

Trip Planning Survey 2011	Families	Adults*	2011 Annual
traveliowa.com, 2-17-2012	w/children <18	w/out Children <18	
*Adults: Families w/out children<18, retired and individuals			
Why did you visit traveliowa.com?	n=3,307	n=6,767	n=10,701
To decide to visit Iowa	14.5%	13.6%	13.5%
To plan a trip to Iowa	46.7%	55.1%	50.7%
To learn about the state	19.9%	17.6%	18.4%
School project	4.1%	6.0%	2.8%
Other	14.9%	13.1%	14.6%
What is the primary purpose of the trip you are planning?	n=3,338	n=6,806	n=10,736
Vacation or leisure	66.3%	68.2%	65.5%
Weekend getaway	14.6%	14.3%	14.0%
Visit family and friend	10.6%	10.0%	9.8%
Other	6.3%	5.2%	7.2%
Business/convention	0.5%	1.2%	1.9%
Personal business	1.7%	1.2%	1.7%
How did you find traveliowa.com?	n=3,317	n=6,802	n=10,736
Search engine	76.9%	75.2%	75.2%
Advertising	2.3%	2.7%	2.5%
Iowa Travel Guide	4.0%	4.1%	4.2%
Article (newspaper, magazine, web)	3.6%	4.6%	4.1%
Social media (facebook, blogs, twitter)	0.5%	0.5%	0.5%
Link from another web site	5.9%	6.2%	6.4%
Word of mouth	2.6%	2.5%	2.6%
Other	4.3%	4.3%	4.6%
What overnight lodging are you planning to use?			
(Multiple answers accepted)	n=3,268	n=6,733	n=10,362
Hotel or motel	70.0%	70.8%	70.3%
State or county campgrounds	26.6%	21.7%	23.2%
Bed & Breakfast	14.7%	19.0%	17.4%
Resort	17.8%	11.0%	13.2%
Commercial campground	14.3%	12.7%	13.1%
Day trip, no overnight	12.3%	9.3%	10.6%
Home of friends or family	11.9%	9.4%	10.1%

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What is the size of your travel party?	n=3,328	n=6,802	n=10,504
One	0.5%	7.3%	5.7%
Two	6.1%	70.2%	48.5%
Three	22.1%	8.3%	12.6%
Four	34.5%	9.0%	17.0%
Five	18.6%	1.4%	6.9%
Six or more	18.3%	3.8%	9.2%
Average party size	4.2	2.4	3.0
What best describes your travel party?			n=10,483
Family (with children under 18)	n/a	n/a	32.0%
Family (no children under 18)	n/a	n/a	25.7%
Retired travelers (s)	n/a	n/a	23.3%
Individuals/friends	n/a	n/a	16.3%
Business individual(s)	n/a	n/a	1.3%
Group tour	n/a	n/a	1.4%
How useful was our Web site in planning your trip?	n=2,842	n=5,998	n=9,196
Very useful	55.1%	56.9%	56.4%
Somewhat useful	32.3%	30.4%	31.0%
Not at all useful	12.6%	12.7%	12.7%
What are your main areas of interest?	n=3,106	n=6,454	n=9,942
(Multiple answers accepted)			
Historical areas	69.3%	72.1%	70.9%
Scenic byways	51.9%	64.8%	60.1%
National & State Parks	65.6%	42.7%	58.9%
Museums	52.7%	43.4%	46.4%
Festivals/events	47.1%	42.7%	44.0%
Outdoor recreation	56.6%	35.9%	42.4%
Shopping	30.7%	28.9%	29.3%
Wineries	20.1%	30.1%	26.6%
Water & Amusement Parks**	34.7%	8.5%	17.0%
Visit friends/family	20.0%	15.7%	16.8%
Casino gaming	10.3%	19.2%	16.2%
Spectator Sports*	10.4%	7.1%	8.4%
Participatory Sports*	5.7%	2.3%	3.6%
*New for 2011			
** Introduced question March 1, 2011			

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State of Origin	n=3,352	n=6,847	n=10,870
Iowa	23.9%	18.2%	20.6%
Illinois	10.7%	8.5%	9.1%
Minnesota	7.2%	6.9%	6.9%
Wisconsin	6.6%	6.6%	6.5%
Missouri	6.2%	6.1%	6.0%
Nebraska	3.4%	2.9%	3.0%
Kansas	2.0%	1.9%	2.0%
South Dakota	0.7%	0.8%	0.8%
Other	39.2%	48.2%	45.3%
What is the average age of the trip planner?	n=847 40.5	n=1,836 56.0	n=2,806 52.5
What is the gender of the trip planner?	n=1,424	n=2,948	n=4,636
Female	75.9%	58.2%	64.0%
Male	24.1%	41.8%	36.0%