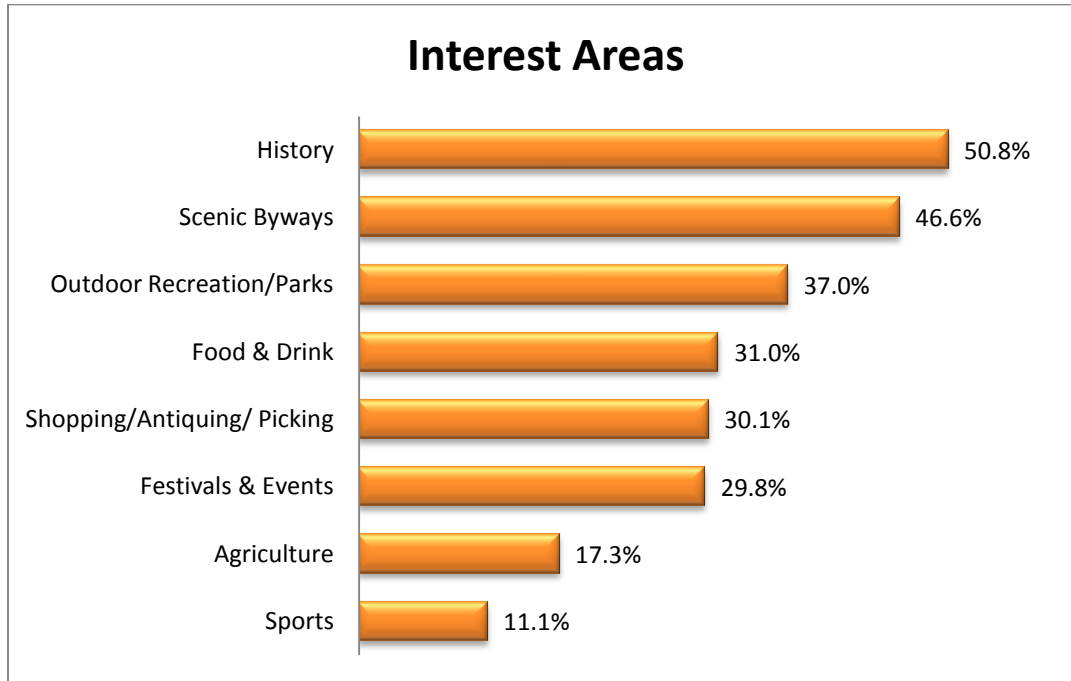
Welcome Center	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65-74 Years	75 Years or More	Average Age
Danish Windmill	8.9%	15.5%	8.9%	12.2%	23.0%	21.1%	10.3%	52.5
Davis City	0.3%	7.3%	10.0%	19.6%	22.9%	28.7%	11.1%	57.8
Dubuque	7.8%	21.0%	16.6%	18.5%	19.0%	14.6%	2.4%	46.6
Harrison County	2.1%	6.4%	7.7%	13.2%	26.5%	32.5%	11.5%	59.7
Okoboji	5.4%	10.3%	12.5%	16.8%	24.5%	25.5%	4.9%	53.5
Sergeant Bluff	1.0%	2.0%	8.6%	13.1%	28.3%	38.9%	8.1%	60.8
Sergeant Floyd	3.1%	6.8%	20.8%	18.2%	20.3%	26.0%	4.7%	54.1
Top of Iowa	1.4%	6.9%	12.2%	12.0%	25.6%	31.3%	10.6%	58.5
Underwood	1.8%	5.5%	3.7%	20.7%	31.8%	29.5%	6.9%	58.9
Wilton	5.4%	7.7%	10.9%	16.9%	27.1%	26.6%	5.4%	55.0
Grand Total	3.3%	8.5%	11.1%	15.8%	25.1%	28.0%	8.1%	56.2

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Primary Purpose for Stopping						
2014 January - December						
Welcome Center	Information	Travel Break	Restrooms	Other	Shopping	Food Beverage
Danish Windmill	31.4%	21.8%	2.3%	31.8%	8.2%	4.5%
Davis City	31.1%	29.1%	34.7%	3.9%	0.3%	0.8%
Dubuque	54.4%	10.2%	10.7%	1.0%	18.9%	4.9%
Harrison County	64.5%	11.6%	6.2%	9.5%	5.4%	2.9%
Okoboji	28.4%	12.9%	4.1%	18.6%	32.0%	4.1%
Sergeant Bluff	38.9%	40.4%	18.7%	2.0%	0.0%	0.0%
Sergeant Floyd	58.5%	22.0%	1.5%	15.0%	3.0%	0.0%
Top of Iowa	36.1%	37.8%	8.1%	1.9%	3.0%	13.1%
Underwood	41.4%	28.4%	24.1%	5.2%	0.4%	0.4%
Wilton	40.6%	28.2%	25.1%	3.1%	0.8%	2.3%
Grand Total	41.2%	26.4%	14.6%	7.7%	5.8%	4.4%

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Interest Areas								
2014 January - December								
Multiple answers accepted.								
Welcome Center	History	Scenic Byways	Outdoor Recreation/Parks	Food & Drink	Shopping/Antiquing/Picking	Festivals & Events	Agriculture	Sports
Danish Windmill	60.0%	45.2%	33.3%	27.6%	33.3%	29.0%	19.0%	7.1%
Davis City	44.4%	40.7%	30.8%	20.3%	27.1%	28.8%	18.3%	20.7%
Dubuque	55.5%	43.5%	35.5%	42.0%	28.5%	33.5%	10.5%	13.0%
Harrison County	56.4%	64.4%	32.9%	20.4%	28.4%	18.2%	26.2%	5.3%
Okoboji	42.2%	28.9%	58.3%	38.5%	44.9%	34.2%	11.2%	8.6%
Sergeant Bluff	42.6%	59.9%	42.1%	68.0%	36.5%	66.5%	19.8%	30.5%
Sergeant Floyd	72.0%	42.5%	39.9%	13.5%	16.1%	16.6%	14.5%	4.7%
Top of Iowa	42.9%	41.4%	31.2%	36.3%	30.8%	27.7%	16.1%	9.9%
Underwood	52.5%	57.4%	33.2%	20.8%	27.7%	20.8%	14.4%	3.5%
Wilton	53.7%	49.2%	43.8%	24.1%	29.2%	29.2%	20.6%	7.9%
Grand Total	50.8%	46.6%	37.0%	31.0%	30.1%	29.8%	17.3%	11.1%

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2014 Iowa Welcome Center Visitation													
Individuals	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bloomfield, Davis County	n/a	107	191	280	336	444	548	460	460	313	216	209	3,564
Burlington, Port of	307	306	836	761	1,488	1,088	-	-	836	1,202	405	565	7,794
Clayton County	169	77	114	251	855	621	1,487	787	483	1,886	129	197	7,056
Danish Windmill	185	195	610	981	2,258	2,166	2,476	2,047	1,539	1,422	1,205	467	15,551
Davis City	2,117	2,289	4,574	4,352	5,879	6,066	7,126	5,852	4,678	4,884	3,883	3,076	54,776
Dows Depot	16	7	48	40	85	145	283	315	147	-	-	-	1,086
Dubuque	221	227	495	706	1,670	1,976	2,857	2,704	1,622	1,632	342	385	14,837
Emmetsburg	50	28	16	26	47	54	111	52	46	47	10	9	496
Harrison County	276	215	431	607	1,820	1,275	1,364	1,277	951	985	344	351	9,896
Northeast, Nashua	145	153	283	312	634	970	1,100	840	610	591	326	396	6,360
Okoboji	500	195	353	286	2,334	10,712	13,572	9,553	2,080	632	114	238	40,569
Sergeant Bluff	991	897	1,587	1,442	3,021	2,970	3,243	2,908	2,552	1,973	1,409	1,126	24,119
Sergeant Floyd	438	512	1,092	1,695	2,542	3,034	3,717	2,774	2,689	1,710	1,064	392	21,659
Southern Iowa, Lamoni	632	497	860	781	1,334	1,591	1,665	1,105	886	1,124	578	410	11,463
Southern Loess Hills	151	151	420	408	1,042	1,794	2,755	1,498	1,233	856	312	276	10,896
Top of Iowa	2,740	2,900	5,651	5,360	6,948	8,938	9,913	7,757	7,310	6,723	5,174	4,873	74,287
Underwood	653	740	1,695	1,958	2,762	3,703	4,301	3,746	2,873	1,958	1,071	947	26,407
Western Historic Trails	1,086	901	1,318	2,148	2,273	2,435	2,469	2,681	1,997	2,200	1,254	921	21,683
Wilton	1,354	1,363	2,859	3,454	5,390	6,379	6,264	3,912	2,667	2,811	1,514	2,069	40,036
Total	12,031	11,760	23,433	25,848	42,718	56,361	65,251	50,268	35,659	32,949	19,350	16,907	392,535
Year-to-date		23,791	47,224	73,072	115,790	172,151	237,402	287,670	323,329	356,278	375,628	392,535	
Travel Parties	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bloomfield, Davis County	n/a	88	128	182	221	220	328	279	288	218	157	148	2,257
Burlington, Port of	207	185	488	529	677	572	-	-	510	676	274	309	4,427
Clayton County	17	18	44	61	162	182	370	229	142	617	37	32	1,911
Danish Windmill	98	44	238	419	773	765	1,021	761	634	591	506	206	6,056
Davis City	710	780	1,310	1,513	1,772	1,819	2,036	1,748	1,416	1,468	1,086	1,062	16,720
Dows Depot	13	5	24	25	57	73	115	169	82	-	-	-	563
Dubuque	162	163	278	431	912	1,163	1,358	1,532	940	901	211	239	8,290
Emmetsburg	38	22	12	20	31	33	64	33	36	29	7	7	332
Harrison County	142	110	214	248	489	503	602	549	491	467	183	186	4,184
Northeast, Nashua	79	92	146	180	310	587	415	393	312	290	148	184	3,136
Okoboji	192	36	81	117	795	2,205	3,756	3,161	821	405	67	113	11,749
Sergeant Bluff	392	352	510	510	815	936	1,133	1,126	979	713	461	452	8,379
Sergeant Floyd	189	208	447	488	850	1,264	1,386	1,074	813	615	278	164	7,776
Southern Iowa, Lamoni	296	173	360	351	429	573	533	473	377	314	194	145	4,218
Southern Loess Hills	84	76	225	204	496	761	912	680	608	387	165	44	4,642
Top of Iowa	1,125	1,170	2,175	2,115	2,370	3,075	3,360	2,955	2,730	2,715	1,935	1,845	27,570
Underwood	339	391	791	946	1,330	1,510	1,701	1,630	1,404	981	499	445	11,967
Western Historic Trails	188	187	212	226	244	246	297	269	238	276	283	161	2,827
Wilton	603	561	1,201	1,509	2,131	2,480	2,306	1,566	1,255	1,161	628	800	16,201
Total	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
Year-to-date		9,535	18,419	28,493	43,357	62,324	84,017	102,644	116,720	129,544	136,663	143,205	

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Iowa Welcome Centers Profiles By Interest Areas									
	History	Scenic Byways	Outdoor Recreation/ Parks	Food & Drink	Shopping / Antiquing/ Picking	Festivals & Events	Agriculture	Sports	
Number of Surveys	800	725	544	486	467	450	269	185	
Average Age	57.5	58.9	53.0	54.8	55.1	54.7	57.7	49.3	
Average Days in Iowa	3.6	3.2	3.6	2.9	3.6	3.2	3.6	2.8	
Average Number of Trips in Iowa	2.5	2.4	2.9	3.6	3.1	3.1	2.6	3.2	
Average Travel Party Size	2.5	2.4	2.7	2.6	2.7	2.6	2.6	2.5	
Extended the Stay of the Traveler	33.2%	36.7%	36.9%	40.9%	39.4%	46.4%	40.5%	45.4%	
Travel Party Type									
Adults with Children Under 18	19.6%	17.0%	30.0%	18.1%	22.9%	21.8%	17.8%	29.7%	
Adults only	69.4%	75.3%	62.1%	70.6%	67.7%	66.9%	68.4%	54.1%	
Business	9.3%	6.2%	7.0%	9.5%	7.5%	8.9%	10.8%	15.7%	
Motorcoach	1.8%	1.5%	0.9%	1.9%	1.9%	2.4%	3.0%	0.5%	
Average Daily Spending Per Travel Party	\$ 287.58	\$ 283.30	\$ 305.30	\$ 322.18	\$ 327.88	\$ 330.74	\$ 306.71	\$ 343.82	
Trip Purpose									
Vacation/Leisure	49.8%	54.9%	51.7%	45.7%	48.0%	50.2%	49.1%	44.9%	
Visiting Friends & Family	31.9%	30.3%	32.7%	35.4%	37.0%	34.4%	30.1%	30.8%	
Business/Convention	7.1%	5.2%	6.1%	7.6%	5.4%	7.3%	9.3%	11.9%	
Personal Business	5.8%	5.0%	4.8%	5.6%	4.5%	3.6%	4.8%	5.9%	
Other	5.5%	4.6%	4.8%	5.8%	5.1%	4.4%	6.7%	6.5%	
Primary Lodging									
Hotel/Motel	58.8%	60.3%	45.2%	61.5%	57.4%	56.4%	63.2%	53.5%	
Home of Friends & Family	13.8%	11.9%	16.0%	12.6%	18.6%	16.4%	13.4%	10.8%	
No Overnight in Iowa	13.0%	11.9%	15.1%	14.8%	12.0%	15.3%	8.2%	17.3%	
Campgrounds	9.5%	11.2%	16.7%	3.7%	5.1%	6.0%	8.9%	7.0%	
Resort/Cabins/Time Share/2nd Home	1.5%	1.5%	4.0%	2.3%	1.9%	1.8%	2.6%	4.9%	
Bed & Breakfast	2.0%	1.5%	1.3%	3.3%	4.3%	2.7%	1.9%	3.2%	
Personal Vehicle/Parking Lot	1.5%	1.8%	1.7%	1.9%	0.6%	1.3%	1.9%	3.2%	

Note: This table is based on those that answered the question "What are your areas of interest?", 1,543 completed surveys.

A subset of The Iowa Welcome Center Survey.

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2014

Iowa Welcome Center Survey

A trip is traveling 50 miles or more from home.

1. In what state or foreign country do you presently reside?

2. What state is (or was) your destination?

3a. How many days will you spend on this trip?
 _____ 3b. in Iowa? _____
(Iowa residents just include days away from home.)

4. How many trips will you take in Iowa this year?

5a. Will your stay in Iowa be extended because of the information provided?
(Please check one.)

Yes No

6. If "yes", how long? *(Please check one.)*

2 hours 3 days
 1/2 day 4 days
 1 day 5 days
 2 days 6 or more

7. How many are in your travel party?
(including you)

1 2 3 4 5 More than 5

9. On this trip, what is your travel party's average DAILY spending for:

Lodging \$ _____

Entertainment \$ _____

Transportation \$ _____

Food \$ _____

Shopping \$ _____

Other \$ _____

Number _____

Welcome Center _____

Date _____

8. What best describes your travel party? *(Please check one.)*

- Family (with children under 18)
 Family (no children under 18)
 Business individual(s)
 Group traveling by motor coach

10. What year were you born? _____

11. What is the main purpose for this trip? *(Please check one.)*

- Vacation/leisure Visit friends/family
 Business/convention Personal business
 Other

12. What overnight accommodations did you or will you use while in Iowa? *(Please check one.)*

- Hotel/motel
 Bed & breakfast
 Campgrounds
 Resort/cabins/time share/2nd home
 Will not stay overnight in Iowa
 Home of family/friends
 Personal Vehicle/Parking Lot
 Other _____

13. What was the main purpose of your stop? *(Please check one.)*

- Information Travel break
 Shopping Restrooms
 Food/beverage Other _____

14. What is your main area of interest? *(Please check all that apply.)*

- Agricultural Attractions
 Food & Drink
 Outdoor Recreation/Parks
 Scenic Byways
 History
 Festivals/Events
 Shopping/Antiquing/Picking
 Sports
 Other _____

YES! I would like to receive more information about Iowa. Here is my e-mail address:

12/31/2013

Notes:

This survey report covers January through December 2014.

To determine the trip characteristics of the visitors stopping at the centers, travelers were asked to complete a survey through a random sample process.

Ten Iowa Welcome Centers participated in this study: Danish Windmill (Elk Horn), Davis City, Port of Dubuque, Harrison County (Missouri Valley), Okoboji Spirit Center, Sergeant Bluff, Sergeant Floyd (Sioux City), Top of Iowa (Northwood), Underwood and Wilton.

Each center was required to submit a minimum of 200 surveys for this study. The surveys were administered and submitted by the individual Iowa Welcome Centers. The results were tabulated and reported by the Iowa Economic Development Authority, Tourism Office.

For more information contact:

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