

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers

Surveys = 4,768

Average Age of Visitor 56.6

Average Days in Iowa 3.9

Average Number of Trips In Iowa 3.1

Average Travel Party Size 2.5

Extended the stay of travelers 29.3%

2 hours 10.7%

1/2 day 17.4%

Day Trip 16.3%

1 night 22.5%

2 nights 15.7%

3 nights 5.8%

4 nights 3.3%

5 nights 1.7%

6 or more nights 6.7%

Travel Party Type

Family (with children under 18) 19.4%

Family (no children under 18) 26.9%

Retired 33.3%

Individuals/Friends 15.0%

Business 4.8%

Group 0.7%

Average Daily Spending

Lodging \$ 68.04

Entertainment \$ 26.91

Transportation \$ 53.32

Food \$ 50.68

Shopping \$ 28.44

Total \$ 227.39

Trip Purpose

Vacation/Leisure 50.6%

Visit Friends/Relatives 30.1%

Other 7.3%

Business/Convention 7.2%

Personal 4.9%

Lodging (Multiple Answers Accepted)

Hotel/Motel 53.8%

Friends/Family 19.8%

No overnight in Iowa 12.4%

State/County Campground 6.6%

Other 7.2%

Commercial Campground 5.3%

Bed & Breakfast 2.0%

Resort 2.0%

Residence

Iowa 12.6%

Minnesota 8.9%

Illinois 8.3%

Missouri 5.2%

Wisconsin 4.3%

Nebraska 4.0%

Kansas 3.4%

South Dakota 1.2%

Interests

(Multiple Answers Accepted)

Historical areas 46.5%

Visit friends/family 36.8%

Outdoor recreation 29.1%

Scenic byways 26.4%

Museums 23.4%

Shopping 17.5%

National & state parks 15.1%

Wineries 11.4%

Festivals/events 9.6%

Other 9.2%

**Due to rounding totals may not equal 100.0%*

Source: The 2010 Iowa Welcome Center Survey Report

Iowa Department of Economic Development, Tourism Office