

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Festivals & Events

Festivals & Events

Surveys = 435

Average Age of Visitor 55.2

Average Days in Iowa 3.9

Average Number of Trips in Iowa 4

Average Travel Party Size 2.6

Extended the stay of travelers 34.3%

2 hours 12.0%

1/2 day 17.7%

Day Trip 20.3%

1 night 22.2%

2 nights 13.3%

3 nights 3.2%

4 nights 7.0%

5 nights 0.6%

6 or more nights 3.8%

Travel Party Type

Family (with children under 18) 19.9%

Family (no children under 18) 27.1%

Retired 26.6%

Individuals/Friends 21.1%

Business 4.6%

Group 0.7%

Average Daily Spending

Lodging 28.5% \$ 70.77

Transportation 18.5% \$ 45.89

Food 21.9% \$ 54.42

Entertainment 16.0% \$ 39.64

Shopping 15.1% \$ 37.48

Total \$ 248.20

Trip Purpose

Vacation/Leisure 48.5%

Visit Friends/Relatives 28.8%

Business/Convention 9.3%

Other 7.6%

Personal 5.8%

Lodging (Multiple Answers Accepted)

Hotel/Motel 55.1%

Home of Friends/Family 22.3%

No Overnights 12.0%

Campgrounds 8.8%

Other 6.9%

Bed & Breakfast 2.9%

Resort 2.7%

Residence

Iowa 17.2%

Illinois 12.5%

Minnesota 10.2%

Missouri 6.5%

Nebraska 5.8%

Kansas 4.6%

Wisconsin 3.5%

South Dakota 2.1%

Interests

(Multiple Answers Accepted)

Visit friends/family 31.1%

Historical areas 27.4%

Outdoor recreation 20.4%

Scenic byways 20.4%

Shopping 18.1%

Museums 13.5%

Wineries 13.2%

National & state parks 11.6%

Casino gaming 7.9%

Other 5.3%

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*Due to rounding totals may not equal 100.0%

Source: The 2010 Iowa Welcome Center Survey Report

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