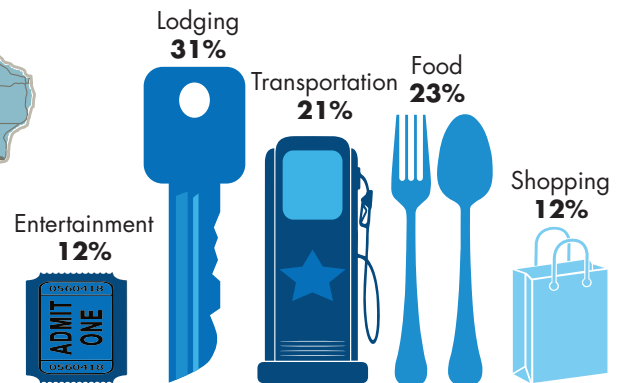
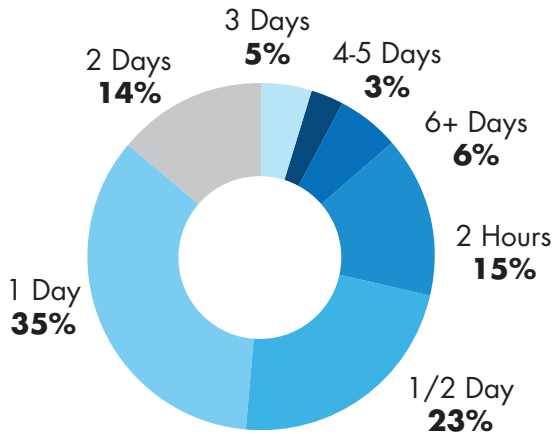


Official Iowa Welcome Centers

\$276 Average Daily Spending Per Travel Party



Extended the Stay of the Traveler

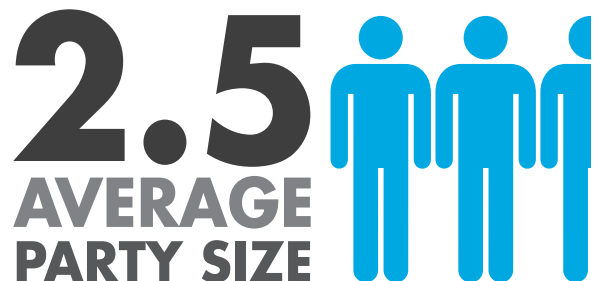


Iowa Welcome Center travel counselors influenced 34% of travelers to extend their stay in Iowa.

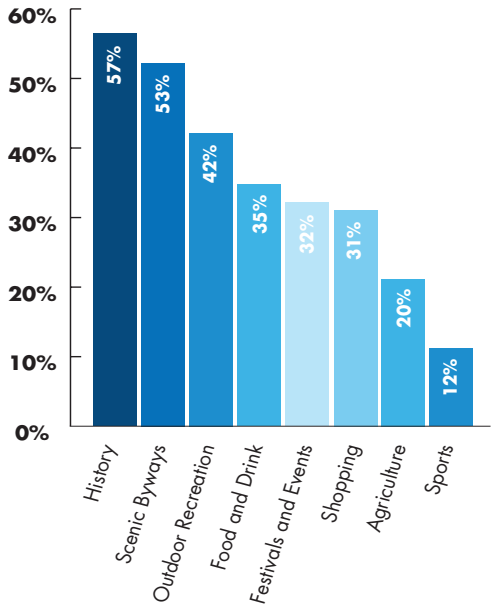


56.6
AVERAGE
AGE OF
TRAVELERS

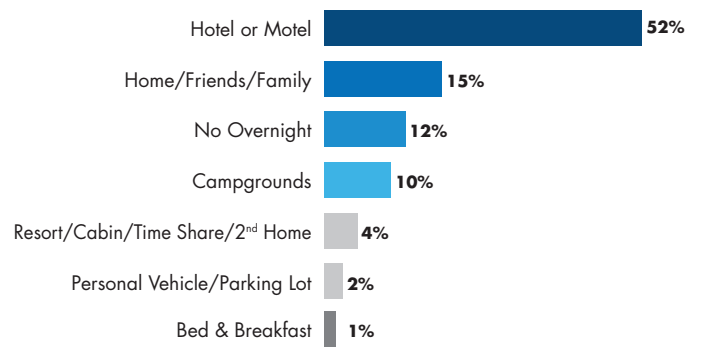
AVERAGE NUMBER OF TRIPS TO IOWA IN 2015



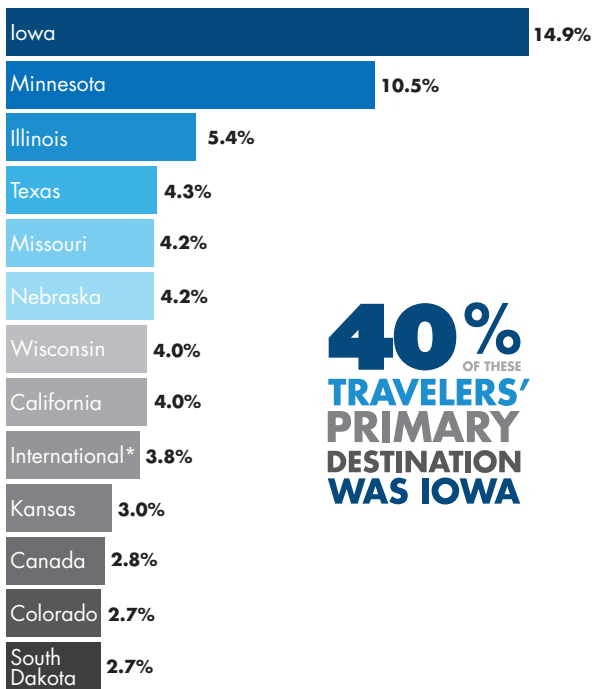
Main Areas of Interest



Lodging



Travelers' Places of Residence



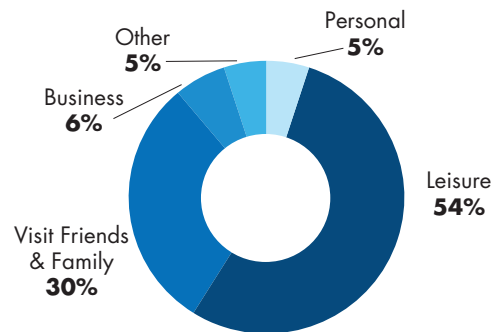
40% OF THESE TRAVELERS' PRIMARY DESTINATION WAS IOWA

*Excludes Canada

3.6 AVERAGE NUMBER OF DAYS IN IOWA



Trip Purpose



The 2015 Iowa Welcome Center Survey Report is administered to determine the trip characteristics of the visitors stopping at the centers. Travelers were asked to complete a survey through a random sample process. A total of 10 centers administered 2,812 surveys. The results were tabulated and reported by the Iowa Economic Development Authority, Tourism Office.

The full report is available at www.traveliowa.com/industry or by contacting LuAnn Reinders, Research and Welcome Center Manager at research@iowa.gov.