

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Historical Areas

Historical Areas

Surveys = 2,102

Average Age of Visitor 57.8

Average Days in Iowa 3.8

Average Number of Trips in Iowa 2.6

Average Travel Party Size 2.4

Extended the stay of travelers 33.6%

2 hours 10.9%

1/2 day 17.7%

Day Trip 16.0%

1 night 23.3%

2 nights 16.0%

3 nights 6.3%

4 nights 2.2%

5 nights 1.6%

6 or more nights 6.1%

Travel Party Type

Family (with children under 18) 17.7%

Family (no children under 18) 28.2%

Retired 36.6%

Individuals/Friends 12.9%

Business 3.9%

Group 0.6%

Average Daily Spending

Lodging 31.8% \$ 70.80

Transportation 23.7% \$ 52.84

Food 22.5% \$ 50.04

Entertainment 11.2% \$ 24.96

Shopping 10.9% \$ 24.23

Total \$ 222.87

Trip Purpose

Vacation/Leisure 57.6%

Visit Friends/Relatives 25.7%

Business/Convention 6.5%

Other 6.0%

Personal 4.3%

Lodging (Multiple Answers Accepted)

Hotel/Motel 58.9%

Home of Friends/Family 15.1%

Campgrounds 13.5%

No Overnights 11.8%

Other 6.2%

Bed & Breakfast 2.3%

Resort 1.7%

Residence

Iowa 11.2%

Minnesota 9.0%

Illinois 7.6%

Missouri 4.9%

Wisconsin 4.1%

Nebraska 4.0%

Kansas 3.4%

South Dakota 0.9%

Interests

(Multiple Answers Accepted)

Museums 34.0%

Visit friends/family 29.2%

Scenic byways 28.8%

Outdoor recreation 25.8%

Shopping 15.3%

National & state parks 13.5%

Wineries 9.1%

Casino gaming 6.5%

Festivals/events 5.6%

Other 3.1%

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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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