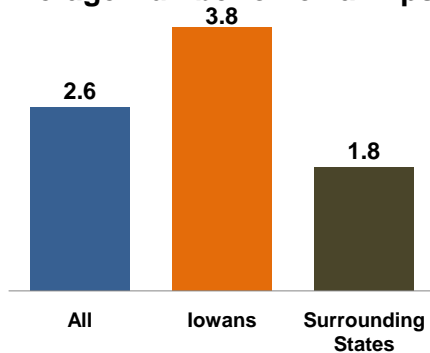


2010 Marketing Follow-up Survey

Iowa Tourism Office

Average Number of Iowa Trips

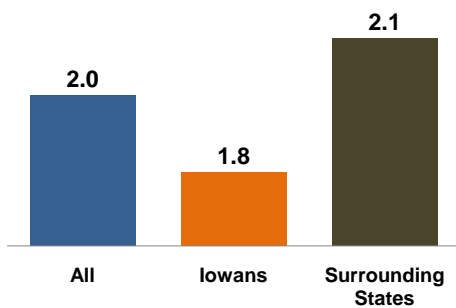


Of those surveyed, 91.2% took a trip to Iowa.

All travelers took an average of 2.6 trips, Iowans took an average of 3.8 trips and travelers from surrounding states took an average of 1.8 trips.

Day trippers took an average of 3.3 trips.

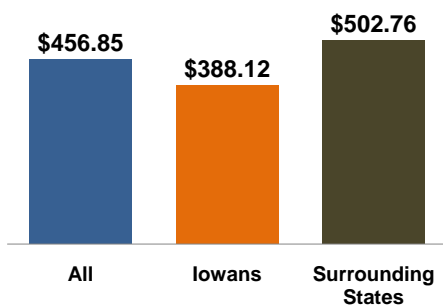
Average Number of Iowa Trip Nights



All travelers spent an average of two nights while traveling in Iowa, Iowans spent an average of 1.8 nights and those from the surrounding states spent an average of 2.1 nights.

Day trippers accounted for 25% of all travelers, 34% of the Iowans and 18% of the travelers from the surrounding states.

Average Spending per Trip



The spending per trip on transportation, lodging, food, shopping and entertainment for all travelers was an average of \$456.85. For Iowans it was \$388.12 and for travelers from the surrounding states it was \$502.76. Day trippers spent an average of \$132.29 per travel party, per trip.

Where did you see or hear about **traveliowa.com**?

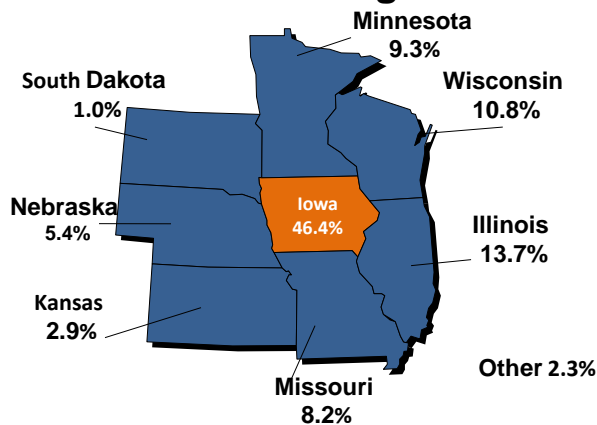
(Checked all that applied)

	All	Iowans	Surrounding States
Search Engine	27.7%	16.5%	39.7%
Newspaper/Magazine Article	24.8%	34.0%	17.4%
Magazine Ad	21.2%	26.8%	15.5%
Web Banner Ads	15.4%	10.0%	17.8%
Other	9.5%	12.2%	7.5%
TV Ad	9.1%	12.9%	5.4%
Social Media	5.0%	4.8%	4.9%
Family & Friends	2.6%	2.4%	2.8%
Radio Ad	2.1%	2.6%	1.5%

The Iowa Tourism Office targeted the Chicago and Minneapolis television markets. It also targeted Iowa and surrounding states with print media and online advertising. The Iowa Tourism Office spent \$1,276,000 in paid media.

The Iowa Tourism Office partnered with the "Iowa Lottery's 2010 Silver Ticket Celebration," a multi-media campaign with radio, television, Web banners and digital outdoor. The Iowa Lottery spent \$388,000 in paid media.

State of Origin



Respondents to the survey included:

- 46.4% Iowans
- 51.3% Surrounding States
- 2.3% Other

Methodology:

E-mailed 20,093 surveys in mid-September (from requests received January - August 2010). E-mails included: 8,312 from Travellowa.com web requests, 10,005 from online co-op and online consumer ad responses and 1,776 from magazine ad responses.

A 5.2% response rate was achieved when 1,051 surveys were completed. Of the surveys completed, 961 (91.4%) were from Travellowa.com web requests and 90 (8.6%) were from the online co-op, online consumer ads and magazine ad responses.