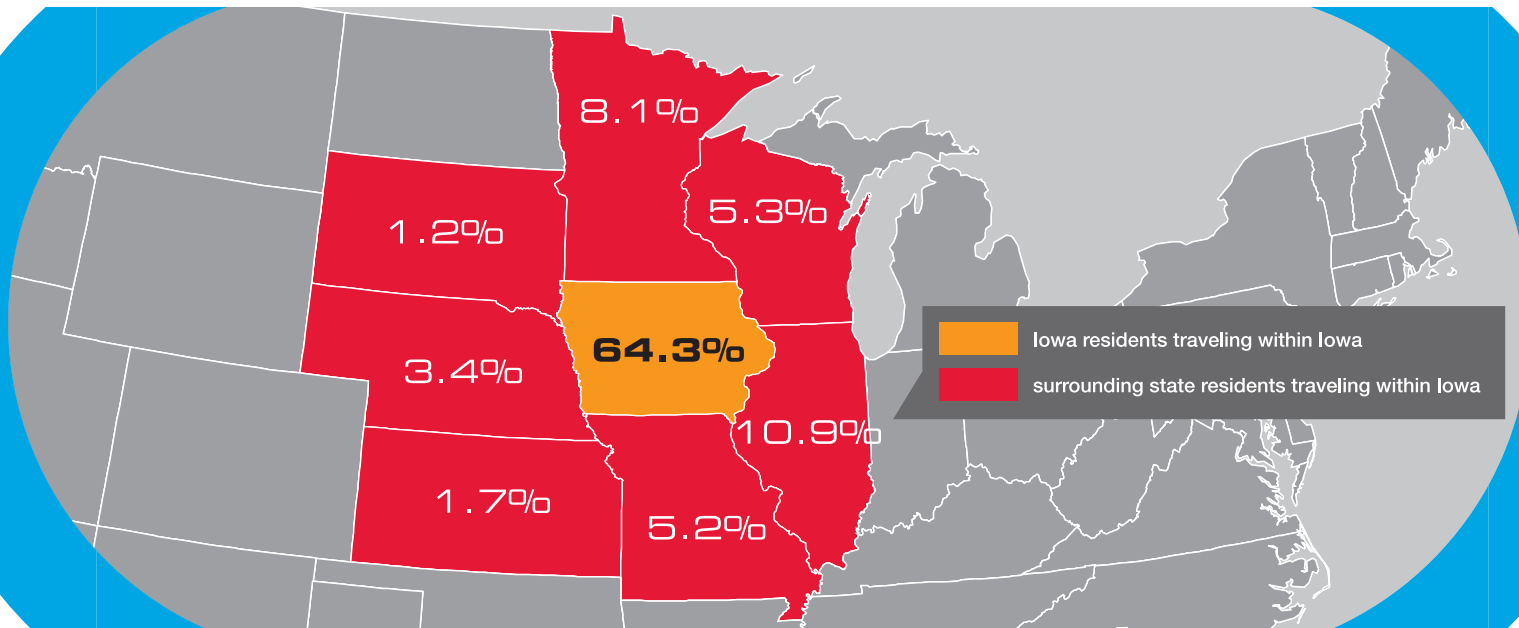


# 2012 Iowa marketing follow-up survey

Target Market | Travel Guide Users Only | January - July

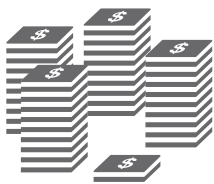


## state of origin of travelers visiting Iowa



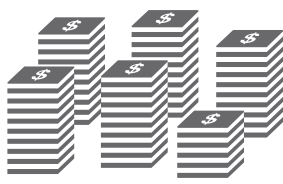
## average spending per trip in Iowa

**\$423**



lowans Traveling Iowa

**\$563**



Travelers from Surrounding States

On all their trips to Iowa combined, lowans spent an estimated \$1,600 per travel party, while travelers from other states spent an estimated \$1,300.

## average number of trips to/in Iowa

lowans Traveling Iowa

**3.8**

Travelers from Surrounding States

**2.3**

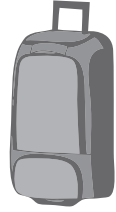
## Iowa trip frequency

	lowans Traveling Iowa	Travelers from Surrounding States
One Trip	14.1%	43.3%
Two Trips	13.8%	24.8%
Three Trips	20.7%	12.4%
Four Trips	12.9%	9.0%
Five Trips	6.3%	2.9%
Six +	32.2%	7.6%



average number of nights in Iowa

2.2



Iowans Traveling Iowa

2.6



Travelers from Surrounding States

length of stay

	Iowans Traveling Iowa	Travelers from Surrounding States
Daytrip	28.9%	12.9%
One night	20.7%	20.1%
Two nights	21.3%	31.1%
Three nights	11.2%	14.8%
Four nights	3.9%	10.0%
Five nights	0.8%	5.7%
6 + nights	13.2%	5.3%



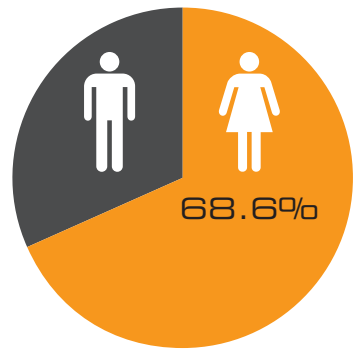
87%

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

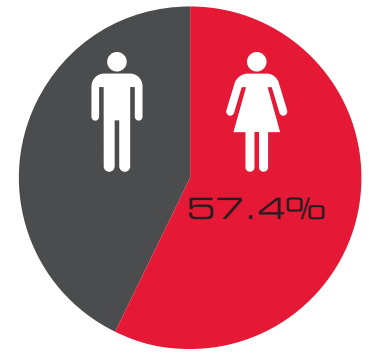
average age of trip planner



Iowan trip planner gender



surrounding state trip planner gender



Notes:  
 E-mailed 11,172 (net) surveys in October 2012 (from requests received January - July 2012). 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 1,042 surveys were completed. Of those 83.2% said "Yes, they took a trip to Iowa", and completed the survey. 16.8% 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