



# Iowa Great River Road 2013 VISITOR SURVEY



## Here's information about Iowa Great River Road VISITORS...

**50%** of visitors plan to spend **2-3 days** along the Mississippi River

**26%** of visitors plan to spend **4 days** or longer along the Mississippi River



...of **Visitors** are either "**Somewhat**" or "**Very Much Aware**" of the Iowa Great River Road. 20% of Visitors report they are "**Not Aware**" of the Iowa Great River Road



**42%** of Visitors report their trip **exceeded** expectations



**55%** of Visitors report their trip **met** expectations



**3%** of Visitors report their trip **was less than what they expected**



Byway signs,

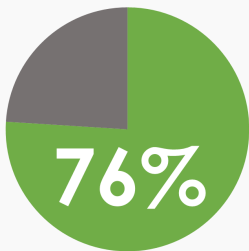


Maps,



and Word of Mouth...

...are the ways **75%** of **Visitors** became aware of the Iowa Great River Road



of **Visitors** say **no additional tourism services or visitor amenities** are needed in the area

From the **24% of Visitors** and **55% of Residents** who felt additional tourism services or visitor amenities were needed, the following were most requested:



Guide signs and Attractions Signs



Bicycle trails and paths



Public restroom facilities



Maps

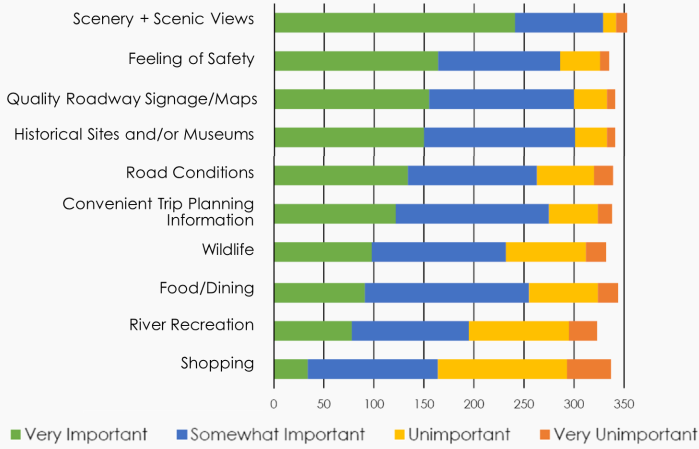


Expanded advertising and marketing of local attractions

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Visitors ranked the importance of various factors in their decision to visit the area



**70%** of visitors are **repeat visitors**

**40%** of repeat visitors have been visiting the area for

**25+** years



of repeat visitors feel the area has **changed for the better**. Only 1% feel it has changed for the worse.

plan to **visit again** specifically to experience the Iowa Great River Road

When traveling for pleasure, Visitors selected the following areas of interest:

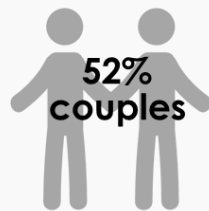


## Information about Visitors...

**75%**



of visitors plan to stay overnight along the River



### Visitor Income Levels



**27%** \$100,000 +

**43%** \$50,000 - \$99,999

**30%** \$0 - \$49,999

**65.3**

Average Age of Visitor Respondents



**41%**

**67%**

of Visitors are either **Retired** or work in **Management/Professional** fields



**59%**

**62%**



of Visitors have at least an Associate's Degree



Iowa Great River Road  
2013 VISITOR SURVEY

For more information please contact John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com.