

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Casino Gaming

Casino Gaming

Surveys = 465

Average Age of Visitor 58.2

Average Days in Iowa 4.5

Average Number of Trips in Iowa 3.9

Average Travel Party Size 2.3

Extended the stay of travelers 36.8%

2 hours 7.5%

1/2 day 17.1%

Day Trip 15.0%

1 night 26.7%

2 nights 16.6%

3 nights 3.7%

4 nights 3.7%

5 nights 2.1%

6 or more nights 7.5%

Travel Party Type

Family (with children under 18) 11.1%

Family (no children under 18) 24.0%

Retired 38.6%

Individuals/Friends 17.2%

Business 7.9%

Group 1.1%

Average Daily Spending

Lodging 27.1% \$ 73.17

Transportation 22.1% \$ 59.69

Food 19.3% \$ 52.09

Entertainment 18.6% \$ 50.23

Shopping 12.9% \$ 34.92

Total \$ 270.10

Trip Purpose

Vacation/Leisure 54.3%

Visit Friends/Relatives 23.2%

Other 8.9%

Business/Convention 8.4%

Personal 5.0%

Lodging (Multiple Answers Accepted)

Hotel/Motel 59.9%

Home of Friends/Family 13.5%

No Overnights 11.9%

Campgrounds 10.0%

Other 8.7%

Resort 2.8%

Bed & Breakfast 1.6%

Residence

Illinois 14.1%

Iowa 13.0%

Minnesota 9.1%

Missouri 4.3%

Wisconsin 4.3%

Nebraska 3.3%

Kansas 2.6%

South Dakota 0.9%

Interests

(Multiple Answers Accepted)

Historical areas 29.4%

Visit friends/family 28.9%

Outdoor recreation 24.4%

Wineries 22.0%

Shopping 17.5%

Scenic byways 15.3%

Museums 10.6%

National & state parks 8.9%

Festivals/events 7.3%

Other 5.8%

1/5/2011

*Due to rounding totals may not equal 100.0%

Source: The 2010 Iowa Welcome Center Survey Report

©2011 Iowa Department of Economic Development