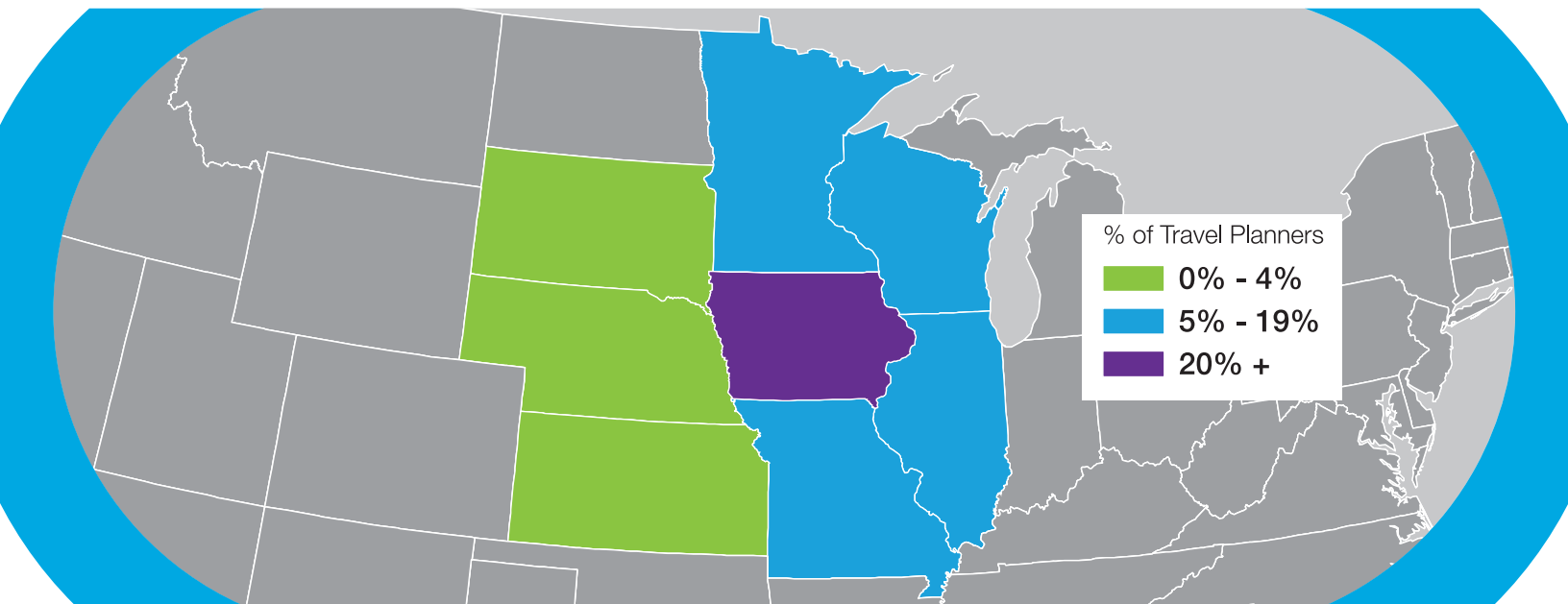


The majority of potential travelers requesting an Iowa Travel Guide at traveliowa.com opted to complete a survey about their travel plans.

requests for travel guides

Iowans account for 24 percent of the people planning a trip to Iowa. Travel planners from our border states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin were 33 percent of the planners. Travelers from other states were 43 percent of the planners.



who is interested in coming to Iowa?

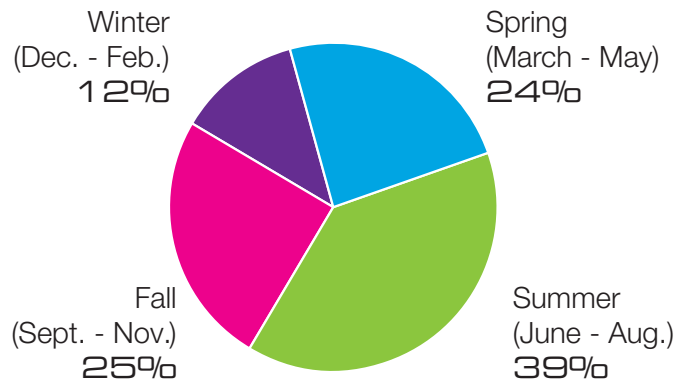
Families with Children

- 31% of the travel planners were families with children under the age of 18.
- Average travel party size was 4.2 people.
- The average age of the planner was 44 and 71% were female.

Adults Only

- 67% of the travel planners were adults only.
- Average travel party size was 2.4 people.
- The average age of the planner was 56 and 60% were female.

when are they planning their trips?

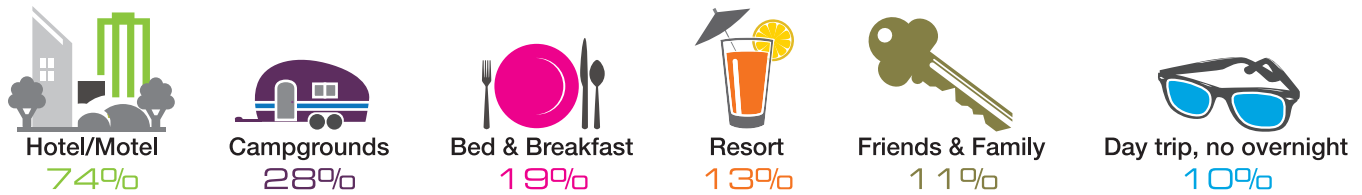


reason for planning their trip to Iowa?



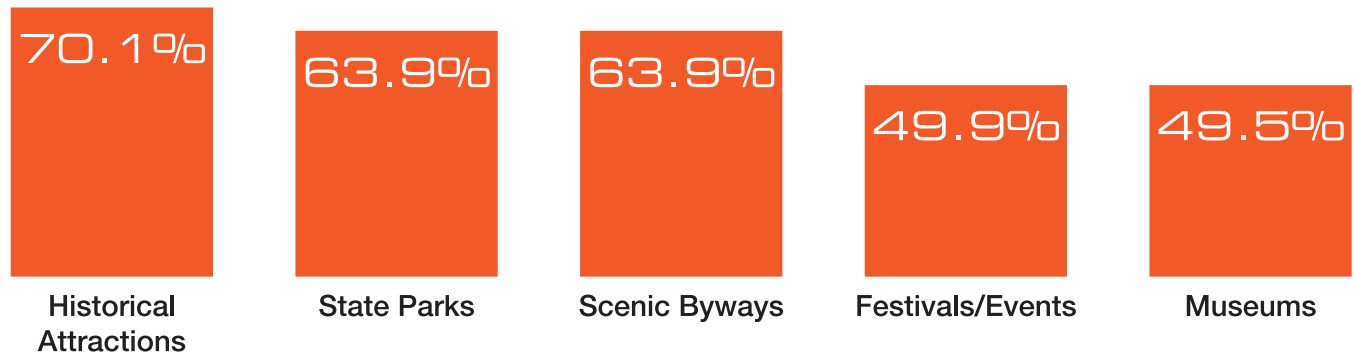
where are they planning to stay?

(Multiple Answers Were Accepted)



top interest areas for visiting

(Multiple Answers Were Accepted)



Outdoor Land Recreation (trails/hiking/biking)	43.6%
Wineries	29.8%
Antiquing/Picking	29.0%
Shopping	28.2%
Outdoor Water Recreation (boating/swimming)	25.5%
Outdoor Recreation (wildlife/hunting/fishing)	22.5%
Breweries	21.5%

Agricultural Attractions	19.4%
Culinary	18.6%
Casino Gaming	14.9%
Water/Amusement Parks	12.6%
Spectator Sports	8.5%
Participatory Sports (youth & adult)	4.0%

The Pre-trip Survey 2012 consists of 9,151 completed surveys from 21,978 potential travelers that ordered the Iowa Travel Guide via www.traveliowa.com, a 41.6% response rate. This report was prepared by the Iowa Economic Development Authority, Tourism Office.

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