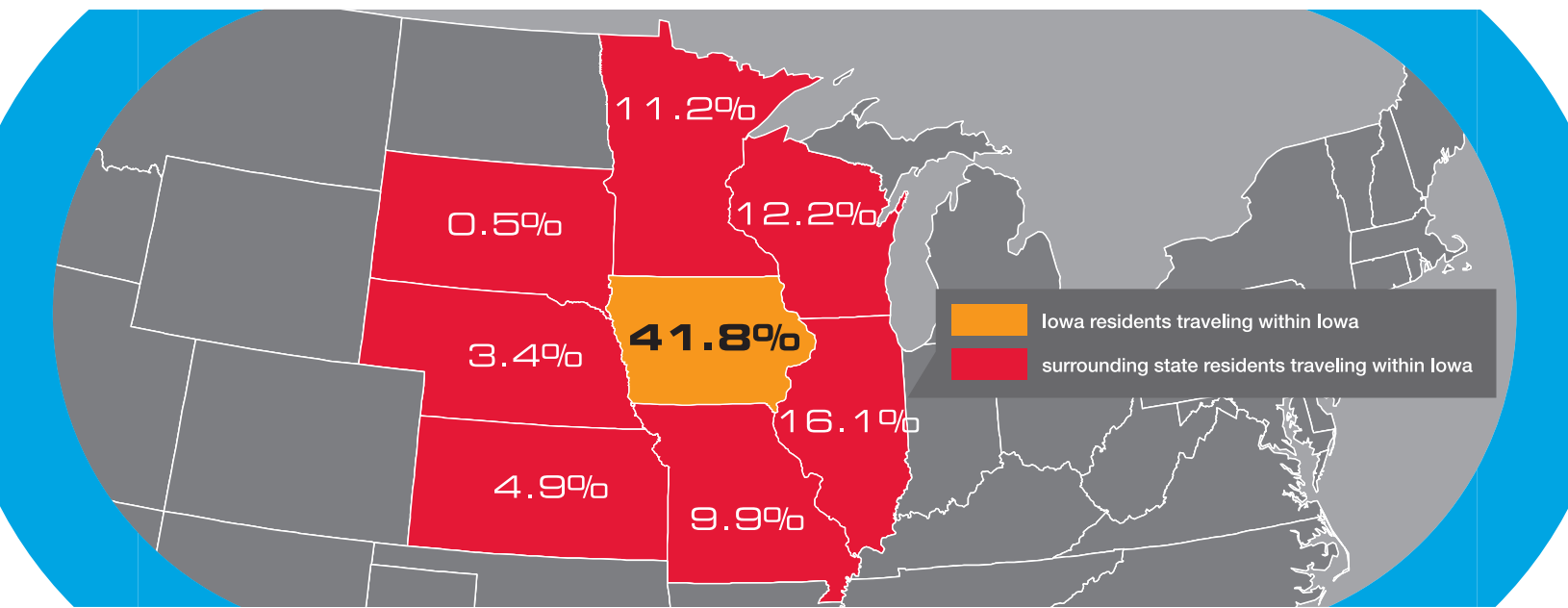


2013 Iowa marketing follow-up survey

Target Market | Travel Guide Users Only | October 2013



state of origin of travelers visiting Iowa



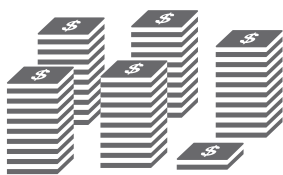
average spending per trip in Iowa

\$393



Iowans Traveling Iowa

\$514



Travelers from Surrounding States

On all their trips to Iowa combined, Iowans spent an estimated \$1,300 per travel party, while travelers from other states spent an estimated \$1,000.

average number of nights in Iowa

average number of trips to/in Iowa

Iowans Traveling Iowa

3.3

Travelers from Surrounding States

1.9

2.3



Iowans Traveling Iowa

2.5



Travelers from Surrounding States

IOWA ECONOMIC DEVELOPMENT AUTHORITY

200 East Grand Avenue
Des Moines, Iowa 50309 USA

International: +1.515.725.3100
Domestic: 1.888.472.6035



Hotel/Motel

Iowans
Traveling Iowa
53.2%

Travelers from
Surrounding States
67.8%



Campgrounds

23.4%

9.4%



Friends & Family

12.6%

11.7%



Resort

1.8%

5.8%

lodging

average travel party size

2.7

travel party type

Family traveling w/
Children under 18

Iowans
Traveling Iowa
22.3%

Travelers from
Surrounding States
20.2%

Adults traveling w/
no Children

77.0%

78.2%



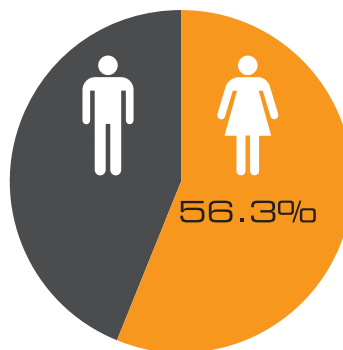
86%

of travelers from
surrounding states
spent at least one
night in Iowa.

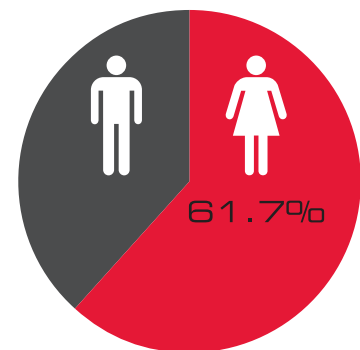
average age of trip planner



Iowan trip planner gender



surrounding state trip planner gender



Notes:

E-mailed 7,274 surveys in two waves — September 10 and 24 — from received January-June 2013 from potential travelers that ordered an Iowa Travel guide through traveliowa.com or Co-op marketing. An 8.5% response rate was achieved when 618 surveys were completed. (0.1% of the respondents said they took a trip to Iowa.)

Source: Iowa Economic Development Authority, Tourism Office