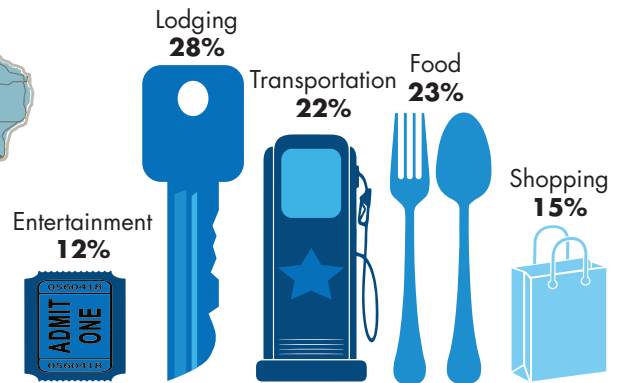
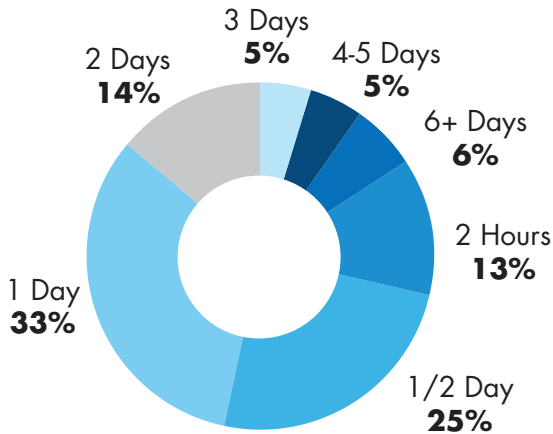


Official Iowa Welcome Centers

\$285 average daily spending per travel party

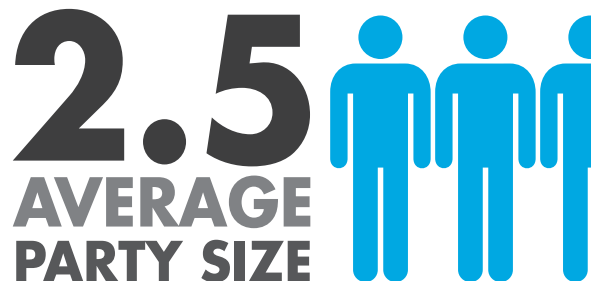
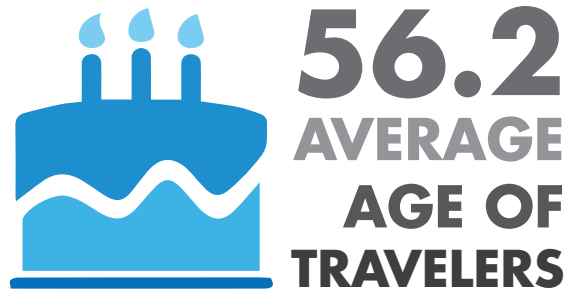


extended the stay of the traveler

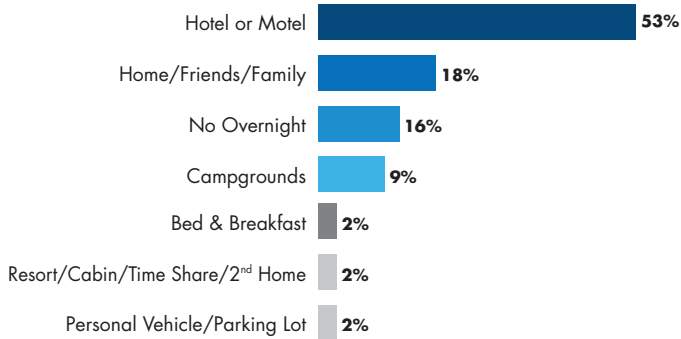


Iowa Welcome Center travel counselors influenced 34% of travelers to extend their stay in Iowa.

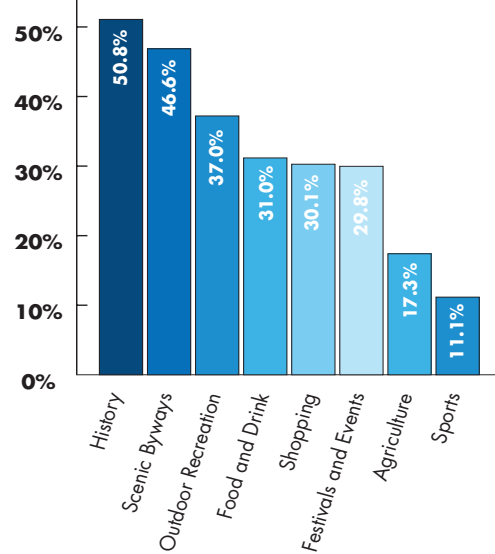
AVERAGE NUMBER OF TRIPS TO IOWA IN 2014



lodging



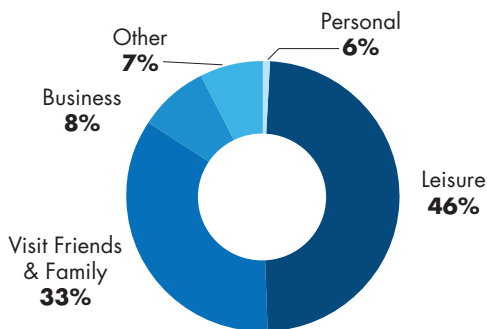
main areas of interest



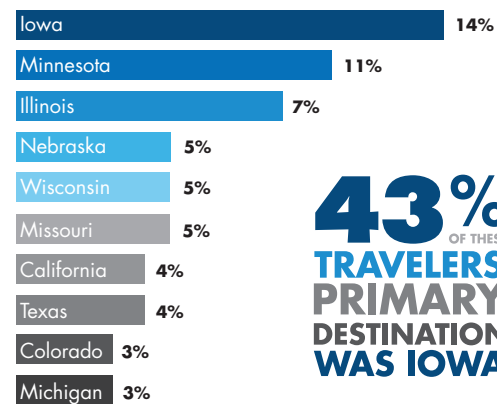
3.4 AVERAGE NUMBER OF DAYS IN IOWA



trip purpose



traveler's place of residence



43% OF THESE TRAVELERS' PRIMARY DESTINATION WAS IOWA

The 2014 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.