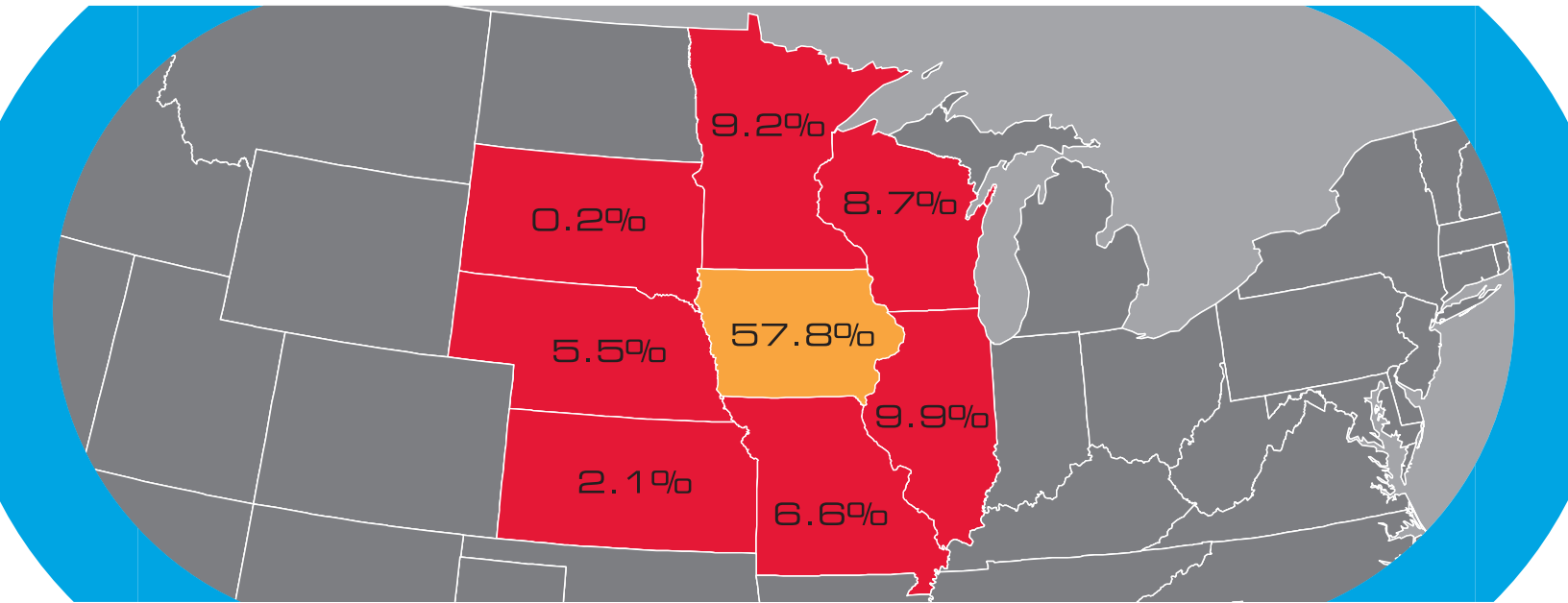


## 2011 Iowa marketing follow-up survey

Target Market | Travel Guide Users Only | January - August

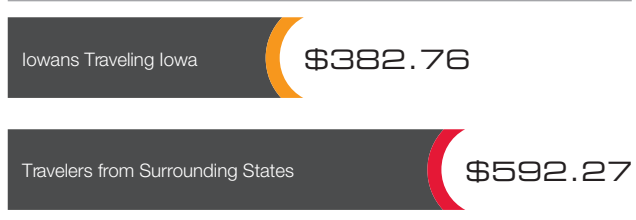


### state of origin of travelers visiting Iowa



Iowa residents traveling within Iowa      surrounding state residents traveling within Iowa

### average spending per trip in Iowa



On all their trips to Iowa combined, Iowans spent an estimated \$1,400 per travel party, while travelers from other states spent an estimated \$1,200.

### average number of trips to/in Iowa

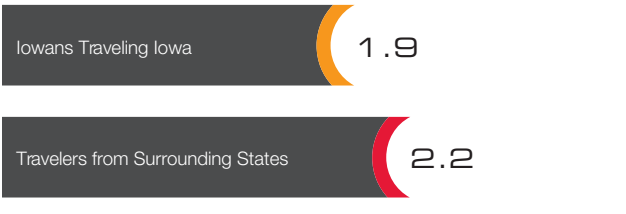


### Iowa trip frequency

	Iowans Traveling Iowa	Travelers from Surrounding States
One Trip	12.3%	45.3%
Two Trips	21.6%	26.0%
Three Trips	17.9%	14.2%
Four Trips	13.6%	5.5%
Five Trips	5.6%	2.0%
Six +	29.2%	7.1%

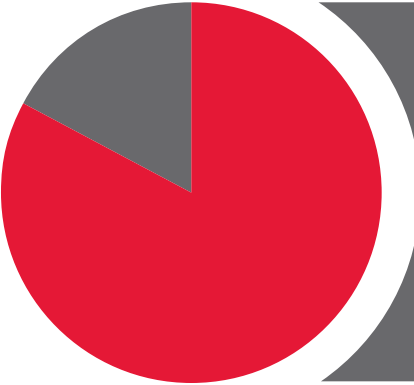


average number  
of nights in Iowa



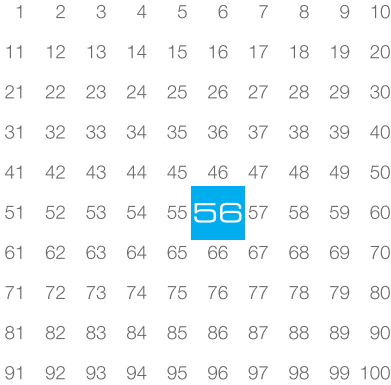
length of stay

	Iowans Traveling Iowa	Travelers from Surrounding States
Daytrip	31.0%	17.0%
One night	17.8%	17.8%
Two nights	23.6%	29.2%
Three nights	8.8%	15.0%
Four nights	5.4%	8.7%
Five nights	1.0%	3.2%
6 + nights	12.5%	9.1%

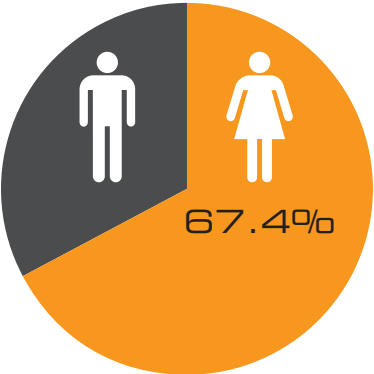


83% of travelers from surrounding states spent the night in Iowa.

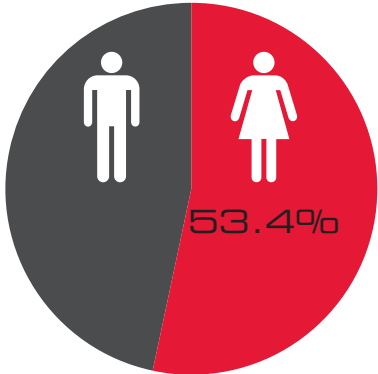
average age  
of trip planner



Iowan  
trip planner  
gender



surrounding state  
trip planner  
gender



Notes:  
E-mailed 11,691 (net) surveys in mid-September 2011 (from requests received January - August 2011). Requests came from TravelIowa.com or the reader response cards included in select Iowa Tourism Office advertising.  
A 9.3% response rate was achieved when 1,085 surveys were completed. Of those 73.6% said "Yes, they took a trip to Iowa", and completed the survey. 26.4% of those polled said, "No, they did not take a trip", which ended their survey at that point.  
Target Market = Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin  
Source: Iowa Economic Development Authority, Tourism Office