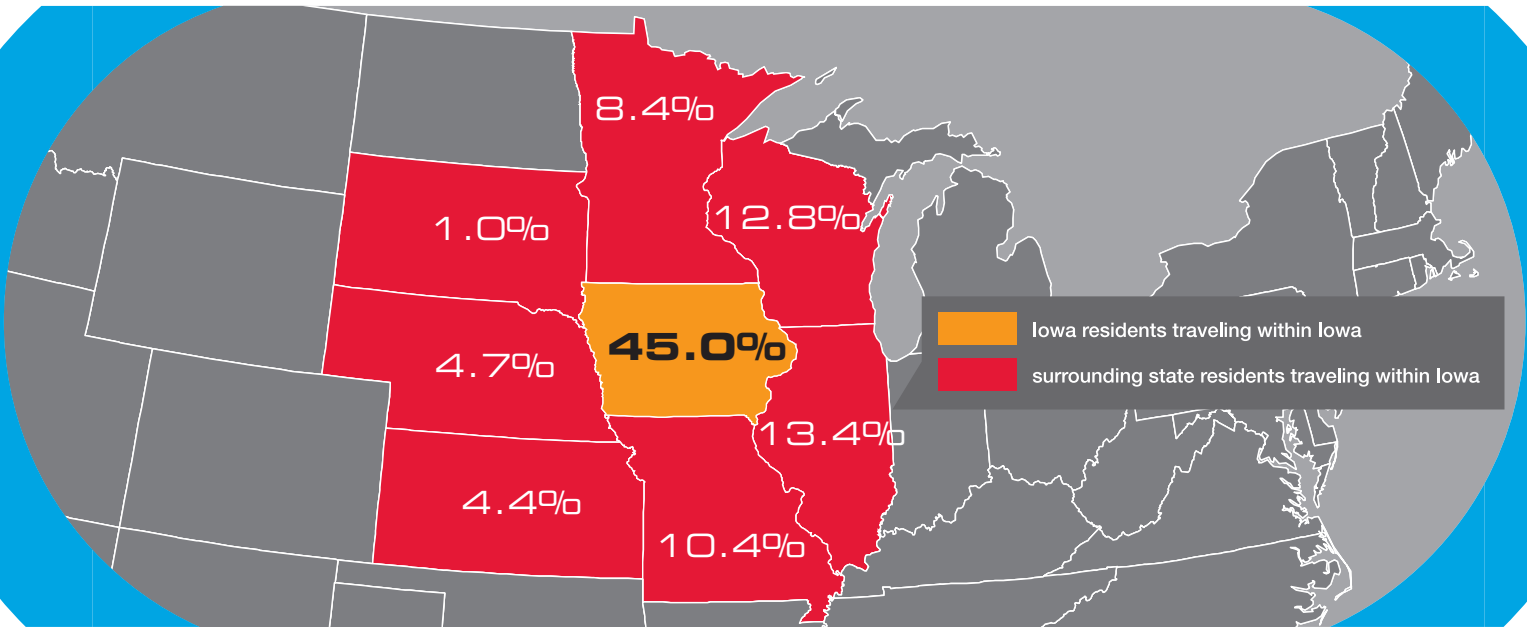
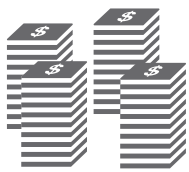


state of origin
of travelers visiting Iowa



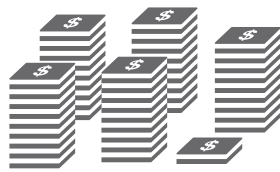
average spending
per trip in Iowa

\$575



Iowans Traveling Iowa

\$724



Travelers from Surrounding States

average number
of nights in Iowa

1.9



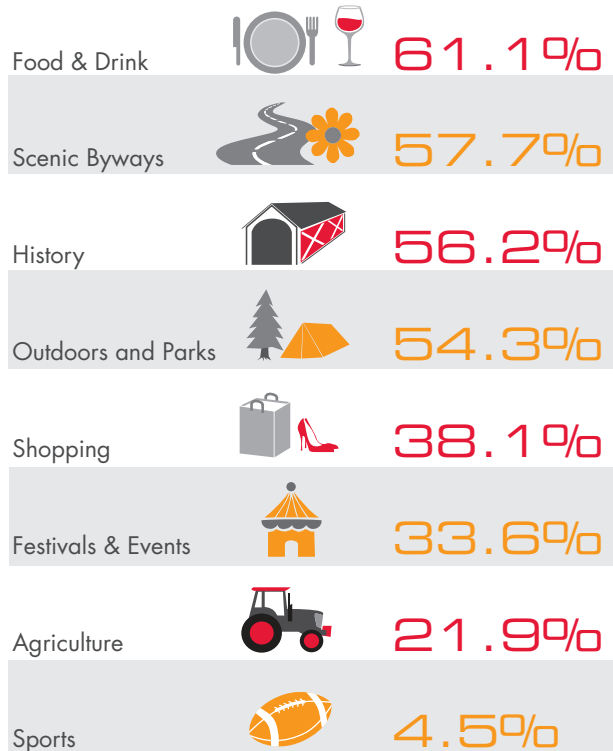
Iowans Traveling Iowa

2.8








Travelers from Surrounding States

Iowa travelers and travelers
from surrounding states
interest areas

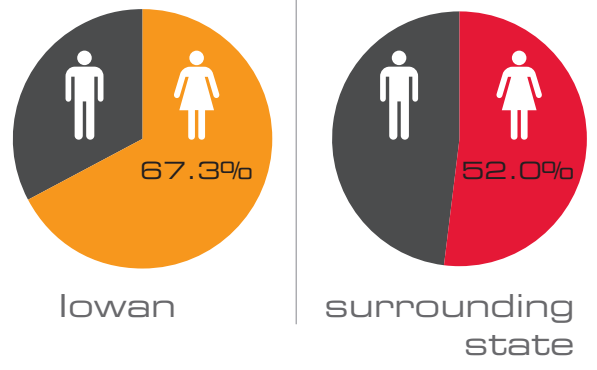


International: +1.515.725.3100
Domestic: 1.888.472.6035

lodging

	Iowans Traveling Iowa	Travelers from Surrounding States
 Hotel/Motel	54.6%	63.9%
 Campgrounds	16.7%	12.2%
 Friends & Family	5.6%	7.5%
 Bed & Breakfast	3.7%	4.8%
 Resort	0.9%	3.4%
Other	2.8%	2.7%
No Overnight (Day Trip)	15.7%	5.4%

trip planner gender

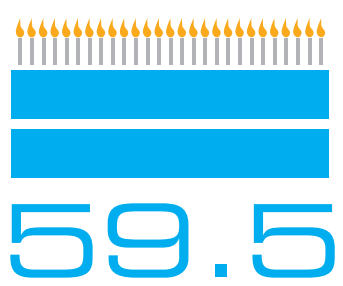


travel party type

	Iowans Traveling Iowa	Travelers from Surrounding States
Family traveling w/ Children under 18	26.1%	15.4%
Adults traveling w/ no Children	70.4%	82.1%

Iowa travelers and travelers from surrounding states

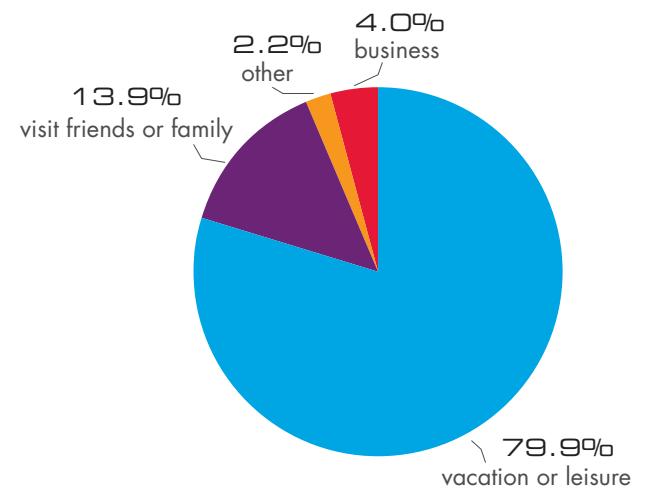
average age of trip planner



average travel party size



primary purpose of trip



Notes: E-mailed 5,816 surveys in two waves during September 2014 from Iowa Travel Guide Requests received during January 1 – July 19, 2014. A total of 560 surveys were completed (9.6% response rate). Nearly 90 percent (89.3%) of the target market said they took a trip to Iowa.