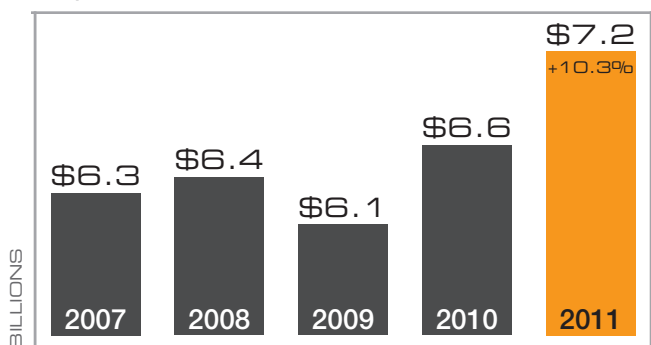


2011 economic impact of travel on Iowa counties



This summary presents the impact of U.S. residents (domestic) traveler spending in Iowa in 2011. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. Download the entire report, including information on each of Iowa's 99 counties, at traveliowa.com/travelindustryresearch.aspx.

travel-generated expenditures in Iowa

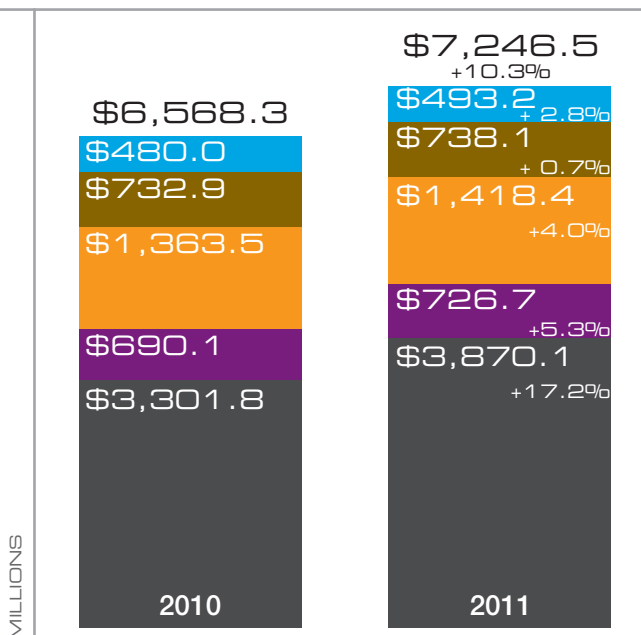


Domestic travelers spent a total of \$7.2 billion in Iowa during 2011, a 10.3 percent increase from 2010. Iowa outpaced the nation's domestic travel expenditures, which increased by 8.2 percent during the same time period.

breakdown of travel-generated expenditures

The retail, food service and lodging sectors increased substantially. The cost of transportation increased significantly from 2010 to 2011. According to the Iowa Department of Agriculture, the average price of regular unleaded gasoline reached increases of \$1.13 per gallon from 2010 to 2011. This resulted in transportation accounting for half of the traveler's expenses.

All sectors showed an increase, transportation was the highest at 17.2 percent.



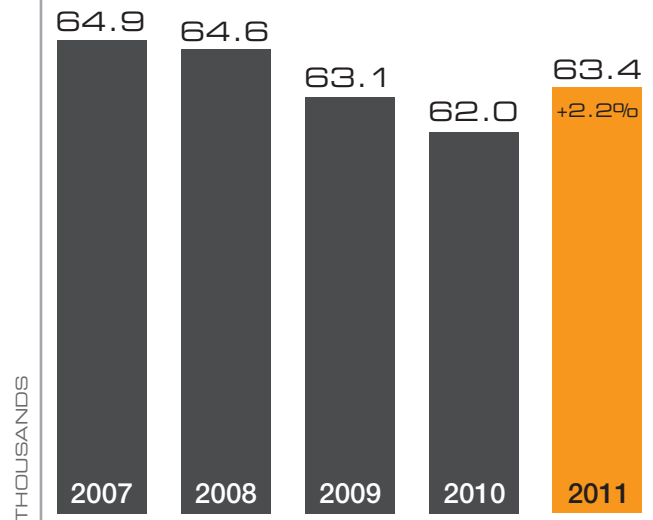
- retail
- entertainment/recreation
- food service
- lodging
- transportation



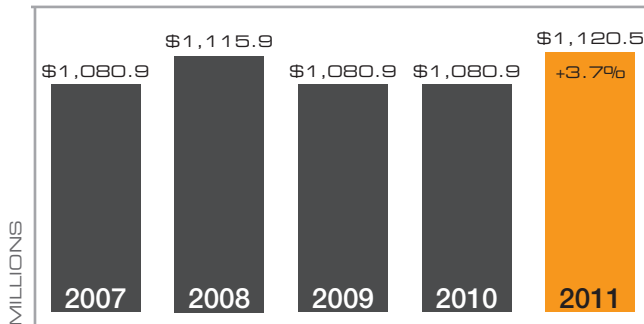
travel-generated
employment in Iowa

On average, every \$114,366 spent by domestic travelers in Iowa directly supported one job.

The 63,400 jobs supported by domestic travel in Iowa comprised 4.3 percent of the state's total non-agricultural employment during 2011. Tourism supported 23,800 jobs in the food sector and 13,000 jobs in the entertainment/recreation sector.



travel-generated
payroll in Iowa



Total payroll increased by 3.7 percent to \$1.12 billion. On average, every dollar spent by domestic travelers produced 15.5 cents in payroll income for Iowa residents in 2011.

travel generated state tax
receipts in Iowa

Total tax revenues generated grew 2.7 percent from 2010 to \$802.8 million. The federal government received 46.4 percent (\$372.6 million); state government 41 percent (\$328.8 million); and local government 12.6 percent (\$101.4 million) of the taxes generated by domestic travel in Iowa.

