

# **Iowa Welcome Centers**

## **2011 Survey Results**

**Iowa Economic Development Authority  
Tourism Office**

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## Iowa Welcome Centers Summary

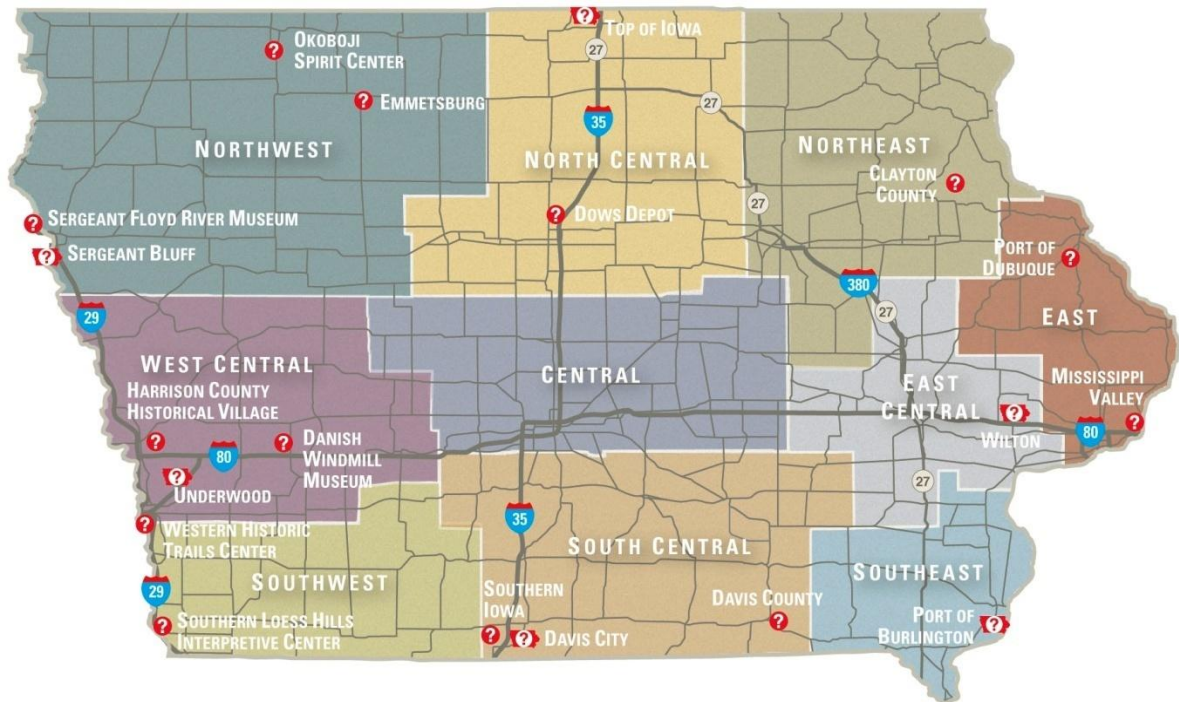
Iowa Welcome Centers serve the travelers visiting our state by providing travel information and encouraging travelers to extend their stay in Iowa.

During 2011, 19 Iowa Welcome Centers served over 170,000 travel parties and over 450,000 travelers.

Combined spending of all travelers visiting the 19 Iowa Welcome Center travelers spent an estimated \$174\* million during their trips in Iowa, down from \$183 million in 2010. Per day spending increased 9.3% from \$227.38 per day in 2010 to \$248.62 per day in 2011.

Iowa Welcome Center travel counselors influenced 35% of the travelers to extend their stay.

\*Based on visitation of all 19 Iowa Welcome Centers (13 centers submitted surveys), along with average length of stay and average spending as reported in *2011 Iowa Welcome Center Survey Report*.



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## Methodology

Thirteen Iowa Welcome Centers Participated.

The survey report covers January through December 2011.

To determine the trip characteristics of the visitors stopping at the centers, travelers were asked to complete a survey through a random sample process. A total of 13 centers administered a minimum of one survey for every 46<sup>th</sup> travel party. Iowa Welcome Centers needed 200 surveys to be included in the final report. The surveys were conducted by the individual Iowa Welcome Centers. The results were tabulated and reported by the Iowa Economic Development Authority, Tourism Office.

Participating *Iowa Welcome Centers* included: Burlington, Danish Windmill (Elk Horn), Davis City, Dows, Dubuque, Harrison County (Missouri Valley), Mississippi Valley (LeClaire), Okoboji Spirit Center (Arnolds Park), Sergeant Bluff, Top of Iowa (Northwood), Underwood, Western Historic Trails Center and Wilton.

The centers that did not participate in the survey included: Clayton County (Elkader), Davis County (Bloomfield), Emmetsburg, Sergeant Floyd (Sioux City), Southern Loess Hills (Percival), and Southern Iowa Gateway (Lamoni). Sergeant Floyd and Southern Loess Hills were closed due to flooding.

Due to rounding, all totals may not equal 100%.

## Five-Year Trends Iowa Welcome Centers

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Interviews Conducted	4,738	4,184	4,903	4,768	3,993
Average Days in Iowa	3.8	3.9	4.3	3.9	4.1
Average Number of Trips to Iowa	2.6	3.1	2.8	3.1	3.2
Travelers that Extended Their Stay	29%	35%	32%	29%	35%
Average Party Size	2.5	2.5	2.5	2.5	2.5
Average Spending Per Day	\$223.66	\$257.93	\$219.60	\$227.38	\$248.62
Travelers with Iowa Residence	9%	13%	13%	13%	13%
Travelers with Iowa Destination	36%	40%	43%	40%	40%
Travelers on Vacation	46%	48%	48%	51%	48%
Average Age	55.6	56.0	56.2	56.6	55.7
Hotel/Motel Lodging	53%	54%	53%	54%	55%
Travel Parties are Families	60%	59%	62%	n/a	n/a
Travel Parties with Children Under 18	n/a	n/a	n/a	19%	19%
Travel Parties with no Children Under 18	n/a	n/a	n/a	27%	25%

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## Iowa Welcome Center Summary

2011 January - December

	Number of Travel Parties	Number of Surveys	Avg. Days in Iowa	Avg. # Trips To Iowa	Extended Their Stay In Iowa	Avg. Party Size	Avg. Party Spending Per Day	Estimated Total Spending (In Millions)
Burlington	5,013	205	6.4	2.6	23.2%	2.6	\$226.84	\$7.3
Danish Windmill	6,320	201	4.6	2.2	19.3%	2.7	\$205.63	\$6.0
Davis City	24,924	527	6.5	4.5	39.2%	2.5	\$264.93	\$42.9
Dows	1,151	210	3.7	2.7	30.2%	2.3	\$236.62	\$1.0
Dubuque	4,419	204	3.6	2.8	30.4%	2.2	\$215.56	\$3.4
Harrison County	4,161	200	5.7	1.8	34.7%	2.2	\$236.97	\$5.6
Mississippi Valley	6,667	227	2.9	2.0	34.0%	2.8	\$258.40	\$5.0
Okoboji Spirit Center	8,619	226	8.5	4.0	26.8%	3.4	\$301.20	\$22.1
Sergeant Bluff	8,100	200	2.0	2.7	72.2%	2.4	\$232.95	\$3.8
Top of Iowa	33,019	672	2.8	3.9	25.4%	2.5	\$251.92	\$23.3
Underwood	20,526	427	2.8	3.9	45.2%	2.2	\$268.29	\$15.4
Western Historic Trails	5,187	214	3.8	1.8	27.5%	2.6	\$278.34	\$5.5
Wilton	22,400	480	3.8	3.0	43.5%	2.3	\$228.17	\$19.4
All Surveyed Centers	150,506	3,993	4.1	3.2	35.2%	2.5	\$248.62	\$153.4

	Travelers with Iowa Residence	Travelers with Iowa Destination	Travelers on Vacation	Families with Children under 18	Families with no Children under 18	Average Age	Hotel/ Motel Lodging	Purpose of Stop was for Information
Burlington	11.7%	69.1%	52.6%	20.0%	30.0%	51.8	56.3%	62.8%
Danish Windmill	11.7%	53.3%	50.3%	21.8%	25.9%	54.7	57.3%	40.6%
Davis City	18.9%	35.7%	35.6%	16.1%	20.7%	59.9	46.2%	51.0%
Dows	14.4%	41.7%	45.7%	22.8%	23.8%	54.0	51.3%	50.7%
Dubuque	17.2%	77.1%	65.0%	11.7%	30.5%	50.4	63.2%	79.0%
Harrison County	7.5%	39.1%	54.3%	13.3%	28.7%	55.8	59.3%	73.4%
Mississippi Valley	12.8%	45.8%	56.9%	20.5%	30.0%	55.1	51.6%	66.2%
Okoboji Spirit Center	53.8%	93.9%	65.5%	36.4%	25.0%	51.5	28.4%	43.2%
Sergeant Bluff	14.6%	27.4%	61.6%	15.4%	22.1%	58.3	73.5%	84.3%
Top of Iowa	7.8%	23.3%	41.0%	18.0%	27.5%	57.4	53.9%	40.8%
Underwood	5.0%	24.6%	48.6%	15.8%	21.8%	55.8	59.4%	62.9%
Western Historic Trails	5.7%	25.4%	56.3%	28.3%	18.4%	51.3	60.4%	56.5%
Wilton	4.0%	35.4%	39.5%	15.5%	24.1%	56.5	62.1%	62.4%
All Surveyed Centers	12.8%	40.4%	48.1%	18.8%	24.9%	55.7	55.2%	57.0%

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## Length of Stay and Number of Trips

2011 – January through December

Based to those answering.

Iowa Welcome Center	Avg. Days in Iowa	Avg. Total Days	Avg. Number of Trips in Iowa
Burlington	6.4	10.5	2.6
Danish Windmill	4.6	13.5	2.2
Davis City	6.5	11.1	4.5
Dows	3.7	9.7	2.7
Dubuque	3.6	8.2	2.8
Harrison County	5.7	17.6	1.8
Mississippi Valley	2.9	11.5	2.0
Okoboji Spirit Center	8.5	10.3	4.0
Sergeant Bluff	2.0	13.0	2.7
Sergeant Floyd	2.8	11.9	3.9
Underwood	2.8	16.8	3.9
Western Historic Trails	3.8	16.6	1.8
Wilton	3.8	14.7	3.0
All Surveyed Centers	4.1	13.0	3.2

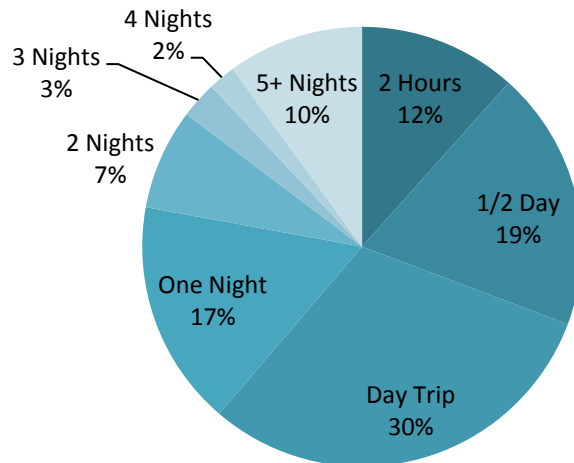
# 4.1 Average days in Iowa

# Average number of trips to Iowa 3.2

## Extended the Stay of the Traveler

2011 – January through December  
Based to those answering.

### Extended the Stay of the Traveler



Iowa Welcome Center	Extended Stay Yes	Extended Stay No	2 Hours	½ Day	Day Trip	1 Night	2 Nights	3 Nights	4 Nights	5 + Nights
Burlington	23.2%	76.8%	13.0%	13.0%	34.8%	17.4%	4.3%	4.3%	4.3%	8.7%
Danish Windmill	19.3%	80.7%	16.2%	8.1%	29.7%	13.5%	24.3%	5.4%	2.7%	0.0%
Davis City	39.2%	60.8%	7.6%	13.7%	28.9%	18.8%	8.1%	3.6%	2.5%	16.8%
Dows	30.2%	69.8%	24.6%	13.1%	24.6%	24.6%	6.6%	1.6%	1.6%	3.3%
Dubuque	30.4%	69.6%	8.0%	24.0%	30.0%	16.0%	8.0%	6.0%	2.0%	6.0%
Harrison County	34.7%	65.3%	11.6%	31.9%	36.2%	7.2%	4.3%	2.9%	1.4%	4.3%
Mississippi Valley	34.0%	66.0%	9.6%	21.9%	31.5%	13.7%	12.3%	0.0%	0.0%	11.0%
Okoboji Spirit Center	26.8%	73.2%	5.3%	3.5%	15.8%	24.6%	5.3%	5.3%	5.3%	35.1%
Sergeant Bluff	72.2%	27.8%	0.7%	15.0%	60.0%	15.0%	5.7%	2.1%	0.0%	1.4%
Top of Iowa	25.4%	74.6%	11.7%	24.7%	24.1%	14.2%	8.0%	2.5%	3.7%	11.1%
Underwood	45.2%	54.8%	19.0%	15.3%	28.0%	21.2%	4.8%	1.1%	1.6%	9.0%
Western Historic Trails	27.5%	72.5%	19.0%	24.1%	17.2%	15.5%	6.9%	6.9%	1.7%	8.6%
Wilton	43.5%	56.5%	12.2%	27.8%	25.9%	13.7%	7.8%	1.5%	1.5%	9.8%
All Surveyed Centers	35.2%	64.8%	11.6%	19.1%	30.5%	16.6%	7.4%	2.7%	2.0%	10.0%

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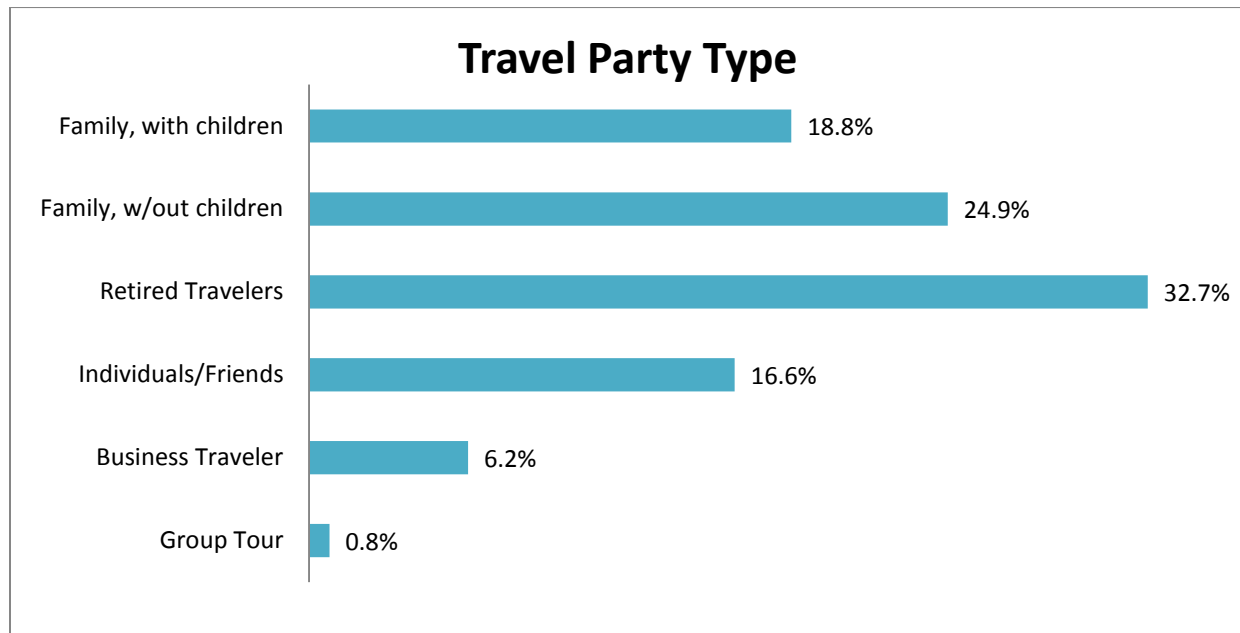
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## Travel Party Size and Type

2011 – January through December

Based to those answering. One answer accepted.



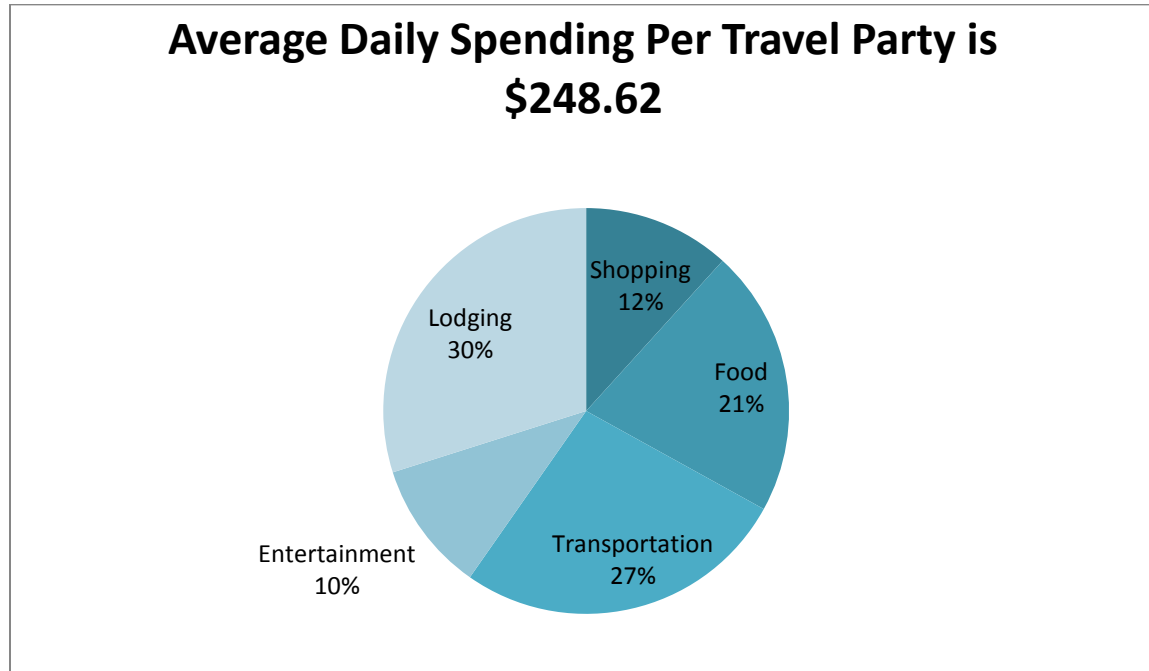
Iowa Welcome Center	Average Party Size	Family with children under18	Family with no children under 18	Individuals or Friends	Retired	Business Traveler	Group Tour
Burlington	2.6	20.0%	30.0%	16.0%	30.5%	.3.5%	0.0%
Danish Windmill	2.7	21.8%	25.9%	14.2%	32.0%	4.1%	2.0%
Davis City	2.5	16.1%	20.7%	16.1%	38.0%	8.3%	0.8%
Dows	2.3	22.8%	23.8%	19.9%	30.1%	3.4%	0.0%
Dubuque	2.2	11.7%	30.5%	21.3%	23.4%	12.7%	0.5%
Harrison County	2.2	13.3%	28.7%	14.9%	37.4%	5.6%	0.0%
Mississippi Valley	2.8	20.5%	30.0%	15.9%	29.1%	0.9%	3.6%
Okoboji Spirit Center	3.4	36.4%	25.0%	22.7%	14.5%	0.5%	0.9%
Sergeant Bluff	2.4	15.4%	22.1%	16.4%	41.0%	3.6%	1.5%
Top of Iowa	2.5	18.0%	27.5%	11.4%	34.8%	7.7%	0.6%
Underwood	2.2	15.8%	21.8%	19.4%	34.2%	8.9%	0.0%
Western Historic Trails	2.6	28.3%	18.4%	18.9%	26.9%	5.2%	2.4%
Wilton	2.3	15.5%	24.1%	16.8%	36.3%	7.1%	0.2%
All Surveyed Centers	2.5	18.8%	24.9%	16.6%	32.7%	6.2%	0.8%

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## Average Daily Spending Per Travel Party

2011 – January through December  
Based to those answering.

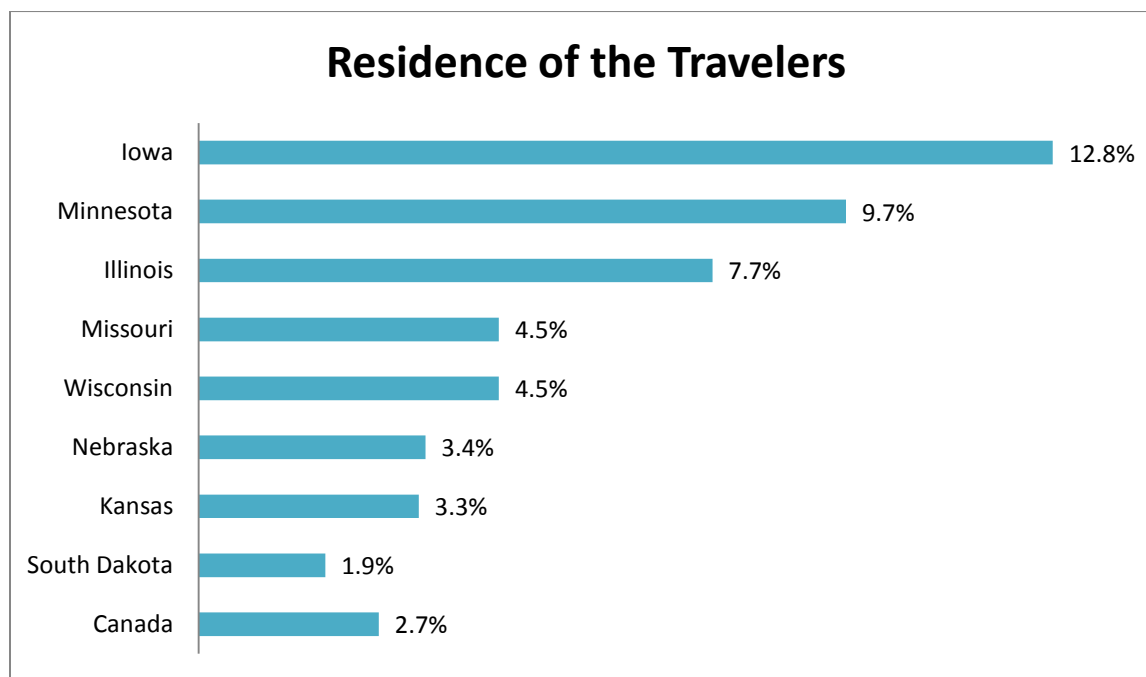


Iowa Welcome Center	Lodging	Entertainment	Transportation	Food	Shopping	Total
Burlington	\$74.64	\$28.34	\$41.96	\$52.74	\$29.16	\$226.84
Danish Windmill	\$62.18	\$14.12	\$58.36	\$45.00	\$25.97	\$205.63
Davis City	\$69.23	\$32.49	\$73.15	\$54.63	\$35.43	\$264.93
Dows	\$73.90	\$20.93	\$73.16	\$51.93	\$16.70	\$236.62
Dubuque	\$83.34	\$26.75	\$20.12	\$50.97	\$34.38	\$215.56
Harrison County	\$77.05	\$15.82	\$62.29	\$52.02	\$29.79	\$236.97
Mississippi Valley	\$67.59	\$29.65	\$67.04	\$54.94	\$39.18	\$258.40
Okoboji Spirit Center	\$82.44	\$52.71	\$37.60	\$65.29	\$63.16	\$301.20
Sergeant Bluff	\$70.13	\$26.97	\$55.43	\$64.94	\$15.48	\$232.95
Top of Iowa	\$82.51	\$22.04	\$75.76	\$49.90	\$21.71	\$251.92
Underwood	\$75.17	\$24.85	\$89.65	\$54.92	\$23.70	\$268.29
Western Historic Trails	\$71.89	\$34.49	\$73.72	\$54.23	\$44.01	\$278.34
Wilton	\$71.84	\$17.06	\$71.67	\$45.92	\$21.69	\$228.18
All Surveyed Centers	\$74.32	\$25.85	\$66.33	\$52.93	\$29.19	\$248.62

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## Residence of the Travelers

2011 – January through December  
Based to those answering.

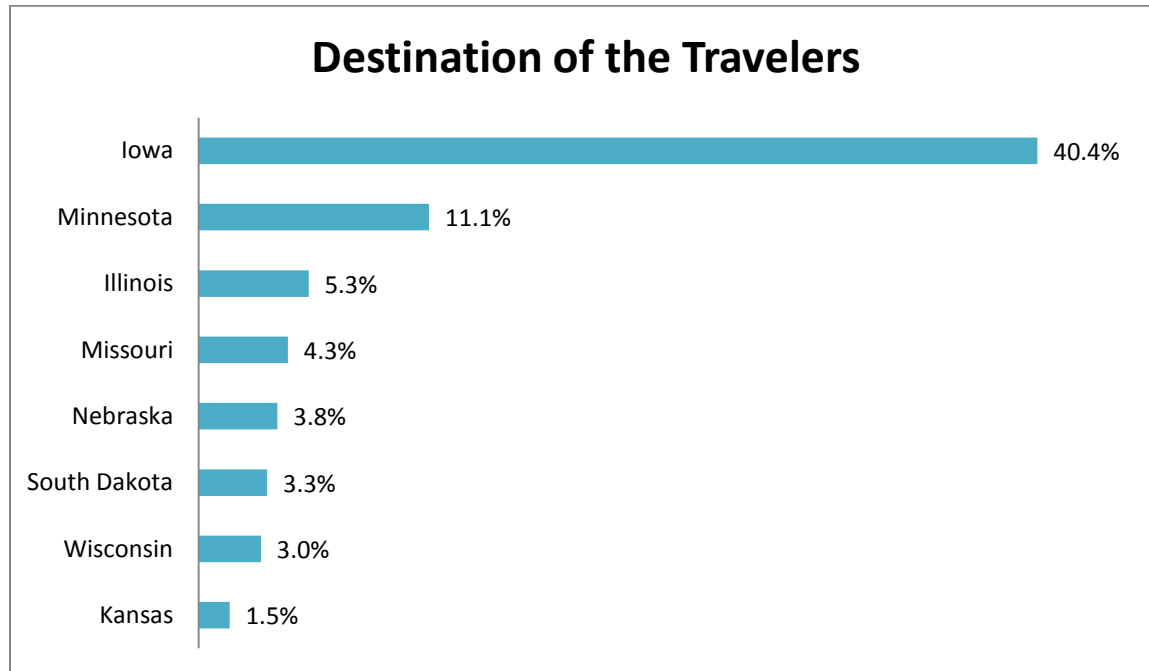


Iowa Welcome Center	IA	MN	IL	MO	WI	NE	KS	SD	CN	Other
Burlington	11.7%	3.4%	13.7%	6.3%	5.4%	3.4%	2.4%	1.0%	0.5%	52.1%
Danish Windmill	11.7%	5.1%	7.6%	2.0%	3.0%	8.6%	4.6%	1.5%	2.5%	53.4%
Davis City	18.9%	12.0%	2.3%	14.1%	5.0%	0.6%	10.3%	0.2%	1.0%	35.6%
Dows	14.4%	29.8%	3.4%	5.8%	3.4%	2.4%	2.9%	0.0%	0.5%	37.4%
Dubuque	17.2%	10.1%	19.7%	2.5%	12.6%	1.0%	2.0%	1.0%	1.0%	32.9%
Harrison County	7.5%	4.0%	1.5%	1.5%	5.0%	1.0%	2.0%	1.0%	5.5%	71.0%
Mississippi Valley	12.8%	3.1%	20.8%	1.3%	7.1%	1.3%	0.9%	0.0%	2.2%	50.5%
Okoboji Spirit Center	53.8%	9.4%	1.8%	2.7%	0.9%	4.5%	1.3%	9.0%	0.0%	16.6%
Sergeant Bluff	14.6%	7.0%	6.5%	3.5%	0.5%	3.0%	2.5%	12.6%	4.0%	45.8%
Top of Iowa	7.8%	19.8%	3.3%	4.9%	5.7%	2.8%	3.3%	1.5%	3.3%	47.6%
Underwood	5.0%	3.3%	5.7%	1.9%	3.8%	9.7%	1.4%	0.0%	3.6%	65.6%
Western Historic Trails	5.7%	4.7%	4.2%	3.3%	1.9%	6.1%	1.9%	2.8%	3.8%	65.6%
Wilton	4.0%	3.6%	16.9%	0.6%	3.1%	1.0%	1.0%	0.8%	4.6%	64.4%
All Surveyed Centers	12.8%	9.7%	7.7%	4.5%	4.5%	3.4%	3.3%	1.9%	2.7%	49.5%

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## Destination of the Travelers

2011 – January through December  
Based to those answering.



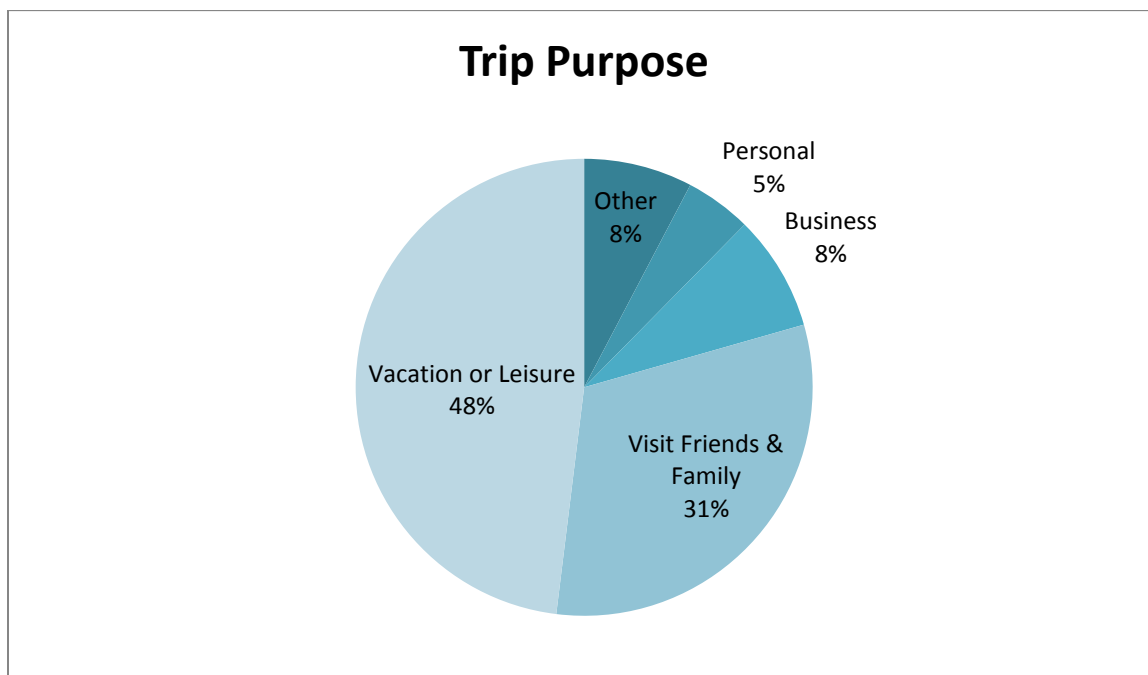
Iowa Welcome Center	IA	MN	IL	MO	NE	SD	WI	KS	Other
Burlington	69.1%	1.5%	8.2%	2.1%	1.0%	0.0%	1.0%	0.0%	17.1%
Danish Windmill	53.3%	2.6%	4.6%	1.0%	7.7%	1.5%	1.0%	0.5%	27.8%
Davis City	35.7%	12.9%	3.5%	14.4%	0.2%	0.4%	5.8%	5.0%	22.1%
Dows	41.7%	25.5%	2.9%	3.4%	1.5%	2.9%	2.0%	2.5%	17.6%
Dubuque	77.1%	2.6%	11.5%	1.6%	0.0%	0.0%	5.7%	0.0%	1.5%
Harrison County	39.1%	1.6%	5.7%	3.1%	12.5%	5.2%	1.0%	1.0%	30.8%
Mississippi Valley	45.8%	1.8%	9.6%	0.9%	2.8%	5.5%	3.2%	1.4%	29.0%
Okoboji Spirit Center	93.9%	2.3%	0.0%	0.5%	0.9%	1.4%	0.0%	0.0%	1.0%
Sergeant Bluff	27.4%	2.1%	6.3%	8.4%	4.7%	20.0%	0.0%	1.6%	29.5%
Top of Iowa	23.3%	35.2%	2.2%	5.9%	1.2%	2.6%	3.9%	1.9%	23.8%
Underwood	24.6%	4.6%	9.2%	0.7%	7.2%	1.4%	5.3%	0.7%	46.3%
Western Historic Trails	25.4%	3.3%	5.3%	1.9%	13.9%	4.8%	2.4%	0.0%	43.0%
Wilton	35.4%	5.4%	5.9%	0.9%	3.9%	4.3%	1.3%	0.2%	42.7%
All Surveyed Centers	40.4%	11.1%	5.3%	4.3%	3.8%	3.3%	3.0%	1.5%	26.6%

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## Trip Purpose

2011 – January through December

Based to those answering. One answer accepted.

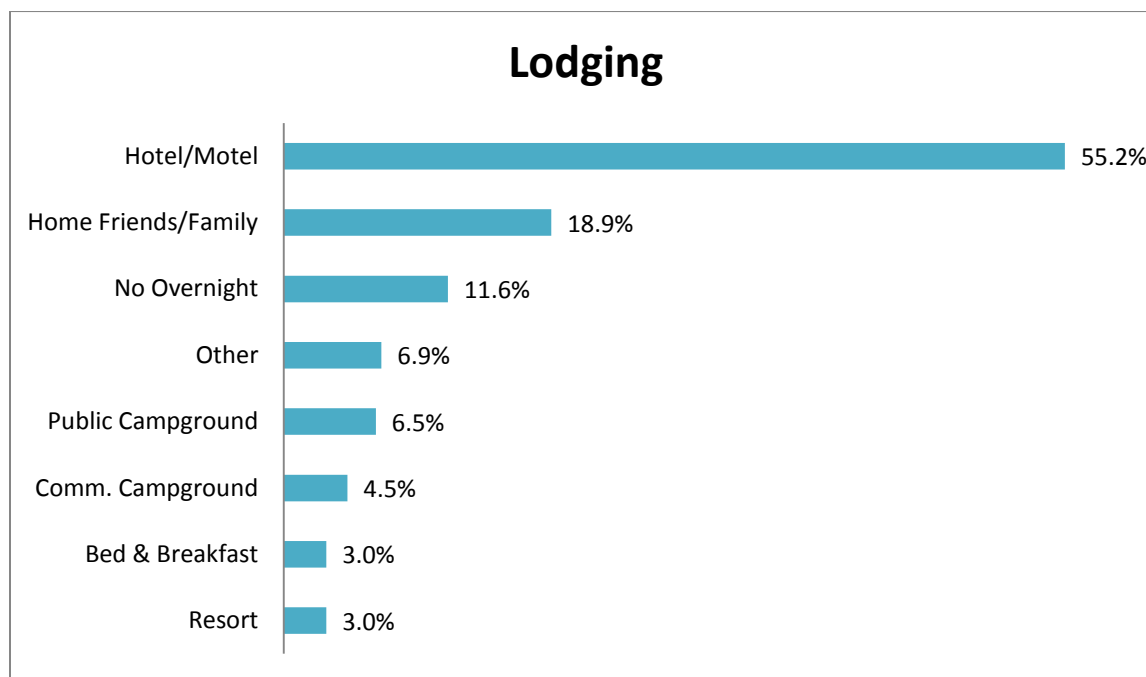


Iowa Welcome Center	Vacation or Leisure	Visit Friends & Relatives	Business or Convention	Personal Business	Other
Burlington	52.6%	32.8%	5.7%	4.7%	4.2%
Danish Windmill	50.3%	33.3%	9.5%	1.6%	5.3%
Davis City	35.6%	37.8%	11.2%	6.5%	8.9%
Dows	45.7%	35.0%	6.6%	5.6%	7.1%
Dubuque	65.0%	14.8%	14.2%	2.7%	3.3%
Harrison County	54.3%	31.7%	6.0%	3.0%	5.0%
Mississippi Valley	56.9%	29.6%	3.2%	1.4%	8.8%
Okoboji Spirit Center	65.5%	24.1%	1.5%	1.0%	7.9%
Sergeant Bluff	61.6%	25.8%	6.3%	2.6%	3.7%
Top of Iowa	41.0%	35.2%	9.2%	6.5%	8.1%
Underwood	48.6%	28.9%	10.0%	5.0%	7.4%
Western Historic Trails	56.3%	24.4%	4.7%	2.8%	11.7%
Wilton	39.5%	34.0%	8.9%	7.2%	10.5%
All Surveyed Centers	48.1%	31.4%	8.2%	4.7%	7.7%

## Lodging

2011 – January through December

Based to those answering. Multiple answers accepted.

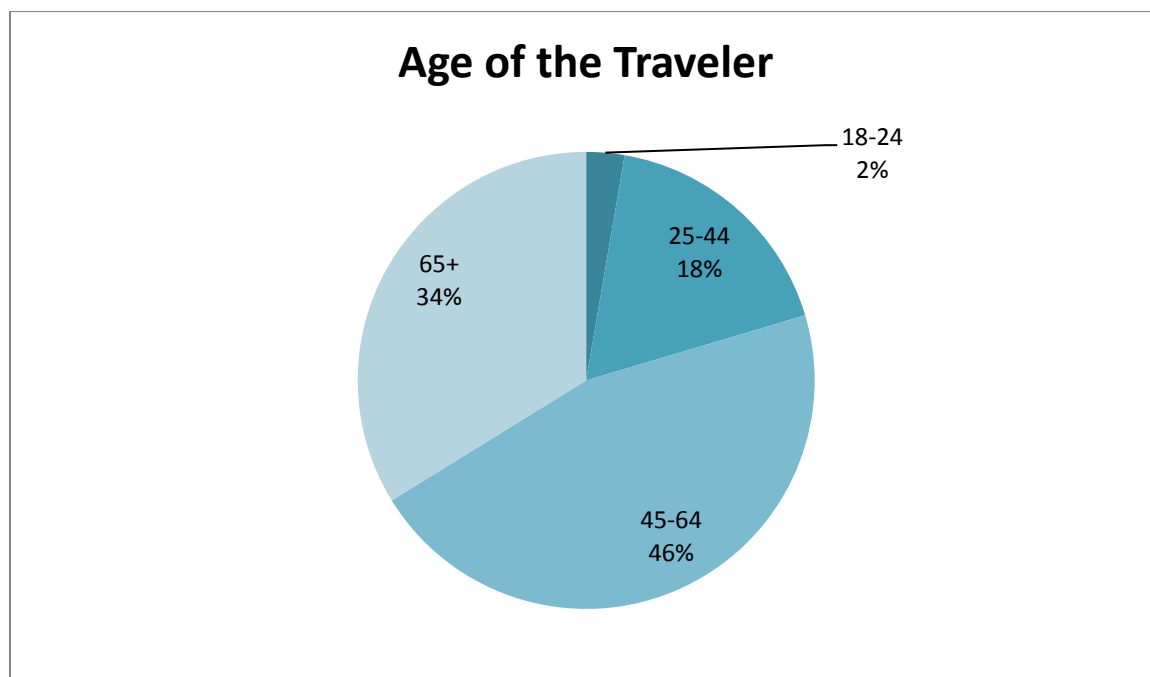


Iowa Welcome Center	Hotel or Motel	Home of Friends or Family	No Overnights In Iowa	Other	Public Camp-ground	Comm. Camp-ground	Bed & Breakfast	Resort
Burlington	56.3%	25.3%	4.7%	6.3%	4.2%	6.3%	5.8%	5.3%
Danish Windmill	57.3%	19.5%	6.5%	5.9%	5.9%	4.9%	3.2%	4.3%
Davis City	46.2%	25.5%	16.8%	10.4%	3.6%	1.9%	4.0%	1.3%
Dows	51.3%	22.3%	15.5%	4.1%	7.8%	5.2%	3.1%	0.5%
Dubuque	63.2%	13.2%	9.5%	2.1%	2.6%	3.2%	8.9%	5.3%
Harrison County	59.3%	21.1%	6.7%	4.1%	12.9%	2.6%	2.1%	0.5%
Mississippi Valley	51.6%	22.5%	13.1%	6.1%	5.2%	3.8%	2.3%	1.9%
Okoboji Spirit Center	28.4%	28.9%	2.4%	13.3%	3.8%	3.3%	1.4%	22.3%
Sergeant Bluff	73.5%	7.4%	3.7%	4.2%	11.1%	9.5%	1.1%	1.6%
Top of Iowa	53.9%	19.5%	17.5%	7.0%	4.9%	4.0%	2.1%	1.2%
Underwood	59.4%	14.9%	10.3%	8.3%	9.3%	5.0%	2.3%	1.5%
Western Historic Trails	60.4%	14.4%	18.8%	3.5%	5.9%	5.9%	3.0%	1.5%
Wilton	62.1%	12.0%	9.4%	6.7%	9.0%	6.0%	2.1%	0.5%
All Surveyed Centers	55.2%	18.9%	11.6%	6.9%	6.5%	4.5%	3.0%	3.0%

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## Age of the Traveler

2011 – January through December  
Based to those answering.



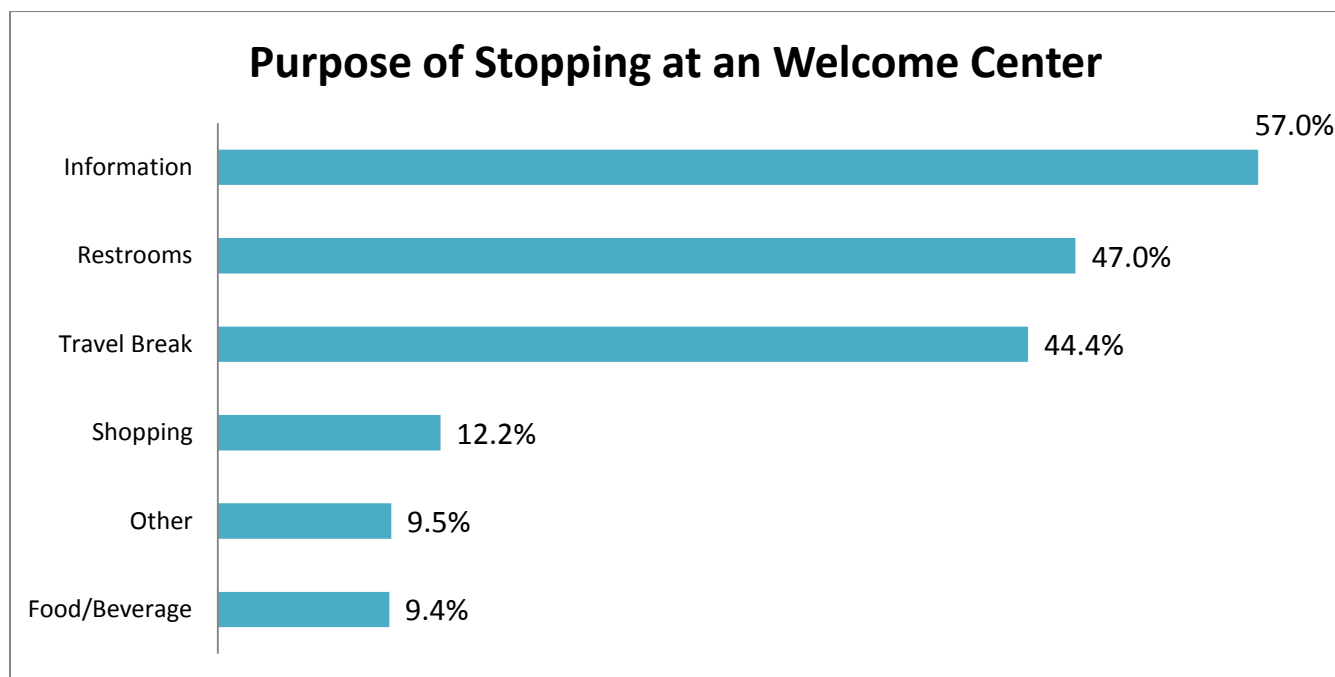
Iowa Welcome Center	18-24 Years of Age	25-34 Years of Age	35-44 Years of Age	45-54 Years of Age	55-64 Years of Age	65-74 Years of Age	75 Years or more.	Average Age
Burlington	7.3%	5.8%	15.2%	22.0%	25.1%	20.4%	4.2%	51.8
Danish Windmill	3.1%	10.5%	10.5%	13.1%	34.6%	18.8%	9.4%	54.7
Davis City	1.4%	3.5%	8.8%	13.5%	27.1%	28.5%	15.5%	59.9
Dows	2.5%	7.4%	15.7%	18.1%	27.0%	26.5%	2.9%	54.0
Dubuque	4.4%	15.9%	10.4%	21.4%	23.6%	18.1%	6.0%	50.4
Harrison County	2.6%	10.8%	8.2%	12.3%	31.3%	29.2%	5.6%	55.8
Mississippi Valley	5.5%	5.0%	9.0%	18.9%	27.9%	25.9%	8.0%	55.1
Okoboji Spirit Center	4.2%	7.9%	15.3%	26.5%	22.3%	19.1%	4.7%	51.5
Sergeant Bluff	0.5%	6.6%	6.6%	20.4%	23.0%	34.7%	8.2%	58.3
Top of Iowa	1.4%	6.4%	9.1%	14.1%	29.7%	31.1%	8.0%	57.4
Underwood	3.0%	6.5%	8.0%	21.4%	28.9%	24.9%	7.2%	55.8
Western Historic Trails	3.9%	5.9%	24.6%	21.7%	20.7%	17.7%	5.4%	51.3
Wilton	1.3%	4.9%	10.3%	18.8%	30.6%	29.3%	4.7%	56.5
All Surveyed Centers	2.7%	6.8%	10.9%	18.1%	27.7%	26.2%	7.6%	55.7

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## Purpose of Stopping at an Iowa Welcome Center

2011 – January through December

Based to those answering. Multiple answers accepted.



Iowa Welcome Center	Information	Restrooms	Travel Break	Shopping	Other	Food/ Beverage
Burlington	62.8%	12.1%	24.6%	19.1%	18.1%	1.5%
Danish Windmill	40.6%	10.4%	37.5%	26.6%	31.8%	8.9%
Davis City	51.0%	70.3%	49.0%	1.9%	5.4%	7.3%
Dows	50.7%	27.1%	47.8%	7.7%	19.3%	3.4%
Dubuque	79.0%	12.8%	12.8%	25.1%	7.2%	7.2%
Harrison County	73.4%	35.2%	37.7%	17.1%	9.0%	5.0%
Mississippi Valley	66.2%	36.9%	44.9%	18.7%	9.3%	10.7%
Okoboji Spirit	43.2%	10.8%	9.9%	64.0%	12.6%	5.9%
Sergeant Bluff	84.3%	73.6%	72.1%	1.0%	1.5%	16.8%
Top of Iowa	40.8%	63.6%	58.9%	8.2%	6.1%	21.9%
Underwood	62.9%	60.3%	46.6%	2.1%	5.5%	7.4%
Western Historic Trails	56.5%	41.1%	52.2%	10.5%	11.5%	3.3%
Wilton	62.4%	57.4%	43.7%	1.5%	7.4%	6.5%
All Surveyed Centers	57.0%	47.0%	44.4%	12.2%	9.5%	9.4%

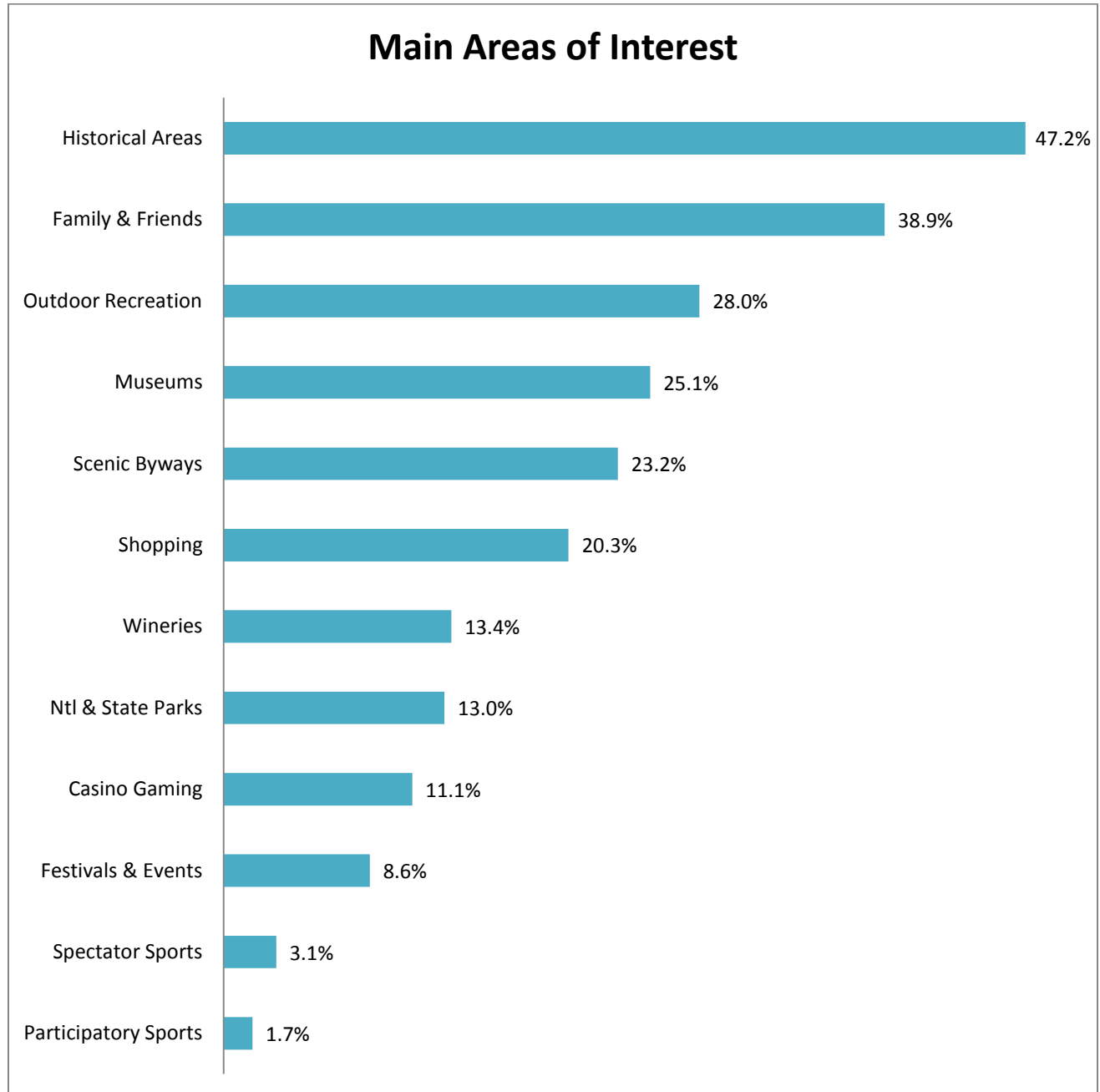
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## Main Areas of Interest

2011 – January through December

Based to those answering. Multiple answers accepted.



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## Main Areas of Interest

2011 – January through December

Based to those answering. Multiple answers accepted.

Iowa Welcome Center	Historical Areas	Visiting Friends & Family	Outdoor Recreation	Museums	Scenic Byways	Shopping
Burlington	54.9%	37.9%	25.1%	19.0%	26.7%	18.5%
Danish Windmill	63.1%	39.5%	20.5%	45.1%	24.6%	23.6%
Davis City	32.5%	47.9%	26.1%	14.2%	16.7%	19.3%
Dows	63.1%	31.0%	19.7%	48.8%	20.7%	15.8%
Dubuque	51.4%	21.9%	27.9%	36.1%	18.0%	36.1%
Harrison County	52.8%	39.6%	33.5%	20.8%	47.2%	9.1%
Mississippi Valley	50.0%	30.3%	23.4%	25.2%	27.5%	23.4%
Okoboji Spirit	29.0%	47.5%	48.4%	19.0%	10.4%	49.3%
Sergeant Bluff	55.8%	40.6%	24.9%	28.4%	35.5%	8.1%
Top of Iowa	40.6%	47.5%	24.8%	17.3%	17.5%	19.8%
Underwood	46.2%	30.2%	27.5%	21.6%	30.0%	14.5%
Western Historic Trails	60.3%	31.4%	25.5%	41.7%	17.2%	17.6%
Wilton	48.8%	38.7%	34.8%	24.6%	23.8%	18.4%
All Surveyed Centers	47.2%	38.9%	28.0%	25.1%	23.2%	20.3%

Iowa Welcome Center	Wineries	National & State Parks	Casino Gaming	Festivals & Events	Spectator Sports	Participatory Sports
Burlington	12.3%	12.3%	10.8%	6.2%	1.5%	2.1%
Danish Windmill	10.8%	8.2%	4.1%	5.6%	3.1%	2.1%
Davis City	14.6%	9.9%	15.6%	14.4%	7.0%	1.6%
Dows	12.3%	8.4%	4.9%	8.9%	0.5%	1.5%
Dubuque	26.8%	6.6%	20.2%	7.1%	0.0%	1.1%
Harrison County	7.6%	17.8%	3.6%	4.6%	2.0%	0.0%
Mississippi Valley	11.0%	14.7%	7.3%	7.3%	2.3%	0.5%
Okoboji Spirit	10.4%	3.6%	5.0%	6.8%	1.4%	1.4%
Southern Loess Hills	17.3%	17.3%	21.3%	11.2%	2.5%	1.5%
Top of Iowa	13.9%	13.3%	11.8%	8.5%	2.3%	2.1%
Underwood	15.0%	16.7%	12.8%	8.4%	2.9%	2.2%
Western Historic Trails	8.3%	18.1%	11.8%	7.8%	3.4%	2.9%
Wilton	12.5%	17.1%	9.3%	8.0%	5.2%	2.2%
All Surveyed Centers	13.4%	13.0%	11.1%	8.6%	3.1%	1.7%

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**2011****Iowa Welcome Center Survey**A trip is traveling 50 miles or more from home.**1. In what state or country do you presently reside?**  
\_\_\_\_\_**2. What state is (or was) your destination?**  
\_\_\_\_\_**3a. How many days will you spend on this trip?****3b. in Iowa?***(Iowa residents just include days away from home.)***4. How many trips will you take in Iowa this year?**  
\_\_\_\_\_**5a. Will your stay in Iowa be extended because of the information provided?***(Please check one.)*☐ Yes☐ No**5b. If "yes", how long? (Please check one.)**☐ 2 hours☐ 3 days☐ 1/2 day☐ 4 days☐ 1 day☐ 5 days☐ 2 days☐ 6 or more**6. How many are in your travel party? (including you)**1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ More than 5 ☐**7. What best describes your travel party? (Please check one.)**☐ Family (with children under 18)☐ Family (no children under 18)☐ Retired traveler(s)☐ Individuals/friends☐ Business individual(s)☐ Group tour, if yes please skip next question**8. On this trip, what is your travel party's average DAILY spending for:**

Lodging \$ \_\_\_\_\_

Entertainment \$ \_\_\_\_\_

Transportation \$ \_\_\_\_\_

Food \$ \_\_\_\_\_

Shopping \$ \_\_\_\_\_

Other \$ \_\_\_\_\_

Number \_\_\_\_\_

Welcome Center \_\_\_\_\_

Date \_\_\_\_\_

**9. What is the main purpose for this trip? (Please check one)**☐ Vacation/leisure☐ Visit friends/family☐ Business/convention☐ Personal business☐ Weekend Getaway☐ Other**10. What overnight accommodations did you or will you use while in Iowa?***(Please check all that apply.)*☐ Hotel/motel☐ Bed & breakfast☐ State/county campgrounds☐ Resort☐ Commercial campground☐ Will not stay overnight in Iowa☐ Home of family/friends☐ Other \_\_\_\_\_**11. What was the purpose of your stop? (Please check all that apply.)**☐ Information☐ Travel break☐ Shopping☐ Restrooms☐ Food/beverage☐ Other \_\_\_\_\_**12. What is your main area of interest? (Please check up to three.)**☐ Casino gaming☐ Wineries☐ Outdoor recreation☐ Visit friends/family☐ Historical areas☐ Shopping☐ Museums☐ Participatory Sports (youth & adult)☐ Spectator Sports☐ Scenic byways☐ Festivals/events☐ National & State Parks☐ Other \_\_\_\_\_**13. What is your birth date?**\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
(Month) (Day) (Year)*Thank you for visiting Iowa.*

2011 Iowa Welcome Center Visitation													
Individuals													2011
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	122	108	237	234	384	586	673	443	433	469	258	242	4,189
Burlington, Port of	303	386	735	583	981	1,035	1,442	1,130	1,087	970	630	410	9,692
Clayton County	158	91	238	220	846	827	1,285	1,038	829	2,248	103	180	8,063
Danish Windmill	195	218	580	863	2,122	2,376	3,252	2,432	1,855	1,417	1,137	541	16,988
Davis City	2,808	2,994	5,833	5,328	6,937	8,085	9,615	6,896	8,362	5,895	4,782	4,088	71,623
Dows Depot	36	57	81	107	179	272	310	323	178	215	84	60	1,902
Dubuque, Port of	177	243	552	615	937	1,227	1,670	2,016	1,059	1,290	280	219	10,285
Emmetsburg	19	20	71	31	44	120	141	103	91	64	18	22	744
Harrison County	156	245	494	1,053	1,563	1,215	1,011	1,034	1,018	1,129	420	361	9,699
Mississippi Valley	476	340	1,148	1,187	2,008	2,751	2,812	2,284	1,370	1,609	658	385	17,028
Okoboji Spirit Center	403	229	197	260	2,226	6,832	8,516	7,205	3,005	863	212	267	30,215
Sergeant Bluff	761	813	901	829	1,747	2,350	3,528	3,310	2,354	1,827	1,036	774	20,230
Sgt. Floyd, Sioux City	301	456	838	1,375	2,800	*	*	*	55	1,114	657	403	7,999
Southern Iowa, Lamoni	928	1,067	2,495	2,194	2,710	2,776	3,142	4,878	2,023	2,931	2,115	1,693	28,952
Southern Loess Hills	229	264	561	603	979	*	*	*	*	*	*	*	2,636
Top of Iowa	2,934	3,634	6,302	7,561	8,262	11,082	13,807	9,189	8,165	7,911	5,944	5,190	89,981
Underwood	1,180	1,333	2,633	3,023	4,181	6,960	8,584	7,346	5,462	3,176	1,825	1,570	47,273
Western Historic Trails	1,077	1,491	2,289	2,792	2,995	4,158	2,521	2,164	2,522	2,449	1,196	1,144	26,798
Wilton	2,076	1,760	2,915	3,414	5,519	6,912	8,962	7,268	5,256	4,189	2,951	2,732	53,954
<b>Total</b>	<b>14,339</b>	<b>15,749</b>	<b>29,100</b>	<b>32,272</b>	<b>47,420</b>	<b>59,564</b>	<b>71,271</b>	<b>59,059</b>	<b>45,124</b>	<b>39,766</b>	<b>24,306</b>	<b>20,281</b>	<b>458,251</b>
<b>Year-to-date</b>	<b>14,339</b>	<b>30,088</b>	<b>59,188</b>	<b>91,460</b>	<b>138,880</b>	<b>198,444</b>	<b>269,715</b>	<b>328,774</b>	<b>373,898</b>	<b>413,664</b>	<b>437,970</b>	<b>458,251</b>	
*Closed due to flooding													
Iowa Economic Development Authority, Tourism Office													
Travel Parties													2011
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
Bloomfield, Davis County	101	84	160	163	255	325	360	263	277	280	181	163	2,612
Burlington, Port of	195	217	362	330	512	506	630	589	585	532	318	237	5,013
Clayton County	16	20	54	63	147	249	355	289	193	697	41	69	2,193
Danish Windmill	91	105	240	349	844	782	1,055	866	772	566	435	215	6,320
Davis City	1,106	1,165	2,117	2,058	2,519	2,808	3,000	2,435	2,630	2,029	1,636	1,421	24,924
Dows Depot	26	31	53	59	118	141	168	176	112	168	56	43	1,151
Dubuque, Port of	90	132	254	312	448	565	660	665	500	556	129	108	4,419
Emmetsburg	16	17	49	25	53	73	77	64	58	43	14	19	508
Harrison County	91	133	260	317	495	550	449	459	484	520	223	180	4,161
Mississippi Valley	221	166	122	442	814	1,156	1,039	964	619	689	260	175	6,667
Okoboji Spirit Center	129	51	86	89	120	2,590	1,304	2,653	1,073	354	70	100	8,619
Sergeant Bluff	324	322	328	386	553	870	1,311	1,353	1,059	823	414	357	8,100
Sgt. Floyd, Sioux City	125	219	339	440	826	*	*	*	32	500	250	195	2,926
Southern Iowa, Lamoni	480	534	1,055	1,005	1,140	1,126	1,135	586	955	1,140	820	799	10,775
Southern Loess Hills	128	142	283	322	471	*	*	*	*	*	*	*	1,346
Top of Iowa	1,245	1,260	2,115	2,985	3,600	3,645	4,290	3,480	3,255	3,165	2,089	1,890	33,019
Underwood	547	671	1,210	1,445	1,905	2,979	3,245	3,094	2,512	1,420	801	697	20,526
Western Historic Trails	170	214	317	439	446	752	637	532	578	527	268	307	5,187
Wilton	842	794	1,291	1,577	2,370	2,720	3,406	2,991	2,359	1,801	1,143	1,106	22,400
<b>Total</b>	<b>5,943</b>	<b>6,277</b>	<b>10,695</b>	<b>12,806</b>	<b>17,636</b>	<b>21,837</b>	<b>23,121</b>	<b>21,459</b>	<b>18,053</b>	<b>15,810</b>	<b>9,148</b>	<b>8,081</b>	<b>170,866</b>
<b>Year-to-date</b>	<b>5,943</b>	<b>12,220</b>	<b>22,915</b>	<b>35,721</b>	<b>53,357</b>	<b>75,194</b>	<b>98,315</b>	<b>119,774</b>	<b>137,827</b>	<b>153,637</b>	<b>162,785</b>	<b>170,866</b>	
*Closed due to flooding													
Iowa Economic Development Authority, Tourism Office													