

We will begin in just a few moments.

To avoid any phone charges, please use the
Toll-free: 1 877 309 2074 or
a headset connected to your computer.



Iowa Tourism Office Research Updates

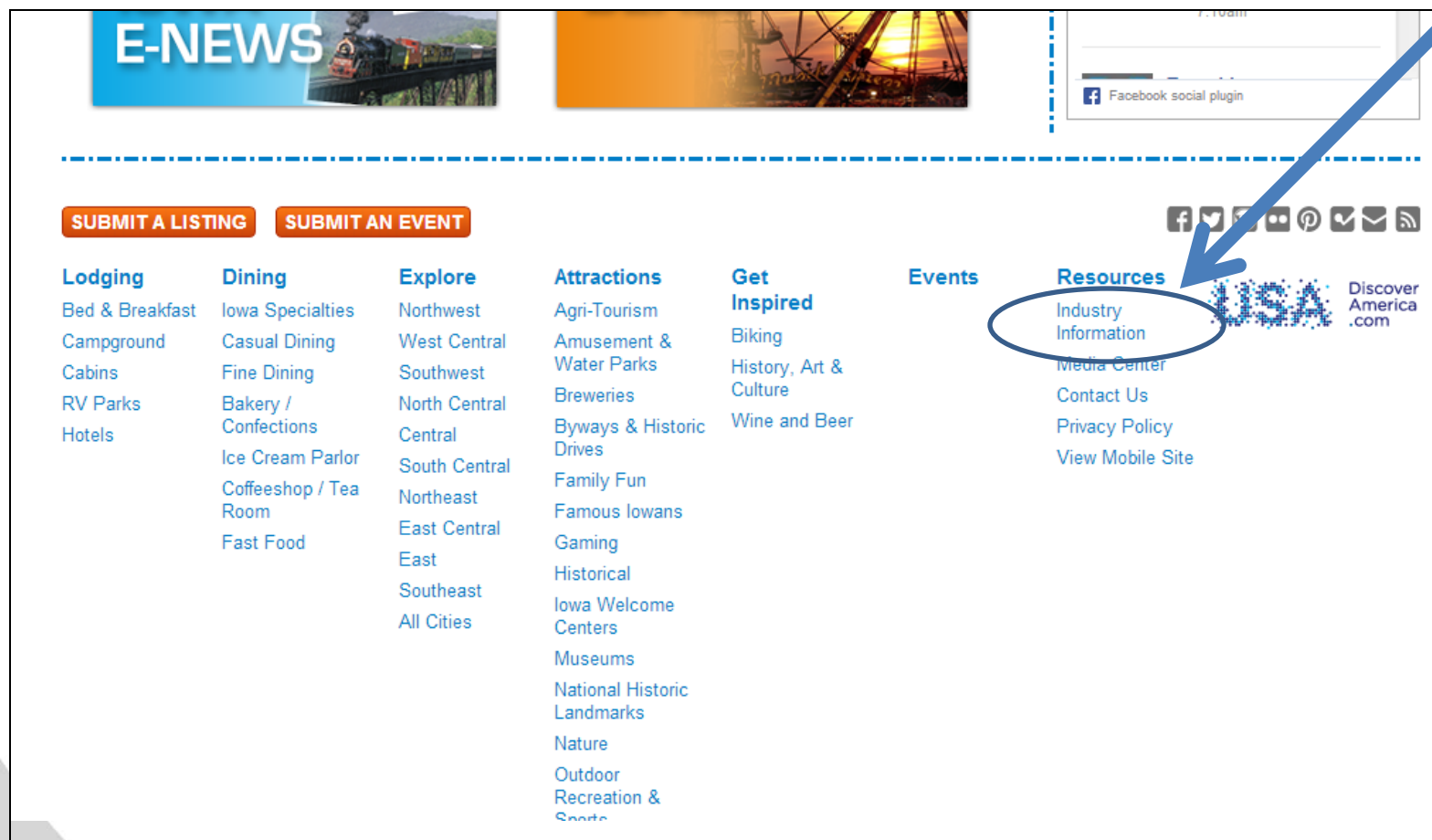
Webinar -- November 7, 2013

traveliowa.com



Click on Industry Information

Scroll down to here!



E-NEWS

SUBMIT A LISTING **SUBMIT AN EVENT**

Lodging
Bed & Breakfast
Campground
Cabins
RV Parks
Hotels

Dining
Iowa Specialties
Casual Dining
Fine Dining
Bakery / Confections
Ice Cream Parlor
Coffeeshop / Tea Room
Fast Food

Explore
Northwest
West Central
Southwest
North Central
Central
South Central
Northeast
East Central
East
Southeast
All Cities

Attractions
Agri-Tourism
Amusement & Water Parks
Breweries
Byways & Historic Drives
Family Fun
Famous Iowans
Gaming
Historical
Iowa Welcome Centers
Museums
National Historic Landmarks
Nature
Outdoor Recreation & Sports

Get Inspired
Biking
History, Art & Culture
Wine and Beer

Events

Resources
Industry Information
Media Center
Contact Us
Privacy Policy
View Mobile Site

USA Discover America .com

Travel Iowa Industry Information

The screenshot shows the Travel Iowa website with the following content:

- Travel Iowa Industry Information**
 - FY14 Iowa Tourism Grant Program**

The Iowa Tourism Office Grant Program includes \$185,000 in FY14. Staff at the Iowa Tourism Office is administering the program, but a team of industry representatives created the program's components and eligibility requirements. Tourism industry peers will review and score each application and determine grant recipients. [More information.](#)

 - [List of Grant Recipients](#)
 - [Travel Iowa Logos](#)
 - 2013 Iowa Tourism Conference**

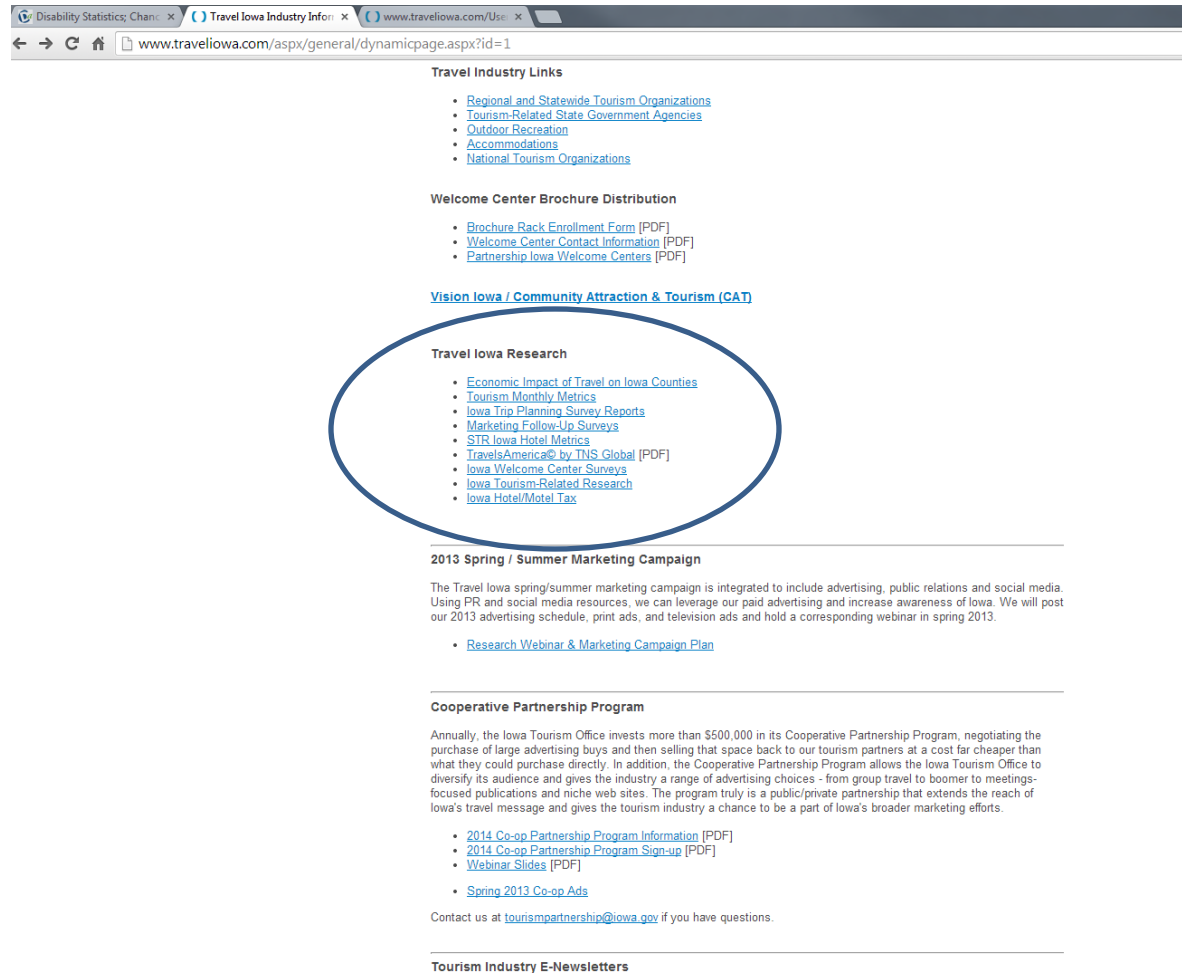
The 2013 Iowa Tourism Conference was held at the Five Sullivan Brothers Convention Center in Waterloo on October 16-18, 2013. Powerpoint presentations from speakers will be coming soon!
 - Iowa Travel Guide Advertising**

Attract travelers to your destination by placing an ad in the official Iowa Travel Guide! Reserve your space by October 21, 2013. [Download the details](#) [PDF].
 - Travel Iowa Webinars**
 - Travel Iowa Web & Blog Info**
 - [Web Listing Guidelines](#) [PDF]
 - [Guest Blog Post Guidelines](#)
 - [Travel Iowa Blog](#)
 - Travel Industry Links**
 - [Regional and Statewide Tourism Organizations](#)
 - [Tourism-Related State Government Agencies](#)
 - [Outdoor Recreation](#)
 - [Accommodations](#)
 - [National Tourism Organizations](#)
 - Welcome Center Brochure Distribution**
 - [Brochure Rack Enrollment Form](#) [PDF]
 - [Welcome Center Contact Information](#) [PDF]
 - [Submit your Iowa Welcome Center](#) [PDF]

On the right side of the page, there is a sidebar with the following elements:

- Get your FREE Iowa Travel Guide**
[View Online](#)
- Travel Deals** +
- Events** +
- Dining** +
- Attractions** +
- Lodging** +

Travel Iowa Research



The screenshot shows a web browser window with the URL www.traveliowa.com/asp/general/dynamicpage.aspx?id=1. The page content includes several sections: 'Travel Industry Links' with links to regional and statewide tourism organizations, outdoor recreation, accommodations, and national tourism organizations; 'Welcome Center Brochure Distribution' with links to brochure rack enrollment forms, welcome center contact information, and partnership welcome centers; 'Vision Iowa / Community Attraction & Tourism (CAT)'; 'Travel Iowa Research' (circled in blue) with links to economic impact, tourism metrics, trip planning surveys, marketing follow-up surveys, STR Iowa hotel metrics, TravelAmerica by TNS Global, Iowa Welcome Center surveys, Iowa tourism-related research, and Iowa hotel/motel tax; '2013 Spring / Summer Marketing Campaign' with a description of the campaign and a link to the research webinar and marketing campaign plan; 'Cooperative Partnership Program' with a description of the program and links to 2014 co-op partnership program information, sign-up, and webinar slides, as well as 2013 co-op ads; and 'Tourism Industry E-Newsletters'.

Disability Statistics; Chan... x Travel Iowa Industry Infor... x www.traveliowa.com/Us... x

← → ↻ 🏠 www.traveliowa.com/asp/general/dynamicpage.aspx?id=1

Travel Industry Links

- [Regional and Statewide Tourism Organizations](#)
- [Tourism-Related State Government Agencies](#)
- [Outdoor Recreation](#)
- [Accommodations](#)
- [National Tourism Organizations](#)

Welcome Center Brochure Distribution

- [Brochure Rack Enrollment Form](#) [PDF]
- [Welcome Center Contact Information](#) [PDF]
- [Partnership Iowa Welcome Centers](#) [PDF]

[Vision Iowa / Community Attraction & Tourism \(CAT\)](#)

Travel Iowa Research

- [Economic Impact of Travel on Iowa Counties](#)
- [Tourism Monthly Metrics](#)
- [Iowa Trip Planning Survey Reports](#)
- [Marketing Follow-Up Surveys](#)
- [STR Iowa Hotel Metrics](#)
- [TravelAmerica® by TNS Global](#) [PDF]
- [Iowa Welcome Center Surveys](#)
- [Iowa Tourism-Related Research](#)
- [Iowa Hotel/Motel Tax](#)

2013 Spring / Summer Marketing Campaign

The Travel Iowa spring/summer marketing campaign is integrated to include advertising, public relations and social media. Using PR and social media resources, we can leverage our paid advertising and increase awareness of Iowa. We will post our 2013 advertising schedule, print ads, and television ads and hold a corresponding webinar in spring 2013.

- [Research Webinar & Marketing Campaign Plan](#)

Cooperative Partnership Program

Annually, the Iowa Tourism Office invests more than \$500,000 in its Cooperative Partnership Program, negotiating the purchase of large advertising buys and then selling that space back to our tourism partners at a cost far cheaper than what they could purchase directly. In addition, the Cooperative Partnership Program allows the Iowa Tourism Office to diversify its audience and gives the industry a range of advertising choices - from group travel to boomer to meetings-focused publications and niche web sites. The program truly is a public/private partnership that extends the reach of Iowa's travel message and gives the tourism industry a chance to be a part of Iowa's broader marketing efforts.

- [2014 Co-op Partnership Program Information](#) [PDF]
- [2014 Co-op Partnership Program Sign-up](#) [PDF]
- [Webinar Slides](#) [PDF]
- [Spring 2013 Co-op Ads](#)

Contact us at tourismpartnership@iowa.gov if you have questions.

Tourism Industry E-Newsletters

Travel Iowa Research

Travel Iowa Research

- [Economic Impact of Travel on Iowa Counties](#)
- [Tourism Monthly Metrics](#)
- [Iowa Trip Planning Survey Reports](#)
- [Marketing Follow-Up Surveys](#)
- [STR Iowa Hotel Metrics](#)
- [TravelsAmerica© by TNS Global](#) [PDF]
- [Iowa Welcome Center Surveys](#)
- [Iowa Tourism-Related Research](#)
- [Iowa Hotel/Motel Tax](#)

Economic Impact of Travel On Iowa Counties Food Services



Iowa Tourism Office Staff Photo

Economic Impact of Travel

Economic Impact of Travel On Iowa Counties

Retail



Iowa Tourism Office Staff Photo

Economic Impact of Travel On Iowa Counties Entertainment & Recreation



Iowa Tourism Office Staff Photo

Economic Impact of Travel On Iowa Counties Lodging



Iowa Tourism Office Staff Photo

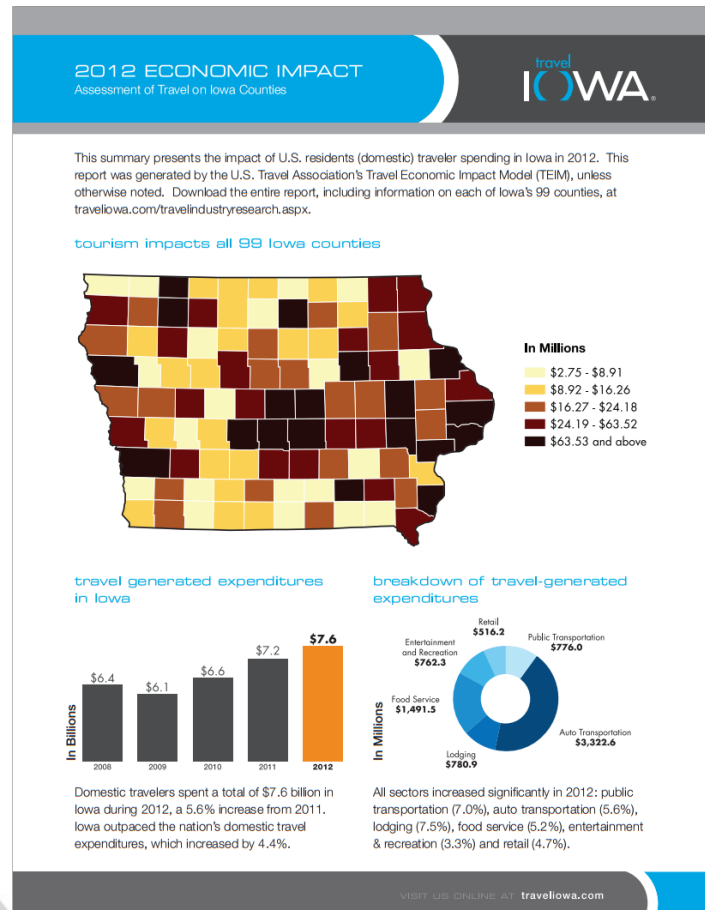
Economic Impact of Travel On Iowa Counties

Public & Auto Transportation



Iowa Tourism Office Staff Photo

Economic Impact of Travel On Iowa Counties



Economic Impact of Travel On Iowa Counties

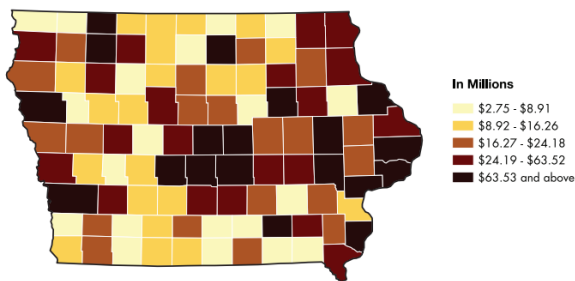
2012 ECONOMIC IMPACT

Assessment of Travel on Iowa Counties

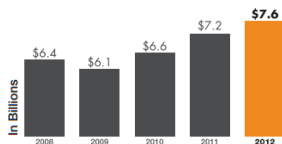


This summary presents the impact of U.S. residents (domestic) traveler spending in Iowa in 2012. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. Download the entire report, including information on each of Iowa's 99 counties, at traveliowa.com/travelindustryresearch.aspx.

tourism impacts all 99 Iowa counties

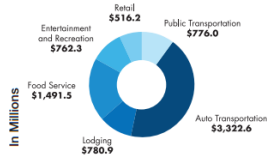


travel generated expenditures in Iowa



Domestic travelers spent a total of \$7.6 billion in Iowa during 2012, a 5.6% increase from 2011. Iowa outpaced the nation's domestic travel expenditures, which increased by 4.4%.

breakdown of travel-generated expenditures



All sectors increased significantly in 2012: public transportation (7.0%), auto transportation (5.6%), lodging (7.5%), food service (5.2%), entertainment & recreation (3.3%) and retail (4.7%).

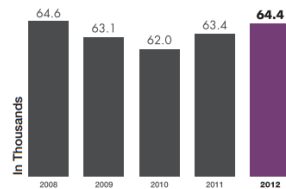
VISIT US ONLINE AT traveliowa.com

IOWA ECONOMIC DEVELOPMENT AUTHORITY

500 East Grand Avenue
Des Moines, Iowa 50309 USA

International: +1.515.725.3100
Domestic: 1.800.245.4692

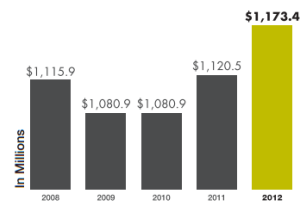
travel generated employment in Iowa



On average, every \$118,724 spent by domestic travelers in Iowa directly supported one job.

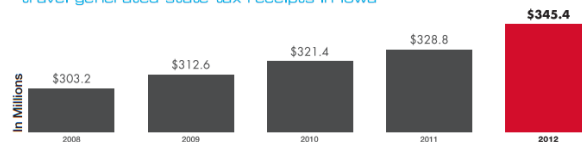
The 64,400 jobs supported by domestic travel in Iowa comprised 4.3% of the state's total non-agricultural employment during 2012. Tourism supported 24,300 jobs in the food sector and 12,600 jobs in the entertainment/recreation sector.

travel generated payroll in Iowa



Total payroll increased by 4.7% to \$1.17 million. On average, every dollar spent by domestic travelers produced 15.3 cents in payroll income for Iowa residents in 2012.

travel generated state tax receipts in Iowa



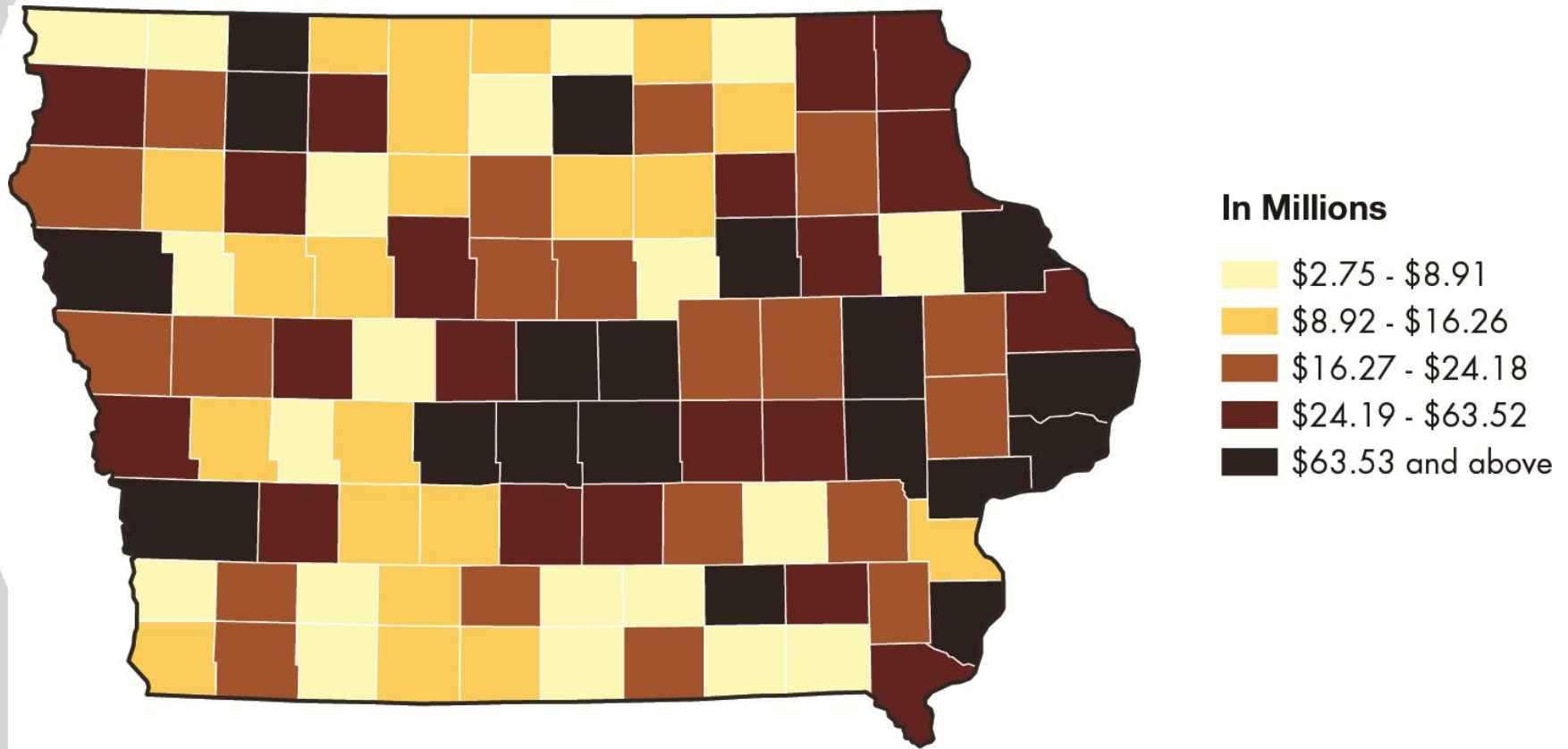
Total tax revenues generated grew 4.8% from 2011 to \$841.3 million. The federal government received \$390.6 million, the state government \$345.4 million and local governments received \$105.3 million.

This report was prepared by the Iowa Economic Development Authority, Tourism Office.

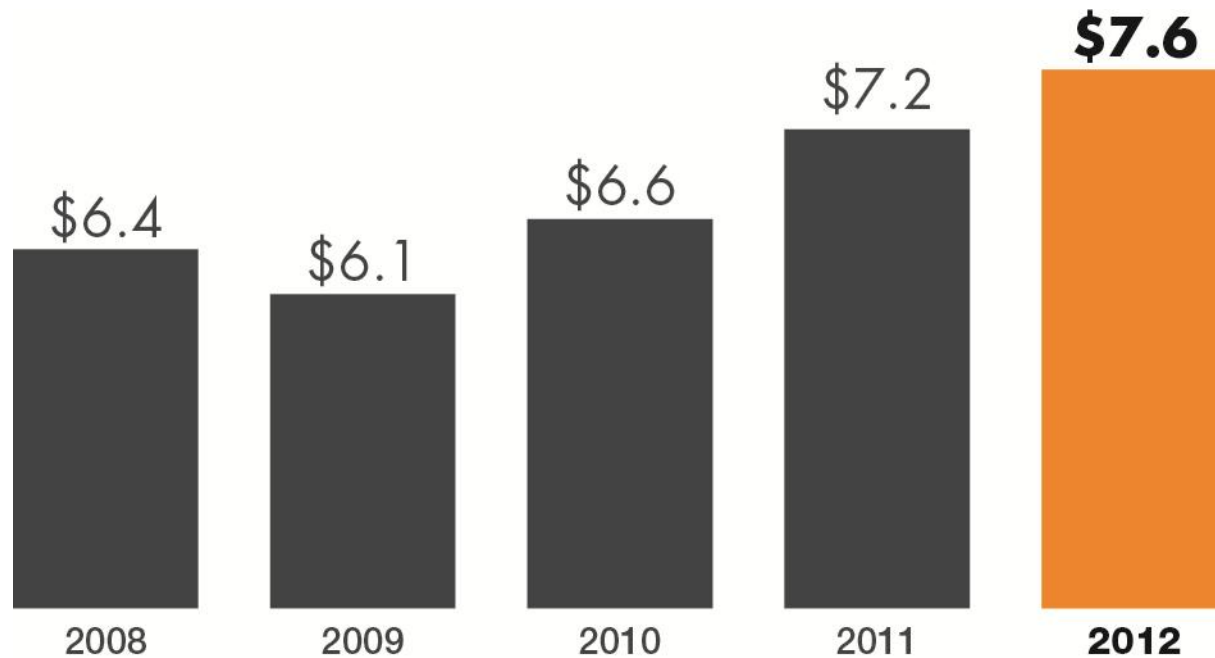
For more information, please contact: LuAnn Reiniers | luann.reiniers@iowa.gov | 515.725.3088

FOLLOW US    

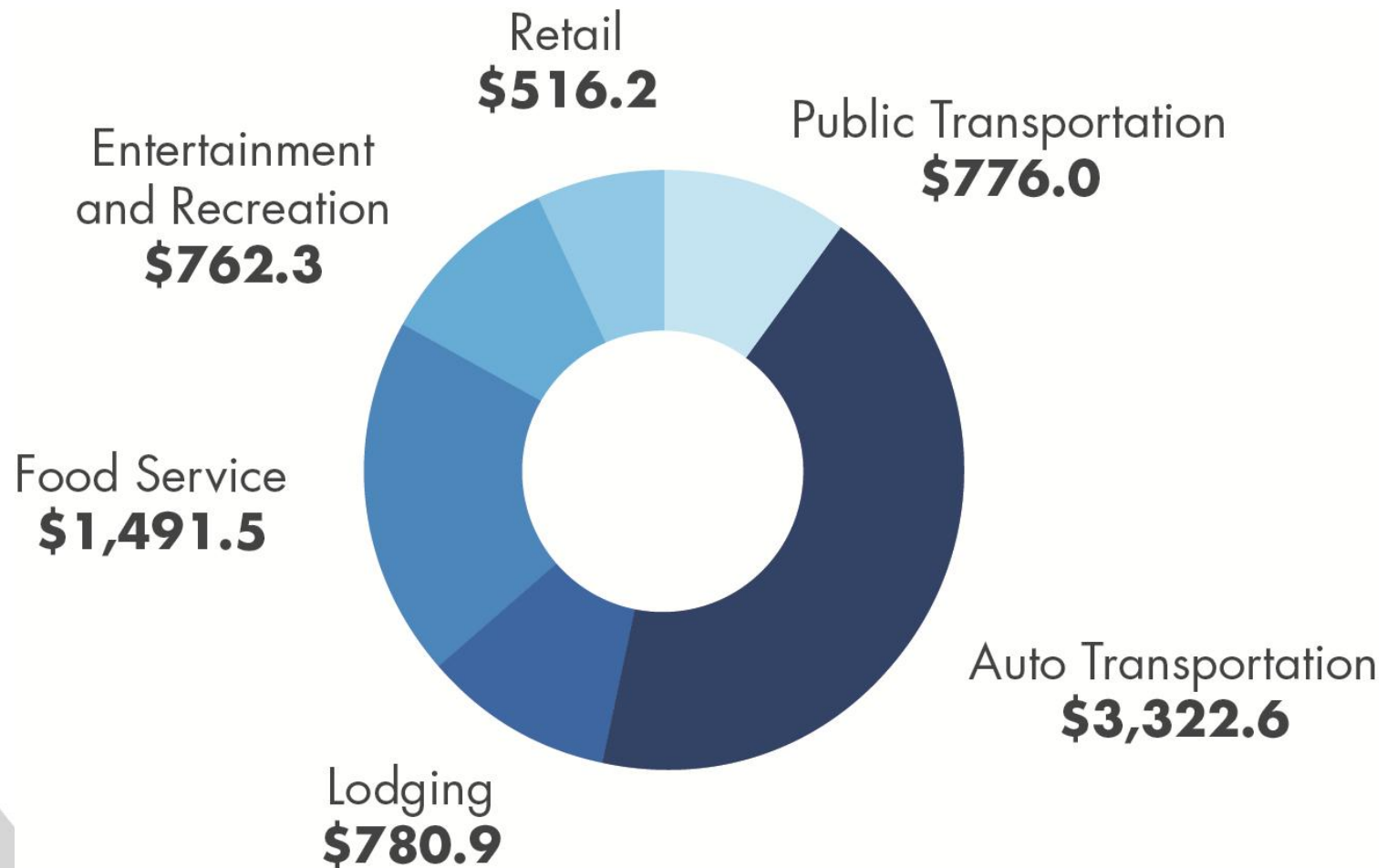
Tourism Impacts all 99 Iowa Counties



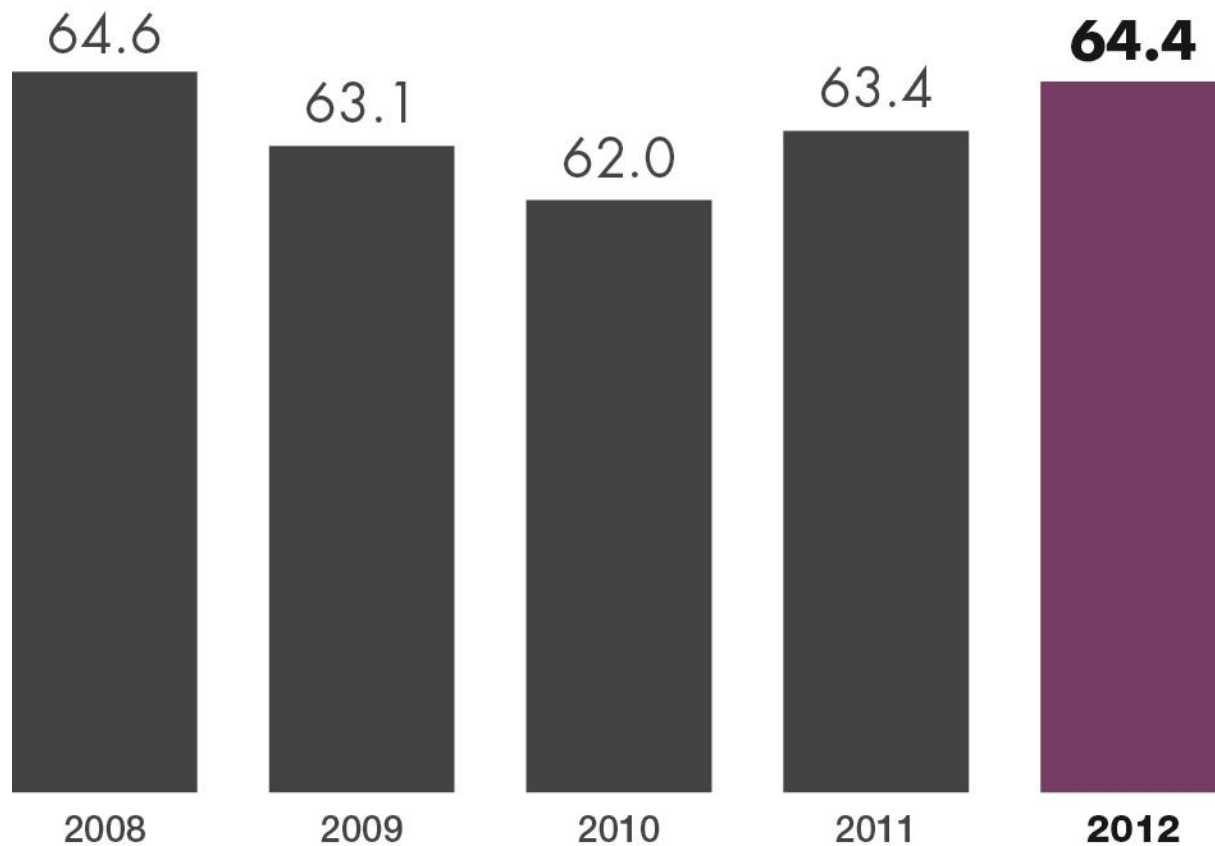
Travel Generated Expenditures in Iowa



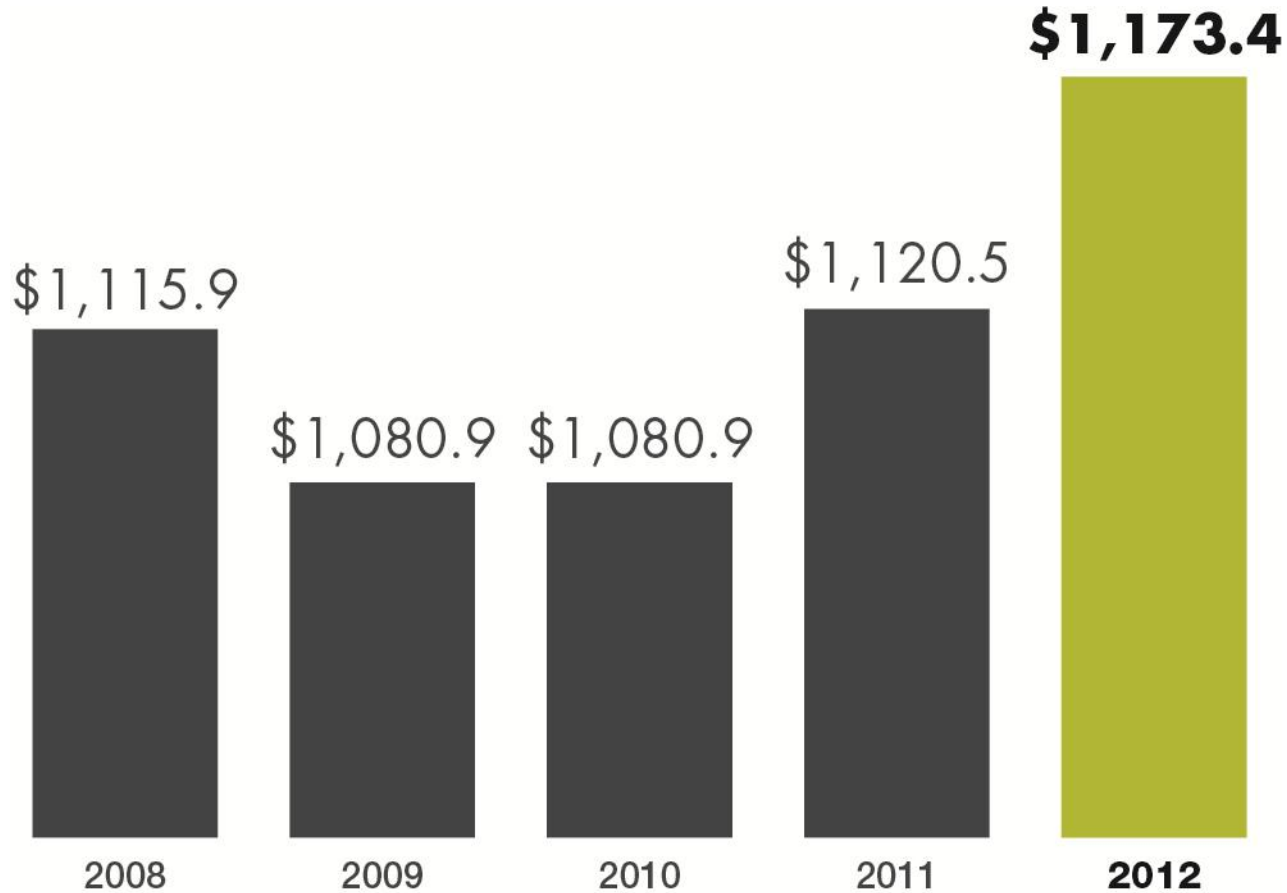
Travel Generated Expenditures in Iowa



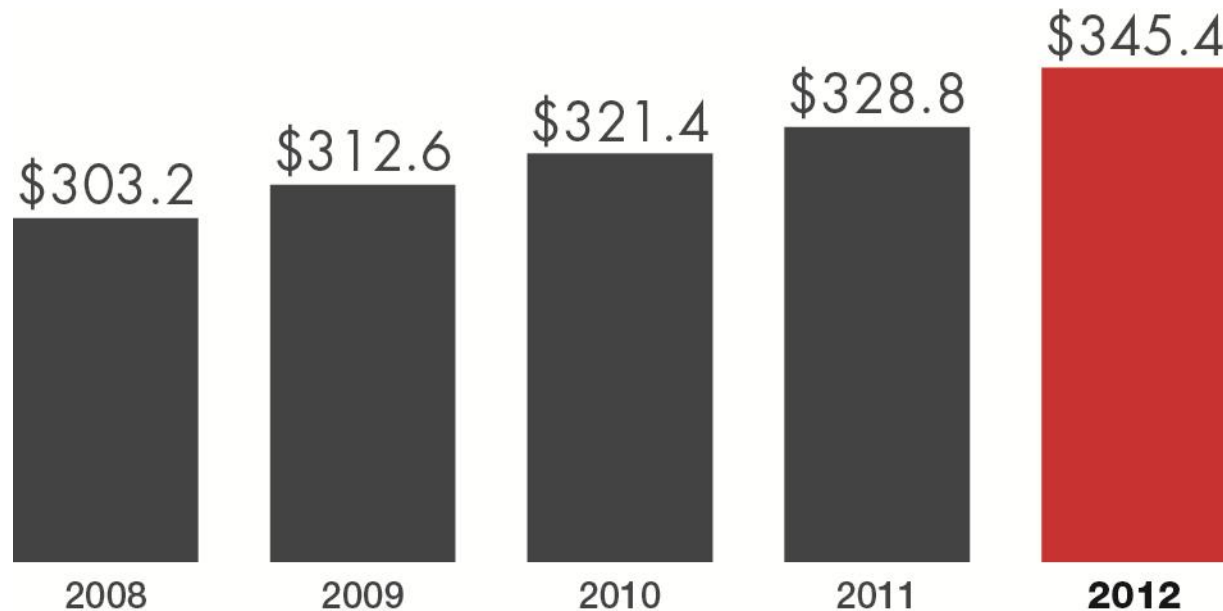
Travel Generated Employment in Iowa



Travel Generated Payroll in Iowa



Travel Generated State Tax Receipts in Iowa



Economic Impact of Travel On Iowa Counties

Table A: Alphabetical by County, 2012

2012 Domestic Travel Impact on Iowa
Table A: Alphabetical by County, 2012 (Continued)

County	Expenditures (\$ Millions)	Payroll (\$ Millions)	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
KOSSUTH	\$16.27	\$1.66	0.10	\$0.85	\$0.11
LEE	59.52	8.57	0.51	2.94	0.81
LINN	731.20	122.68	6.01	29.13	10.63
LOUISA	14.19	1.71	0.10	0.93	0.34
LUCAS	7.64	0.83	0.05	0.38	0.08
LYON	6.65	0.63	0.03	0.38	0.06
MADISON	13.60	1.14	0.06	0.72	0.12
MAHASKA	18.83	3.54	0.20	1.35	0.27
MARION	48.44	5.71	0.34	2.29	0.38
MARSHALL	83.29	11.94	0.67	3.86	1.05
MILLS	7.95	0.88	0.06	0.55	0.07
MITCHELL	10.28	1.00	0.06	0.48	0.09
MONONA	19.54	3.12	0.17	0.96	0.24
MONROE	8.50	1.40	0.09	0.57	0.10
MONTGOMERY	20.20	3.43	0.22	1.35	0.21
MUSCATINE	75.17	10.90	0.66	3.84	0.87
O'BRIEN	21.53	2.60	0.15	1.11	0.15
OSCEOLA	3.52	0.41	0.03	0.19	0.03
PAGE	18.29	1.73	0.10	0.93	0.17
PALO ALTO	34.12	4.93	0.27	1.94	0.64
PLYMOUTH	23.17	2.56	0.14	1.26	0.16
POCAHONTAS	4.51	0.48	0.03	0.24	0.05
POLK	1,744.16	308.94	15.56	71.68	27.34
POTTAWATTAMIE	298.65	52.78	3.16	15.90	4.42
POWESHIEK	45.45	5.45	0.30	2.39	0.85
RINGGOLD	10.19	0.92	0.04	0.57	0.19
SAC	15.36	1.41	0.07	0.79	0.29

The Economic Impact of Travel on Iowa Counties 2012

A Study Prepared for the
Iowa Economic Development Authority
Iowa Tourism Office
By the
Research Department of the
U.S. Travel Association
Washington, D.C.
August 2013

U.S.
TRAVEL
ASSOCIATION

Economic Impact Resources



Recreation Research and Service Program University of Northern Iowa

Dr. Samuel Lankford

Sustainable Tourism and Environment Program
School of HPELS
University of Northern Iowa
203 Wellness/ Recreation Center
Cedar Falls, Iowa 50614
sam.lankford@uni.edu
319- 273-6840



Festival/Event Economic Impact Model Iowa Destination Marketing Alliance

Josh Schamberger

Iowa City Coralville Area, CVB
900 1st Avenue
Coralville, IA 52241
joshua@iowacitycoralville.org
319-337-6592

Iowa Tourism Monthly Metrics



Iowa Tourism Office Staff Photo

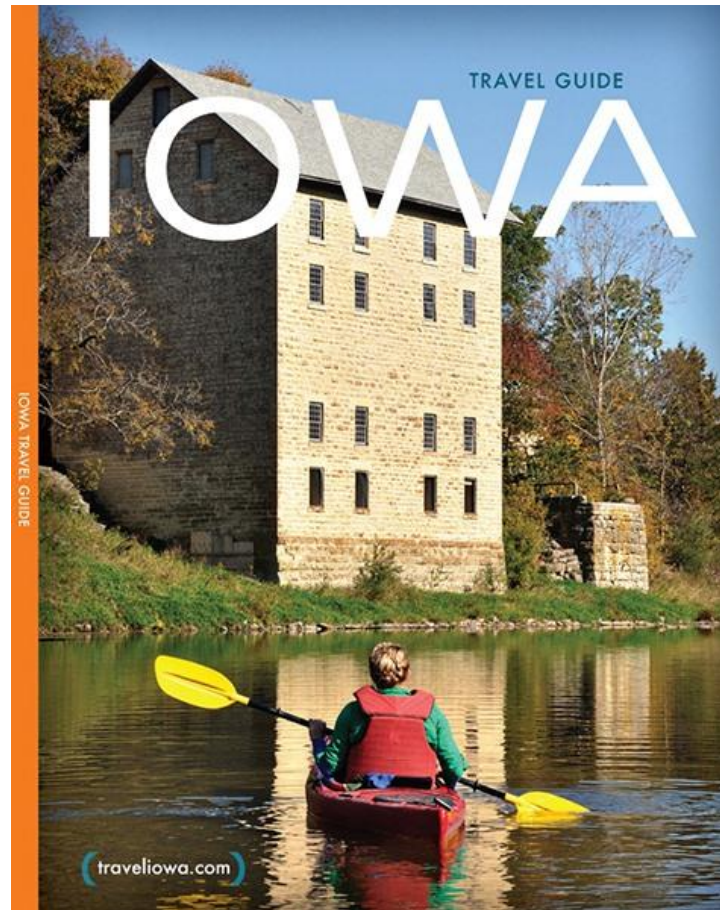
Iowa Tourism Monthly Metrics

- Web Site Analytics
 - Over 444,000 visitors this year



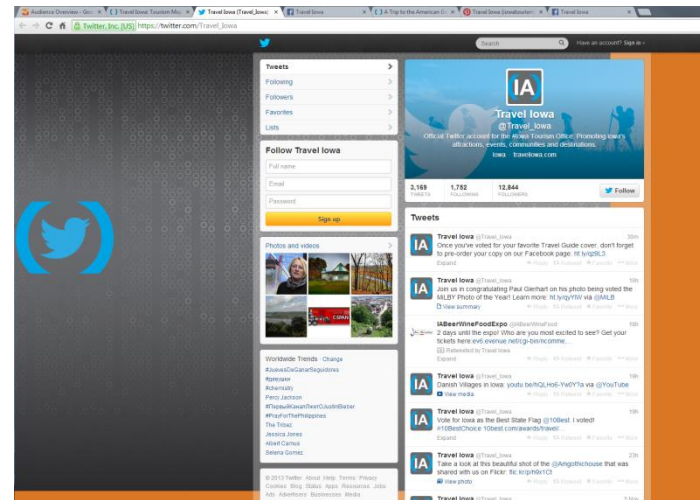
Iowa Tourism Monthly Metrics

- Travel Guide Requests
 - Over 100,000 this year
 - Over 20,000 through web site



Iowa Tourism Monthly Metrics

- Social Media Metrics
 - facebook over 23,000 'likers'
 - twitter nearly 13,000 followers



Iowa Tourism Monthly Metrics

- Welcome Center Visitation
 - Over 460,000 individuals



Iowa Tourism Office Staff Photo

Iowa Tourism Monthly Metrics

- Attractions Visitation
- Rest Area Visitation
- Airport Deplanements
- Leisure & Hospitality Employment
- Gasoline Prices
- Weather

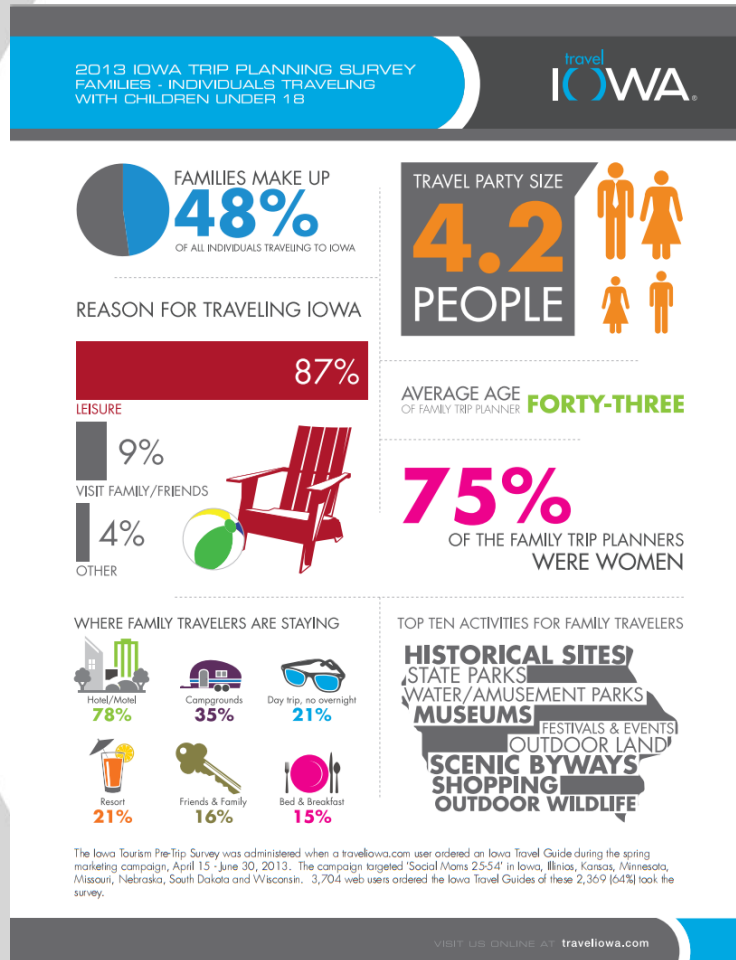
Trip Planning Survey



Iowa Tourism Office Staff Photo

Trip Planning Survey

Trip Planning Survey



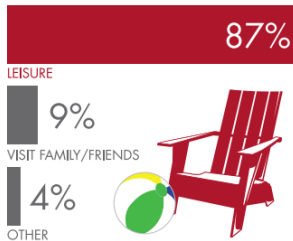
Trip Planning Survey

2013 IOWA TRIP PLANNING SURVEY
FAMILIES - INDIVIDUALS TRAVELING
WITH CHILDREN UNDER 18

travel
IOWA



REASON FOR TRAVELING IOWA



TRAVEL PARTY SIZE

4.2
PEOPLE

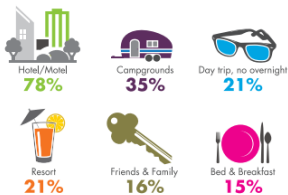


AVERAGE AGE
OF FAMILY TRIP PLANNER **FORTY-THREE**

75%

OF THE FAMILY TRIP PLANNERS
WERE WOMEN

WHERE FAMILY TRAVELERS ARE STAYING



TOP TEN ACTIVITIES FOR FAMILY TRAVELERS

HISTORICAL SITES
STATE PARKS
WATER/AMUSEMENT PARKS
MUSEUMS
FESTIVALS & EVENTS
OUTDOOR LAND
SCENIC BYWAYS
SHOPPING
OUTDOOR WILDLIFE

The Iowa Tourism Pre-Trip Survey was administered when a traveliowa.com user ordered an Iowa Travel Guide during the spring marketing campaign, April 15 - June 30, 2013. The campaign targeted 'Social Moms 25-54' in Iowa, Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin. 3,704 web users ordered the Iowa Travel Guides of these 2,369 (64%) took the survey.

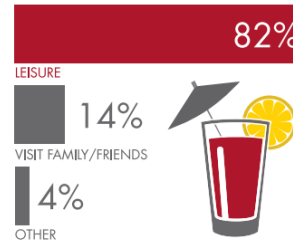
VISIT US ONLINE AT traveliowa.com

2013 IOWA TRIP PLANNING SURVEY
ADULTS - INDIVIDUALS TRAVELING
WITHOUT CHILDREN UNDER 18

travel
IOWA



REASON FOR TRAVELING IOWA



TRAVEL PARTY SIZE

2.4
PEOPLE

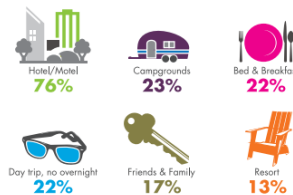


AVERAGE AGE
OF ADULT TRIP PLANNER **FIFTY-SIX**

60%

OF THE ADULT TRIP PLANNERS
WERE WOMEN

WHERE ADULT TRAVELERS ARE STAYING



TOP TEN ACTIVITIES FOR ADULT TRAVELERS

HISTORICAL SITES
SCENIC BYWAYS
STATE PARKS
FESTIVALS & EVENTS
MUSEUMS
OUTDOOR LAND
WINERIES
PICKING & ANTIQUES
SHOPPING
BREWERIES

The Iowa Tourism Pre-Trip Survey was administered when a traveliowa.com user ordered an Iowa Travel Guide during the spring marketing campaign, April 15 - June 30, 2013. The campaign targeted 'Social Moms 25-54' in Iowa, Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin. 3,704 web users ordered the Iowa Travel Guides of these 2,369 (64%) took the survey.

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Trip Planning Survey

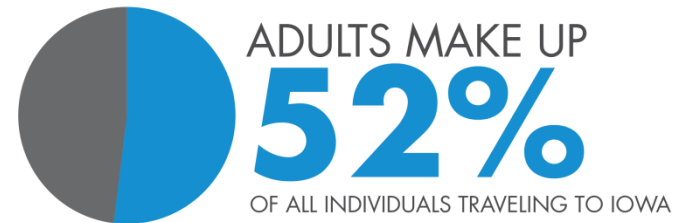
Families

Traveling with children under 18



Adults

Traveling without children under 18



Trip Planning Survey

Families

Traveling with children under 18

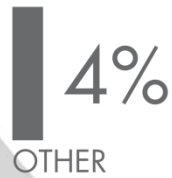
REASON FOR TRAVELING IOWA



LEISURE



VISIT FAMILY/FRIENDS



Adults

Traveling without children under 18

REASON FOR TRAVELING IOWA



LEISURE



VISIT FAMILY/FRIENDS



Trip Planning Survey

Families

Traveling with children under 18

TOP TEN ACTIVITIES FOR FAMILY TRAVELERS



Adults

Traveling without children under 18

TOP TEN ACTIVITIES FOR ADULT TRAVELERS



Trip Planning Survey

Families

Traveling with children under 18

Adults

Traveling without children under 18

AVERAGE AGE
OF FAMILY TRIP PLANNER **FORTY-THREE**

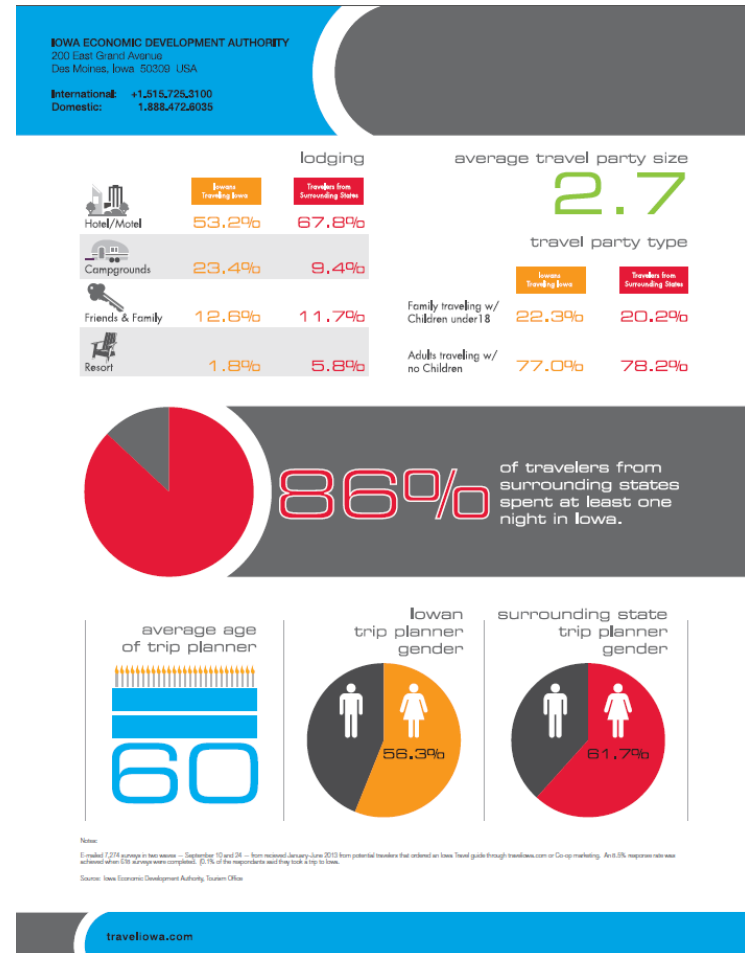
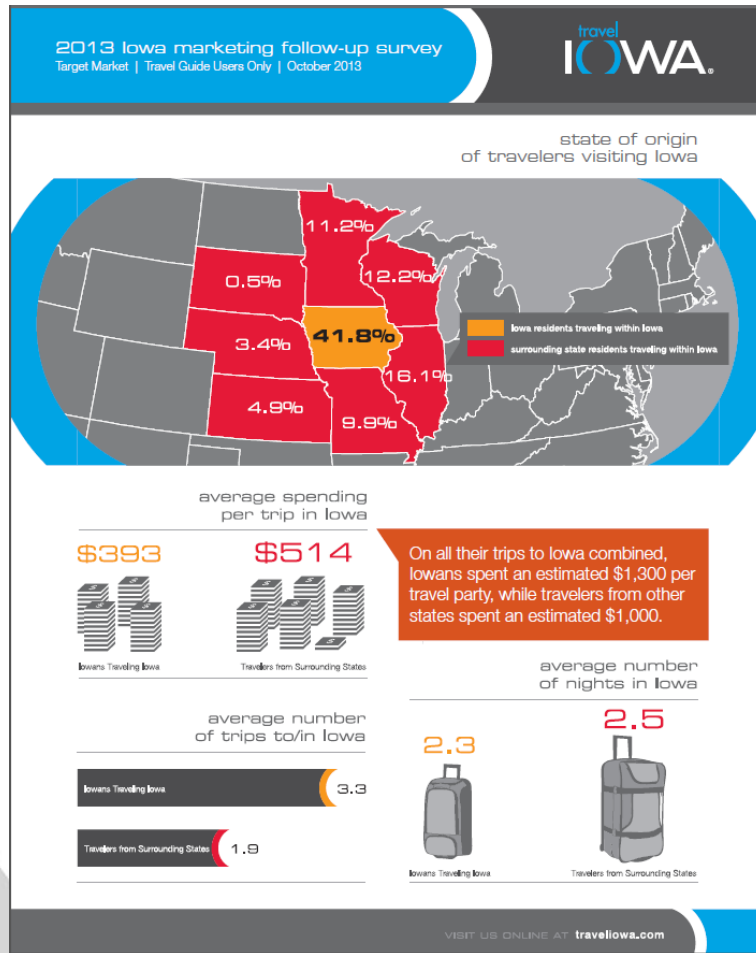
AVERAGE AGE
OF ADULT TRIP PLANNER **FIFTY-SIX**

Marketing Follow-up Survey

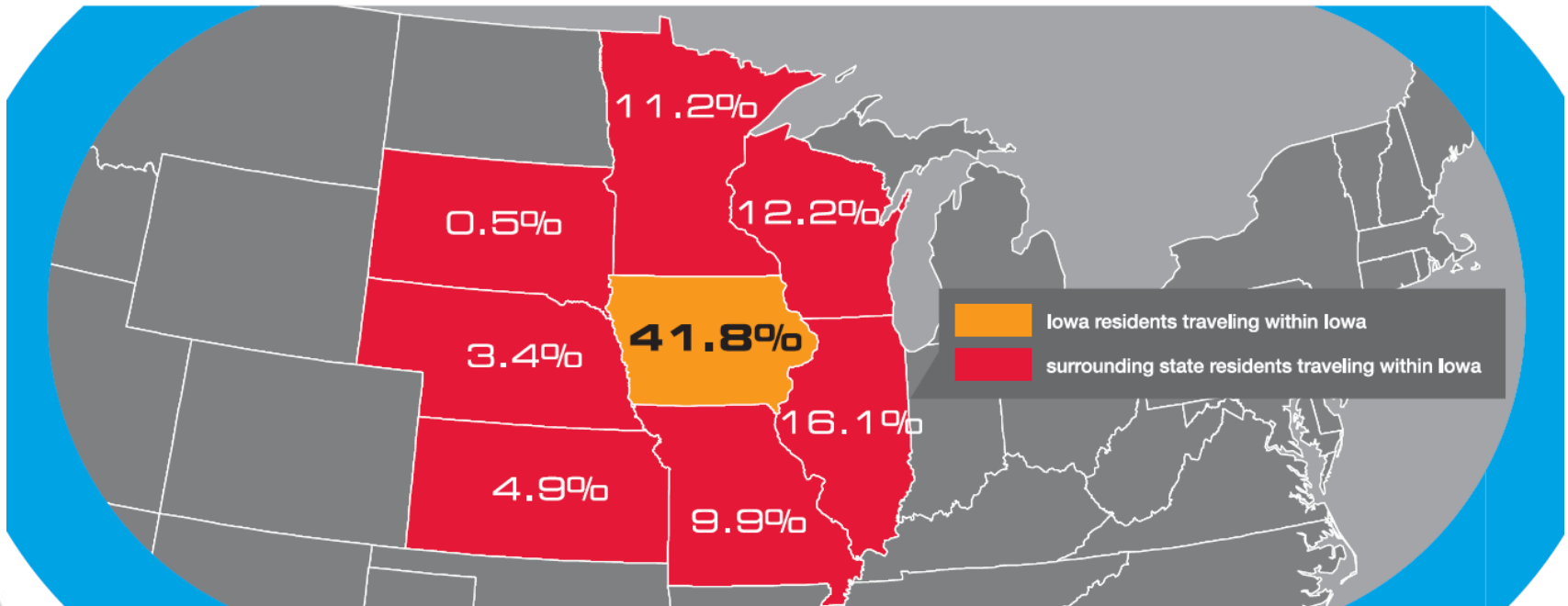


Iowa Tourism Office Staff Photo

Marketing Follow-up Survey



Marketing Follow-up Survey



Marketing Follow-up Survey

average spending
per trip in Iowa

\$393



Iowans Traveling Iowa

\$514



Travelers from Surrounding States

Marketing Follow-up Survey

average number
of trips to/in Iowa

Iowans Traveling Iowa

3.3

Travelers from Surrounding States

1.9

Marketing Follow-up Survey

average number
of nights in Iowa

2.3







Iowans Traveling Iowa

2.5



Travelers from Surrounding States

Marketing Follow-up Survey

	lodging	
	Iowans Traveling Iowa	Travelers from Surrounding States
 Hotel/Motel	53.2%	67.8%
 Campgrounds	23.4%	9.4%
 Friends & Family	12.6%	11.7%
 Resort	1.8%	5.8%

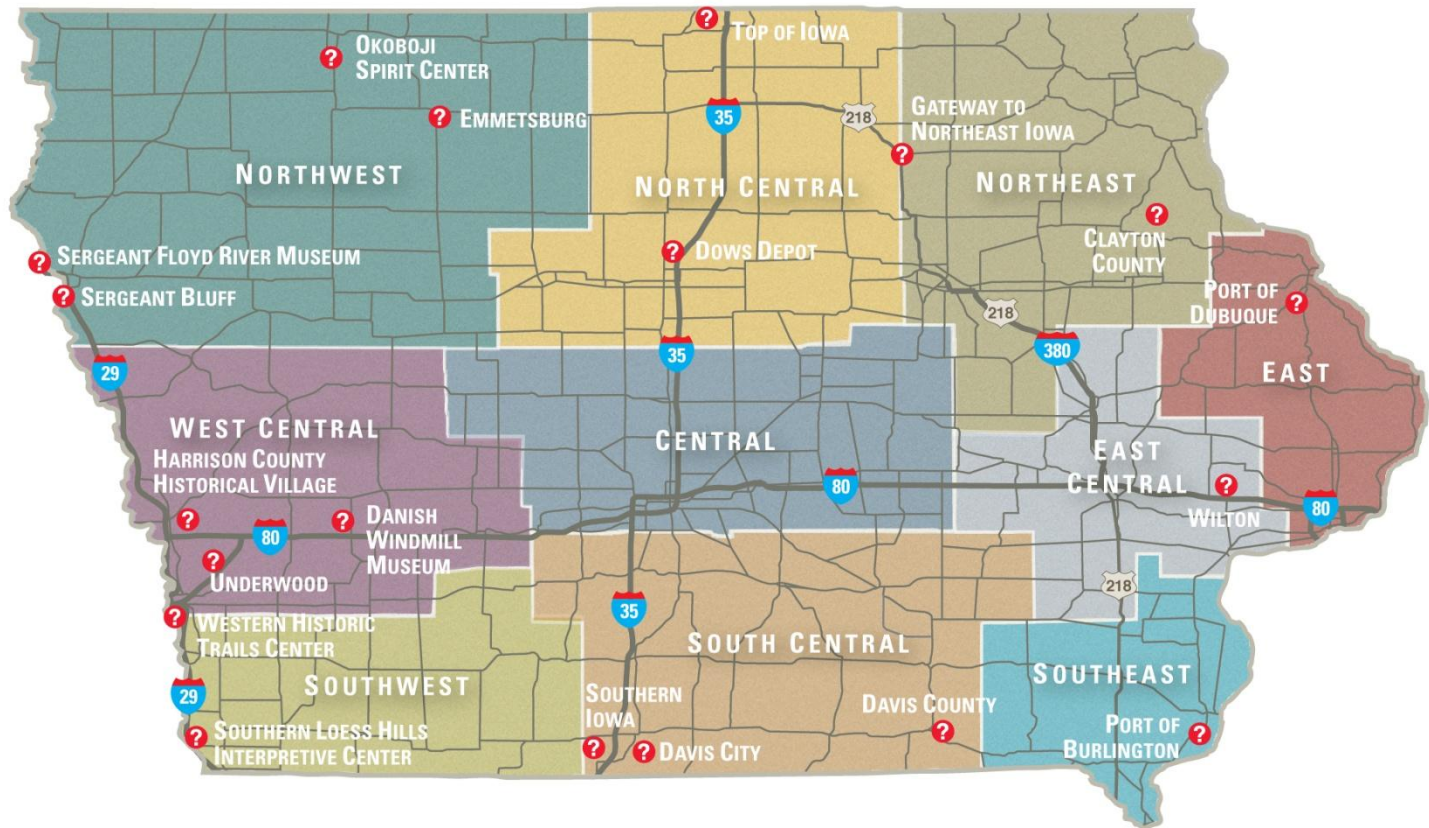
Welcome Center Survey Report



Welcome Center Survey Report



Welcome Center Survey Report



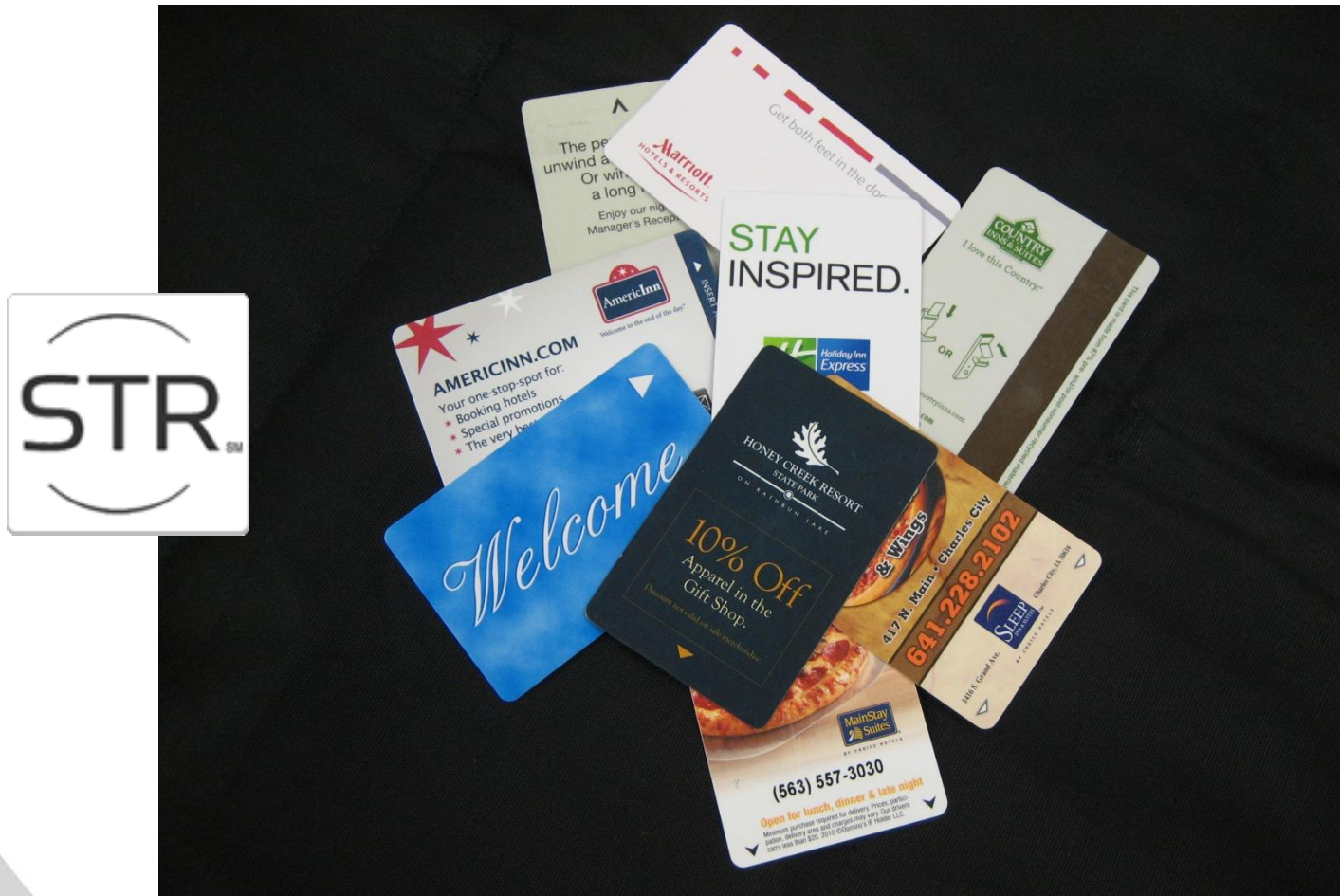
Welcome Center Survey Report

- Basic Demographics
 - Length of Stay
 - Origin, Destination
 - Party Size, Type, Age
 - Interest Areas
 - Spending
 - Lodging

Welcome Center Survey Report

- Interest Areas – Basic Demographics
 - Historical Attractions
 - Scenic Byways
 - National & State Parks
 - Outdoor Recreation
 - Museums
 - Wineries -- Breweries
 - Shopping
 - Agricultural Attractions
 - Festivals & Events
 - Casinos
 - Antiquing
 - Culinary

STR – Iowa Hotel Metrics



STR – Iowa Hotel Metrics

micpage.aspx?id=65

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STR Iowa Hotel Metrics

Top 10 Iowa Counties

[2013 STR Iowa Hotel Metrics - Through September 2013 \[PDF\]](#)

[2012 STR Iowa Hotel Metrics - Year-End \[PDF\]](#)



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STR – Iowa Hotel Metrics

Iowa's Top Ten County Hotel Markets													
Source: 2013 STR, Inc.													
Current Month													
	Occ %		ADR		RevPAR		Percent Change from 2012						
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Jan	43.6	42.7	80.22	78.50	34.96	33.51	2.1	2.2	4.3	6.5	2.1	4.2	
Feb	53.2	53.7	82.97	80.45	44.13	43.22	-1.0	3.1	2.1	3.7	1.5	0.5	
Mar	56.2	55.6	81.84	78.32	45.96	43.53	1.0	4.5	5.6	7.2	1.5	2.6	
Apr	60.1	57.4	84.21	79.87	50.58	45.86	4.6	5.4	10.3	11.7	1.2	5.9	
May	62.2	62.5	85.24	81.42	53.05	50.92	-0.5	4.7	4.2	6.4	2.2	1.7	
June	73.3	74.4	90.92	87.43	66.66	65.02	-1.4	4.0	2.5	4.9	2.3	0.9	
July	68.2	68.3	85.11	81.46	58.06	55.66	-0.2	4.5	4.3	6.3	2.0	1.8	
Aug	71.1	71.7	87.37	85.39	62.12	61.21	-0.8	2.3	1.5	3.6	2.1	1.3	
Sept	63.0	64.3	85.23	83.72	53.72	53.86	-2.0	1.8	-0.3	1.6	1.9	-0.2	
Oct													
Nov													
Dec													
Year to Date 2013 vs 2012													
	Occ %		ADR		RevPAR		Percent Change from YTD 2012						
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	
Jan	43.6	42.7	80.22	78.50	34.96	33.51	2.1	2.2	4.3	6.5	2.1	4.2	
Feb	48.1	47.9	81.68	79.58	39.28	38.11	0.4	2.6	3.1	4.9	1.8	2.2	
Mar	50.9	50.5	81.75	79.10	41.58	39.98	0.6	3.3	4.0	5.8	1.7	2.3	
Apr	53.1	52.3	82.47	79.31	43.83	41.46	1.7	4.0	5.7	7.4	1.6	3.3	
May	55.0	54.4	83.17	79.82	45.74	43.41	1.1	4.2	5.4	7.2	1.7	2.8	
June	58.0	57.7	84.83	81.45	49.23	47.00	0.6	4.2	4.7	6.6	1.8	2.4	
July	59.5	59.3	84.89	81.45	50.53	48.27	0.4	4.2	4.7	6.6	1.8	2.3	
Aug	60.9	60.9	85.26	82.04	51.97	49.93	0.1	3.9	4.1	6.0	1.9	2.0	
Sept	61.1	61.2	85.27	82.24	52.13	50.37	-0.2	3.7	3.5	5.4	1.9	1.7	
Oct													
Nov.													
Dec													



STR – Iowa Hotel Metrics

Participation					Includes:			
	Properties		Rooms					
	Census	Sample	Census	Sample				
Jan	333	264	30405	25196	Polk County, IA			Johnson County, IA
Feb	334	267	30500	25416	Scott County, IA			Dubuque County, IA
Mar	334	266	30501	25355	Linn County, IA			Story County, IA
Apr	334	265	30501	25186	Pottawattamie County, IA			Woodbury County, IA
May	335	263	30768	24960	Black Hawk County, IA			Dallas County, IA
June	336	266	30813	25389				
July	336	265	30811	25237				
Aug	336	262	30855	25093				
Sept	334	262	30766	25208				
Oct								
Nov.								
Dec								



STR – Iowa Hotel Metrics



STR

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Iowa Hotel/Motel Tax

The screenshot shows the Iowa Department of Revenue website. At the top, the logo reads "Department of IOWA REVENUE" with the state of Iowa in the background. To the right is a search bar labeled "Search...". Below the logo is a navigation bar with links: eServices, Publications, Research, Contacts, FAQs, Forms, News, Online Training, and Got Ideas?. On the left side, there is a vertical menu with links: Home, Businesses, Individuals, Tax Professionals, and Local Government. The main content area is titled "Iowa Hotel / Motel Tax" in a dark blue header. Below this header, there are several links: Questions and Answers, Electronic Funds Transfer (EFT) Authorization Form (pdf) for use by local government entities, Jurisdiction and Rates (Excel), and Quarterly Payment Distribution Summary(Excel). To the right of these links is a box containing text about eLists: "eLists: [Sign up or unsubscribe](#) to receive Iowa tax news by e-mail." and "Don't have Excel? Get [Excel Viewer](#) free of charge." At the bottom of the page is a footer bar with links: Subscribe to e-mail news, Translate, Privacy, Taxpayer Rights, Links, PDF Reader, Excel Viewer, and Power Point Viewer.

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Iowa Tourism-Related Research



The screenshot shows the 'travel IOWA' website. The header includes the logo and navigation links for 'Lodging', 'Dining', 'Explore', and 'Attractions'. Below the header is an orange bar with 'SHARE', 'ADD TO FAVORITES', and 'GO TO PROFILE' buttons, along with social media icons for Facebook, Twitter, and LinkedIn. The main content area is titled 'Iowa Tourism-Related Research' and lists nine research reports, each with a link and a '[PDF]' indicator.

- [Aviation: Economic Impact of Aviation 2009](#)
- [Bicycling: Economic and Health Benefits of Bicycling in Iowa](#) [PDF]
- [Golf: The Iowa Golf Economy 2006](#) [PDF]
- [Hunting in America - Economic Impact](#) [PDF]
- [Natural Resources: Economic Value of Outdoor Recreation Activities in Iowa](#) [PDF]
- [Natural Resources: Iowa Rivers & River Corridors Recreation 2009](#) [PDF]
- [Snowmobiling: Economic Importance of Snowmobiling in Iowa 2010](#) [PDF]
- [Wine: Iowa Wine & Vineyards Economic Impact 2009](#) [PDF]

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