

# Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Scenic Byways

## Scenic Byways

Surveys = 1,195

**Average Age of Visitor** 58.0

**Average Days in Iowa** 3.3

**Average Number of Trips in Iowa** 2.2

**Average Travel Party Size** 2.3

**Extended the stay of travelers** 32.1%

2 hours 8.9%

1/2 day 19.2%

Day Trip 18.0%

1 night 23.2%

2 nights 16.6%

3 nights 6.3%

4 nights 2.8%

5 nights 1.4%

6 or more nights 3.5%

### Travel Party Type

Family (with children under 18) 14.1%

Family (no children under 18) 26.3%

Retired 39.9%

Individuals/Friends 14.7%

Business 4.1%

Group 1.0%

### Average Daily Spending

Lodging 33.0% \$ 70.57

Transportation 25.0% \$ 53.47

Food 21.9% \$ 46.78

Entertainment 10.2% \$ 21.88

Shopping 9.8% \$ 21.03

**Total \$ 213.73**

### Trip Purpose

Vacation/Leisure 60.6%

Visit Friends/Relatives 23.0%

Business/Convention 6.9%

Other 5.9%

Personal 3.6%

### Lodging (Multiple Answers Accepted)

Hotel/Motel 59.1%

Campgrounds 16.4%

No Overnights 13.0%

Home of Friends/Family 11.6%

Other 6.2%

Bed & Breakfast 2.6%

Resort 1.5%

### Residence

Iowa 9.5%

Illinois 7.9%

Minnesota 7.5%

Wisconsin 4.1%

Missouri 4.0%

Nebraska 3.0%

Kansas 3.0%

South Dakota 0.8%

### Interests

(Multiple Answers Accepted)

Historical areas 50.6%

Outdoor recreation 23.7%

Museums 22.9%

Visit friends/family 19.6%

National & state parks 18.6%

Shopping 10.1%

Festivals/events 7.4%

Wineries 6.4%

Casino gaming 5.9%

Other 3.2%

1/5/2011

\*Due to rounding totals may not equal 100.0%

Source: The 2010 Iowa Welcome Center Survey Report

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