

TravelsAmerica - Iowa Travelers**TNS****January - December****Iowa****2010****Iowa****2011****Age of the Traveler:**

Average	46.9	46.8
18-20	1.5%	1.4%
21-24	9.4%	6.3%
25-34	17.0%	21.5%
35-44	16.1%	17.5%
45-54	20.7%	16.8%
55-64	17.5%	19.8%
65+	17.9%	16.7%

Gender:

Male	37.0%	38.2%
Female	63.0%	61.8%

Travel Parties:

Adults 18+	76.2%	74.5%
With children <18	23.8%	25.5%

Number in Travel Party:

Average	2.78	2.79
One	28.1%	28.8%
Two	41.5%	38.5%
Three	11.5%	13.4%
Four	11.3%	11.6%
Five	4.0%	3.9%
Six or more	3.6%	3.8%

AverageSize of Travel Party, By State:

Illinois	2.99	3.11
Iowa	2.78	2.79
Kansas	3.34	2.96
Minnesota	2.60	3.27
Missouri	3.87	3.04
Nebraska	2.97	3.48
South Dakota	2.95	4.28
Wisconsin	3.86	4.13

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Nights Spent in Iowa:

Average	3.28	2.72
No Nights (Day Trippers)	30.1%	28.5%
1-3 Nights	43.9%	48.6%
4-7 Nights	14.9%	14.9%
8-14 Nights	7.1%	5.8%
15+ Nights	4.0%	2.2%

Average Number of Nights, By State:

Illinois	8.65	7.52
Iowa	3.28	2.72
Kansas	8.52	7.89
Minnesota	7.14	5.28
Missouri	8.08	7.88
Nebraska	8.93	6.98
South Dakota	9.56	11.24
Wisconsin	8.57	5.44

				% Chg
Total Iowa HH:	(pj tbl 3)	7,895,000	7,675,000	-2.9%
Avg. Travel Party Size:	(Dom T5)	2.78	2.79	
Estimated Total IowaTravelers:		21,948,100	21,413,250	-2.5%

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Which sources did you use in planning your trip to Iowa?

(DomT14)

	Iowa 2010	Iowa 2011
Offline Sources:	50.9%	49.2%
Corporate travel department	1.5%	0.6%
Destination printed material	3.3%	2.2%
Friends/relatives	19.4%	18.6%
Magazines	1.3%	0.7%
Newspaper	0.8%	0.7%
Own experience	30.5%	29.5%
Radio	0.1%	0.2%
TV	0.5%	0.4%
Travel agent	0.5%	1.5%
Travel book	3.2%	3.2%
Travel club (AAA)	4.0%	4.4%
Travel provider (airline, hotel, etc)	1.3%	1.2%
Other 'offline sources'	1.9%	1.9%
Online Sources:	19.9%	18.7%
Corporate desktop travel tool/inte	1.0%	0.4%
Destination website (official site of state or attractions)	7.5%	7.9%
Online full service travel website (Expedia, Travelocity, etc.)	5.9%	4.6%
Traditional travel agency website (American Express, Carlson,	0.2%	0.1%
Travel provider website (airline, h	5.1%	6.3%
Other online planning source(s)	2.4%	2.4%
Social/Commercial Networking S (facebook, twitter, Trip Advisor, etc.)	3.5%	3.1%
Mobile	2.3%	1.9%
Someone else planned and I don't know the method:	8.1%	10.0%
No plans were made for this destination:	33.8%	34.2%