

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Museums

Museums

Surveys = 1,057

Average Age of Visitor 57.0

Average Days in Iowa 4.1

Average Number of Trips in Iowa 2.8

Average Travel Party Size 2.5

Extended the stay of travelers 33.8%

2 hours 14.0%

1/2 day 18.8%

Day Trip 16.0%

1 night 20.8%

2 nights 15.8%

3 nights 4.5%

4 nights 2.0%

5 nights 1.8%

6 or more nights 6.3%

Travel Party Type

Family (with children under 18) 19.6%

Family (no children under 18) 25.9%

Retired 35.1%

Individuals/Friends 14.2%

Business 4.3%

Group 0.9%

Average Daily Spending

Lodging 29.6% \$ 67.11

Transportation 24.8% \$ 56.28

Food 22.5% \$ 51.02

Entertainment 11.5% \$ 26.11

Shopping 11.5% \$ 26.14

Total \$ 226.66

Trip Purpose

Vacation/Leisure 58.9%

Visit Friends/Relatives 22.8%

Business/Convention 8.3%

Other 6.1%

Personal 3.9%

Lodging (Multiple Answers Accepted)

Hotel/Motel 57.7%

Home of Friends/Family 14.0%

No Overnights 13.2%

Campgrounds 12.0%

Other 7.2%

Bed & Breakfast 2.2%

Resort 1.8%

Residence

Iowa 12.9%

Minnesota 9.3%

Illinois 7.6%

Wisconsin 5.8%

Nebraska 4.9%

Missouri 4.5%

Kansas 3.2%

South Dakota 1.2%

Interests

(Multiple Answers Accepted)

Historical areas 67.6%

Scenic byways 25.9%

Visit friends/family 21.2%

Outdoor recreation 19.4%

Shopping 15.8%

National & state parks 9.0%

Wineries 5.6%

Festivals/events 5.5%

Casino gaming 4.6%

Other 2.7%

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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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