

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in National & State Parks

National & State Parks

Surveys = 680

Average Age of Visitor 56.0

Average Days in Iowa 3.4

Average Number of Trips in Iowa 2.1

Average Travel Party Size 2.5

Extended the stay of travelers 33.7%

2 hours 8.8%

1/2 day 18.7%

Day Trip 13.9%

1 night 25.1%

2 nights 18.7%

3 nights 6.0%

4 nights 2.4%

5 nights 2.0%

6 or more nights 4.4%

Travel Party Type

Family (with children under 18) 19.0%

Family (no children under 18) 28.3%

Retired 36.3%

Individuals/Friends 11.7%

Business 4.3%

Group 0.4%

Average Daily Spending

Lodging 31.1% \$ 67.35

Transportation 26.1% \$ 56.47

Food 22.3% \$ 48.20

Entertainment 10.5% \$ 22.74

Shopping 9.9% \$ 21.51

Total \$ 216.27

Trip Purpose

Vacation/Leisure 56.2%

Visit Friends/Relatives 24.9%

Other 7.9%

Business/Convention 6.2%

Personal 4.8%

Lodging (Multiple Answers Accepted)

Hotel/Motel 53.1%

Campgrounds 22.2%

No Overnights 12.7%

Home of Friends/Family 12.4%

Other 7.1%

Resort 1.7%

Bed & Breakfast 1.0%

Residence

Iowa 9.2%

Illinois 8.3%

Minnesota 5.9%

Wisconsin 4.6%

Missouri 4.1%

Kansas 3.7%

Nebraska 2.5%

South Dakota 0.6%

Interests

(Multiple Answers Accepted)

Historical areas 41.9%

Scenic byways 32.8%

Outdoor recreation 30.7%

Visit friends/family 18.8%

Museums 14.0%

Festivals/events 7.4%

Casino gaming 6.1%

Shopping 6.1%

Wineries 5.6%

Other 3.2%

1/5/2011

*Due to rounding totals may not equal 100.0%

Source: The 2010 Iowa Welcome Center Survey Report

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