

Iowa Tourism Monthly Metrics

Iowa Economic Development Authority, Tourism Office

As of January 4, 2012

Web Unique User Sessions

www.traveliowa.com

Source: Iowa Economic Development Authority, Tourism Office

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	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2010	25,324	24,002	31,255	32,901	45,382	45,544	48,834	40,673	33,631	30,863	21,581	18,229	398,219
2011	28,492	25,919	34,476	34,754	41,764	45,693	46,015	38,625	32,601	29,352	19,671	18,961	396,323
2012	29,421	27,999	31,908	32,631	44,564	56,293	46,234	38,663	33,628	27,928	19,015	17,395	405,679
Mthly % Chg	3.3%	8.0%	-7.4%	-6.1%	6.7%	23.2%	0.5%	0.1%	3.2%	-4.9%	-3.3%	-8.3%	2.4%
YTD % Chg	3.3%	5.5%	0.5%	-1.4%	0.7%	5.6%	4.6%	4.0%	4.0%	3.2%	2.9%	2.4%	

All Travel Guide Requests

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2010	22,260	4,226	8,172	13,808	14,174	16,881	10,257	20,768	5,006	4,490	3,613	6,702	130,357
2011	4,948	5,451	7,437	9,631	12,876	9,887	6,815	7,718	4,851	6,838	3,941	11,301	91,694
2012	15,016	7,754	11,998	13,361	17,712	13,412	10,848	9,750	6,743	6,004	3,419	2,683	118,700
Mthly % Chg	203.5%	42.2%	61.3%	38.7%	37.6%	35.7%	59.2%	26.3%	39.0%	-12.2%	-13.2%	-76.3%	29.5%
YTD % Chg	202.8%	118.6%	94.9%	75.2%	63.2%	57.7%	57.9%	54.1%	53.1%	47.2%	44.3%	29.5%	

Web Requests for Travel Guide

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2010	2,490	2,063	2,604	2,632	2,992	2,309	1,877	1,492	939	823	645	581	21,447
2011	2,294	1,819	2,339	2,409	2,303	1,885	1,528	1,265	805	778	542	593	18,560
2012	2,951	1,929	2,195	2,605	2,732	2,704	1,855	1,411	961	779	544	621	21,287
Mthly % Chg	28.6%	6.0%	-6.2%	8.1%	18.6%	43.4%	21.4%	11.5%	19.4%	0.1%	0.4%	4.7%	14.7%
YTD % Chg	28.6%	18.6%	9.7%	9.2%	11.2%	15.8%	16.4%	16.0%	16.2%	15.5%	15.0%	14.7%	

Online/Digital Travel Guide Unique Visitors

Source: Walsworth Digital Editions

Monthly Unique Issue Visi	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
2011	603	617	775	1,129	2,718	3,391	911	676	569	520	305	323	12,537
2012	948	1,018	1,536	1,506	11,126	7,922	1,738	1,308	1,083	856	518	406	29,965
Mthly % Chg	57.2%	65.0%	98.2%	33.4%	309.3%	133.6%	90.8%	93.5%	90.3%	64.6%	69.8%	25.7%	139.0%
YTD % Chg	57.2%	61.1%	75.5%	60.3%	176.2%	160.5%	154.3%	150.5%	147.5%	143.9%	142.0%	139.0%	
Unique Page Views	20,325	23,439	30,352	31,744	61,224	59,605	42,492	27,658	24,516	17,580	9,983	7,909	

Twitter Followers

Source: Iowa Economic Development Authority, Tourism Office

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	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2010	4,250	4,410	4,620	4,810	4,990	5,170	5,360	5,630	5,787	5,976	6,135	6,180
2011	6,360	6,490	6,615	6,760	6,887	7,010	7,180	7,300	7,470	7,520	7,813	7,980
2012	8,176	8,380	8,629	8,660	9,036	9,254	9,260	9,611	9,742	10,001	10,157	10,360
% Chg	28.6%	29.1%	30.4%	28.1%	31.2%	32.0%	29.0%	31.7%	30.4%	33.0%	30.0%	29.8%
Tweets	12	28	67	43	41	80	52	79	60	70	47	60
Retweets	8	20	22	33	32	69	45	69	37	95	32	75

Facebook Likes

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2010	737	822	944	1,031	1,100	1,127	1,141	1,163	1,216	1,273	1,316	1,329
2011	1,364	1,428	1,517	1,722	1,810	1,930	2,059	2,175	4,565	4,789	4,937	5,000
2012	5,096	5,256	5,351	5,366	6,022	6,309	6,401	6,509	6,570	6,709	6,816	7,432
Posts:	23	22	27	26	40	40	21	28	29	27	22	24
Likes:	146	177	259	286	311	244	331	984	933	540	427	1,794
Comments:	144	114	34	130	79	34	65	144	106	63	52	111
Shares:	42	23	56	68	71	57	73	163	239	90	56	1,103
Organic:	14	13	11	8	22	14	5	10	10	4	6	50

Consumer Newsletter e-mail Subscribers

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2012	12,372	11,895	n/a	20,685	22,859	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Welcome Center Travel Parties

Source: Iowa Economic Development Authority, Tourism Office

Same Centers	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2010	5,320	5,106	10,021	12,373	17,395	22,682	26,383	23,220	16,963	16,024	9,937	6,511	171,935
2011	5,469	5,750	9,951	11,602	16,125	20,681	22,082	20,495	17,402	14,621	8,638	7,711	160,527
2012	6,146	6,369	10,558	11,618	17,619	21,334	22,343	20,647	15,988	13,002	9,052	7,622	162,298
Mthly % Chg	12.4%	10.8%	6.1%	0.1%	9.3%	3.2%	1.2%	0.7%	-8.1%	-11.1%	4.8%	-1.2%	1.1%
YTD % Chg	12.4%	11.6%	9.0%	5.9%	7.0%	5.8%	4.7%	4.0%	2.4%	1.0%	-0.8%	1.1%	

Attractions Visitation

Source: Iowa Economic Development Authority, Tourism Office

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	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
2011	89,122	73,772	146,476	186,443	265,883	286,734	288,496	244,662	196,141	213,628	108,142	113,832	2,213,331
2012	82,799	103,903	178,775	162,452	291,504	261,345	306,725	251,130	195,199	190,799	119,185	110,815	2,254,631
Mthly % Chg	-7.1%	40.8%	22.1%	-12.9%	9.6%	-8.9%	6.3%	2.6%	-0.5%	-10.7%	10.2%	-2.7%	1.9%
YTD % Chg	-7.1%	14.6%	18.1%	6.5%	7.6%	3.1%	3.8%	3.6%	3.2%	1.7%	2.1%		

Rest Area Visitors

Source: Iowa Department of Transportation

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2011	750,295	648,858	1,010,217	1,092,515	1,451,511	1,553,547	1,828,886	1,803,775	1,332,268	1,374,855	1,145,663	970,920	14,963,310
2012	735,604	744,687	1,086,318	1,157,635	1,472,427	1,650,338	1,930,341	1,812,714	1,374,282	1,250,858	1,046,889	882,315	15,144,408
Mthly % Chg	-2.0%	14.8%	7.5%	6.0%	1.4%	6.2%	5.5%	0.5%	3.2%	-9.0%	-8.6%	-9.1%	1.2%
YTD % Chg	-2.0%	5.8%	6.5%	6.3%	4.9%	5.2%	5.3%	4.4%	4.3%	2.9%	1.9%	1.2%	

Des Moines Airport Deplanements

Source: Des Moines International Airport

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2010	66,389	65,255	81,386	72,783	79,284	84,447	83,736	85,903	72,829	77,685	75,669	71,101	916,467
2011	70,086	66,067	82,310	73,437	80,842	87,879	88,496	86,027	79,511	84,090	77,898	76,169	952,812
2012	74,683	75,804	91,157	80,526	89,086	96,172	92,627	95,824	80,785	94,205	89,262	81,547	1,041,678
Mthly % Chg	6.6%	14.7%	10.7%	9.7%	10.2%	9.4%	4.7%	11.4%	1.6%	12.0%	14.6%	7.1%	9.3%
YTD % Chg	6.6%	10.5%	10.6%	10.4%	10.3%	10.2%	9.2%	9.5%	8.7%	9.0%	9.5%	9.3%	

Leisure and Hospitality Employment

(Not Seasonally Adjusted, NAICS 71 & 72)

Source: Iowa Workforce Development

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2010	120,900	121,700	123,200	130,000	134,800	137,300	137,100	137,400	133,900	129,300	127,100	125,800
2011	122,100	122,200	124,900	131,100	135,600	138,600	140,400	139,600	132,300	129,700	126,400	124,000
2012	121,300	123,100	125,400	130,200	136,200	140,100	140,600	139,000	132,000	130,900	125,000	
Mthly % Chg	-0.7%	0.7%	0.4%	-0.7%	0.4%	1.1%	0.1%	-0.4%	-0.2%	0.9%	-1.1%	

Average Prices of Regular Unleaded Gasoline

Source: Iowa Department of Agriculture & Land Stewardship/AAA Fuel Gauge Report

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2010	\$ 2.71	\$ 2.52	\$ 2.74	\$ 2.79	\$ 2.81	\$ 2.59	\$ 2.66	\$ 2.69	\$ 2.73	\$ 2.77	\$ 2.84	\$ 2.92
2011	\$ 3.07	\$ 3.14	\$ 3.51	\$ 3.77	\$ 3.94	\$ 3.65	\$ 3.65	\$ 3.59	\$ 3.48	\$ 3.39	\$ 3.43	\$ 3.16
2012	\$ 3.38	\$ 3.61	\$ 3.91	\$ 3.67	\$ 3.43	\$ 3.43	\$ 3.52	\$ 3.80	\$ 3.52	\$ 3.38	\$ 3.29	\$ 3.32
Mthly % Chg	10.1%	15.0%	11.4%	-2.7%	-12.9%	-6.0%	-3.6%	5.8%	1.1%	-0.3%	-4.1%	5.1%

Weather

Source: State of Iowa Climatologist

2012	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Average Temp	26.6	28.9	51.1	52.1	65.1	71.1	79.9	71.2	62.1	48.7	39.1	27.6
Departure/Normal	+6.6	4.9	15.2	3.2	5.0	1.9	6.1	-.3	-1.1	-2.1	2.5	4.7
Ttl Precip.	.63"	1.74"	1.95"	3.99"	3.51"	2.59"	1.16"	2.95"	1.63"	3.12"	1.07"	1.57"
Departure/Normal	-.29"	0.69"	-.20"	.48"	-1.05"	-2.03"	-3.34	-1.25	-1.75"	.051"	-.98"	.23"
Ttl Snowfall	6.6"	6.6"	1.6"	0	0	0	0	0	0	0	<1"	7.8"
Departure/Normal	-1.1"	0.1"	-3.1"	0	0	0	0	0	0	0	*	.05"