

| Iowa Welcome Center Survey Report 2011 |  |             |                    |                       |                     |           |                           |                       |                  |           |                    |          |
|--|--|-------------|--------------------|-----------------------|---------------------|-----------|---------------------------|-----------------------|------------------|-----------|--------------------|----------|
| Profiles by Interest Area              |  |             |                    |                       |                     |           |                           |                       |                  |           |                    |          |
|  |  | All Surveys | Casinos/<br>Gaming | Festivals &<br>Events | Historical<br>Areas | Museums   | National &<br>State Parks | Outdoor<br>Recreation | Scenic<br>Byways | Shopping  | Friends/<br>Family | Wineries |
| <b>Number of Surveys</b>               |  | 3,993       | 415                | 322                   | 1,768               | 940       | 487                       | 1,048                 | 870              | 762       | 1,456              | 502      |
| <b>Average Age of Visitor</b>          |  | 55.7        | 57.3               | 56.9                  | 56.4                | 56.2      | 54.8                      | 51.6                  | 57.4             | 54.2      | 56.1               | 55.4     |
| <b>Average Days in Iowa</b>            |  | 4.1         | 3.9                | 3.1                   | 3.8                 | 4.7       | 3.5                       | 4.9                   | 3.5              | 4.1       | 4.5                | 4.0      |
| <b>Average Number of Trips In Iowa</b> |  | 3.2         | 3.3                | 4.2                   | 2.8                 | 2.5       | 3.4                       | 4.1                   | 3.1              | 3.2       | 2.8                | 3        |
| <b>Average Travel Party Size</b>       |  | 2.5         | 2.5                | 2.5                   | 2.5                 | 2.4       | 2.4                       | 2.6                   | 2.3              | 2.7       | 2.5                | 2.3      |
| <b>Extended the Stay of Travelers</b>  |  | 35.2%       | 47.5%              | 37.7%                 | 39.7%               | 38.0%     | 38.8%                     | 39.3%                 | 42.6%            | 34.6%     | 28.3%              | 39.5%    |
| 2 hours                                |  | 11.6%       | 9.6%               | 6.0%                  | 11.2%               | 11.9%     | 12.5%                     | 11.1%                 | 11.1%            | 12.1%     | 10.4%              | 10.2%    |
| 1/2 day                                |  | 19.1%       | 19.7%              | 12.1%                 | 19.5%               | 15.9%     | 21.2%                     | 20.7%                 | 19.5%            | 16.2%     | 19.5%              | 18.8%    |
| Day Trip                               |  | 30.5%       | 27.7%              | 34.5%                 | 32.4%               | 32.9%     | 38.0%                     | 30.1%                 | 36.5%            | 30.4%     | 28.4%              | 33.3%    |
| 1 night                                |  | 16.6%       | 20.2%              | 21.6%                 | 17.0%               | 15.0%     | 14.1%                     | 14.6%                 | 17.3%            | 17.0%     | 16.2%              | 19.4%    |
| 2 nights                               |  | 7.4%        | 9.6%               | 8.6%                  | 7.7%                | 8.2%      | 4.9%                      | 6.6%                  | 4.5%             | 7.7%      | 7.4%               | 7.0%     |
| 3 nights                               |  | 2.7%        | 2.1%               | 4.3%                  | 2.8%                | 3.4%      | 1.6%                      | 3.3%                  | 2.2%             | 1.2%      | 4.3%               | 1.6%     |
| 4 nights                               |  | 2.0%        | 2.1%               | 2.6%                  | 2.2%                | 2.8%      | 0.5%                      | 1.5%                  | 1.4%             | 2.0%      | 1.8%               | 1.1%     |
| 5 or more nights                       |  | 10.0%       | 9.0%               | 10.3%                 | 7.1%                | 9.9%      | 7.1%                      | 12.1%                 | 7.5%             | 13.4%     | 11.9%              | 8.6%     |
| <b>Travel Party Type</b>               |  |             |                    |                       |                     |           |                           |                       |                  |           |                    |          |
| Family (kids < 18)                     |  | 18.8%       | 8.8%               | 19.3%                 | 18.7%               | 18.0%     | 20.6%                     | 26.6%                 | 13.4%            | 20.9%     | 23.3%              | 10.1%    |
| Family (kids > 18)                     |  | 24.9%       | 22.2%              | 24.7%                 | 27.1%               | 24.6%     | 24.2%                     | 25.1%                 | 26.7%            | 30.6%     | 24.6%              | 26.9%    |
| Retired                                |  | 16.6%       | 40.1%              | 32.3%                 | 34.6%               | 35.8%     | 33.9%                     | 24.4%                 | 38.6%            | 26.8%     | 32.7%              | 32.6%    |
| Individuals/Friends                    |  | 32.7%       | 19.8%              | 16.8%                 | 14.5%               | 14.8%     | 15.4%                     | 17.2%                 | 15.4%            | 16.8%     | 16.7%              | 22.9%    |
| Business                               |  | 6.2%        | 7.1%               | 6.0%                  | 4.3%                | 5.7%      | 5.3%                      | 6.1%                  | 4.8%             | 3.8%      | 2.5%               | 6.7%     |
| Group                                  |  | 0.8%        | 2.0%               | 0.9%                  | 0.9%                | 1.1%      | 0.6%                      | 0.6%                  | 1.1%             | 1.2%      | 0.2%               | 0.8%     |
| <b>Average Daily Spending</b>          |  |             |                    |                       |                     |           |                           |                       |                  |           |                    |          |
| Lodging                                |  | \$ 74.32    | \$83.81            | \$75.07               | \$72.69             | \$ 76.40  | \$ 71.30                  | \$ 71.60              | \$70.46          | \$ 79.12  | \$ 61.40           | \$74.51  |
| Entertainment                          |  | \$ 25.85    | \$50.14            | \$32.26               | \$22.22             | \$ 24.56  | \$ 21.48                  | \$ 28.74              | \$19.14          | \$ 37.51  | \$ 23.15           | \$28.39  |
| Transportation                         |  | \$ 66.33    | \$73.04            | \$64.36               | \$66.02             | \$ 65.76  | \$ 66.58                  | \$ 74.23              | \$64.43          | \$ 62.30  | \$ 65.62           | \$60.20  |
| Food                                   |  | \$ 52.93    | \$61.16            | \$54.61               | \$53.14             | \$ 53.22  | \$ 53.02                  | \$ 55.64              | \$51.13          | \$ 63.86  | \$ 51.72           | \$51.33  |
| Shopping                               |  | \$ 29.19    | \$51.65            | \$38.19               | \$25.23             | \$ 30.39  | \$ 25.39                  | \$ 32.12              | \$21.71          | \$ 57.21  | \$ 27.31           | \$34.27  |
| Total                                  |  | \$ 248.62   | \$319.80           | \$264.49              | \$239.30            | \$ 250.33 | \$ 237.77                 | \$ 262.33             | \$226.87         | \$ 300.00 | \$ 229.20          | \$248.70 |

# Iowa Welcome Center Survey Report 2011

## Profiles by Interest Area

|   | All Surveys | Casinos/Gaming | Festivals & Events | Historical Areas | Museums | National & State Parks | Outdoor Recreation | Scenic Byways | Shopping | Friends/Family | Wineries |  |
|---|-------------|----------------|--------------------|------------------|---------|------------------------|--------------------|---------------|----------|----------------|----------|--|
| <b>Trip Purpose</b>                                       |             |                |                    |                  |         |                        |                    |               |          |                |          |  |
| Vacation/Leisure  | 48.1%       | 53.40%         | 51.1%              | 55.7%            | 55.7%   | 57.5%                  | 55.6%              | 57.6%         | 53.9%    | 31.0%          | 50.0%    |  |
| Visit Friends/Relatives                                   | 31.4%       | 26.50%         | 28.3%              | 26.7%            | 25.3%   | 23.9%                  | 25.1%              | 24.3%         | 29.4%    | 56.6%          | 27.5%    |  |
| Business/Convention                                       | 8.2%        | 8.4%           | 10.4%              | 6.9%             | 8.2%    | 6.1%                   | 8.5%               | 6.6%          | 6.2%     | 3.4%           | 5.2%     |  |
| Other   | 7.7%        | 7.4%           | 5.5%               | 6.4%             | 6.7%    | 7.4%                   | 6.7%               | 7.9%          | 6.8%     | 5.4%           | 10.0%    |  |
| Personal  | 4.7%        | 4.3%           | 4.6%               | 4.3%             | 4.1%    | 4.9%                   | 4.1%               | 3.6%          | 3.7%     | 3.6%           | 7.3%     |  |
| <b>Lodging</b>  |             |                |                    |                  |         |                        |                    |               |          |                |          |  |
| (Multiple Answers Accepted)                               |             |                |                    |                  |         |                        |                    |               |          |                |          |  |
| Hotel/motel   | 55.2%       | 59.1%          | 54.7%              | 59.5%            | 61.7%   | 49.9%                  | 48.6%              | 57.5%         | 53.9%    | 47.6%          | 56.8%    |  |
| Friends/family  | 18.9%       | 16.6%          | 21.0%              | 15.4%            | 13.7%   | 15.1%                  | 16.8%              | 11.6%         | 20.8%    | 36.3%          | 18.2%    |  |
| No overnight in Iowa                                      | 11.6%       | 9.5%           | 15.0%              | 10.6%            | 9.2%    | 12.7%                  | 11.4%              | 12.1%         | 9.3%     | 10.3%          | 11.5%    |  |
| Campgrounds   | 11.0%       | 11.3%          | 10.0%              | 12.4%            | 13.5%   | 22.1%                  | 20.3%              | 15.9%         | 5.9%     | 7.5%           | 9.7%     |  |
| Other   | 6.9%        | 7.9%           | 6.7%               | 7.0%             | 6.9%    | 7.7%                   | 9.1%               | 6.3%          | 6.3%     | 4.9%           | 6.5%     |  |
| Bed & Breakfast   | 3.0%        | 2.6%           | 1.7%               | 3.8%             | 3.2%    | 1.8%                   | 2.9%               | 3.2%          | 3.7%     | 2.4%           | 4.3%     |  |
| Resort  | 3.0%        | 4.9%           | 2.3%               | 2.5%             | 3.5%    | 1.3%                   | 3.7%               | 2.4%          | 6.8%     | 2.6%           | 3.0%     |  |
| <b>Interests</b>  |             |                |                    |                  |         |                        |                    |               |          |                |          |  |
| (Multiple Answers Accepted)                               |             |                |                    |                  |         |                        |                    |               |          |                |          |  |
| Historical areas  | 47.2%       | 27.7%          | 31.7%              |                  | 66.2%   | 37.4%                  | 44.5%              | 51.6%         | 40.0%    | 38.7%          | 45.4%    |  |
| Visit friends/family                                      | 38.9%       | 27.7%          | 32.0%              | 31.8%            | 20.4%   | 24.4%                  | 34.4%              | 24.4%         | 36.1%    |                | 31.1%    |  |
| Outdoor recreation  | 28.0%       | 19.0%          | 20.8%              | 26.4%            | 19.7%   | 29.6%                  |                    | 21.8%         | 18.5%    | 24.8%          | 30.3%    |  |
| Scenic byways   | 25.1%       | 9.9%           | 16.1%              | 25.4%            | 19.8%   | 36.1%                  | 18.1%              |               | 10.2%    | 14.4%          | 10.6%    |  |
| Museums   | 23.2%       | 13.7%          | 19.3%              | 35.2%            |         | 14.8%                  | 17.7%              | 21.4%         | 24.8%    | 13.2%          | 17.1%    |  |
| Shopping  | 20.3%       | 22.7%          | 16.8%              | 17.3%            | 20.1%   | 9.7%                   | 13.5%              | 9.0%          |          | 18.9%          | 16.9%    |  |
| Wineries  | 13.4%       | 23.9%          | 10.2%              | 12.9%            | 9.1%    | 5.5%                   | 14.5%              | 6.1%          | 11.2%    | 10.7%          |          |  |
| National & state parks                                    | 13.0%       | 5.1%           | 5.9%               | 10.3%            | 7.7%    |                        | 13.7%              | 20.2%         | 6.2%     | 8.2%           | 5.4%     |  |
| Casino Gaming   | 11.1%       |                | 10.2%              | 6.5%             | 6.1%    | 4.3%                   | 7.5%               | 4.7%          | 12.3%    | 7.9%           | 19.7%    |  |
| Festivals/events  | 8.6%        | 8.0%           |                    | 5.8%             | 6.6%    | 3.9%                   | 6.4%               | 6.0%          | 7.1%     | 7.1%           | 6.6%     |  |
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