

# Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Outdoor Recreation

## Outdoor Recreation

Surveys = 1,316

**Average Age of Visitor** 52.5

**Average Days in Iowa** 3.9

**Average Number of Trips in Iowa** 3.7

**Average Travel Party Size** 2.6

**Extended the stay of travelers** 34.1%

2 hours 9.9%

1/2 day 16.0%

Day Trip 17.7%

1 night 21.6%

2 nights 16.2%

3 nights 6.8%

4 nights 3.3%

5 nights 0.8%

6 or more nights 7.8%

### Travel Party Type

Family (with children under 18) 26.0%

Family (no children under 18) 26.2%

Retired 26.6%

Individuals/Friends 15.2%

Business 5.6%

Group 0.5%

### Average Daily Spending

Lodging 26.6% \$ 62.86

Transportation 24.6% \$ 58.11

Food 22.2% \$ 52.48

Entertainment 12.6% \$ 29.71

Shopping 14.0% \$ 33.17

**Total \$ 236.33**

### Trip Purpose

Vacation/Leisure 58.3%

Visit Friends/Relatives 22.4%

Business/Convention 7.5%

Other 7.0%

Personal 5.0%

### Lodging (Multiple Answers Accepted)

Hotel/Motel 45.3%

Campgrounds 20.6%

Home of Friends/Family 20.1%

No Overnights 13.2%

Other 9.8%

Resort 3.1%

Bed & Breakfast 2.1%

### Residence

Iowa 16.3%

Illinois 10.1%

Minnesota 7.3%

Missouri 4.8%

Nebraska 4.8%

Wisconsin 4.9%

Kansas 3.5%

South Dakota 1.2%

### Interests

(Multiple Answers Accepted)

Historical areas 41.2%

Visit friends/family 32.8%

Scenic byways 21.5%

National & state parks 15.8%

Museums 15.6%

Wineries 12.9%

Shopping 12.3%

Casino gaming 8.6%

Festivals/events 6.7%

Other 3.8%

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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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