

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Shopping

Shopping

Surveys = 789

Average Age of Visitor 55.9

Average Days in Iowa 3.9

Average Number of Trips in Iowa 3.4

Average Travel Party Size 2.6

Extended the stay of travelers 32.4%

2 hours 11.0%

1/2 day 12.9%

Day Trip 15.5%

1 night 20.8%

2 nights 20.8%

3 nights 9.8%

4 nights 2.7%

5 nights 3.0%

6 or more nights 6.1%

Travel Party Type

Family (with children under 18) 20.7%

Family (no children under 18) 29.3%

Retired 28.9%

Individuals/Friends 17.8%

Business 2.8%

Group 0.5%

Average Daily Spending

Lodging 26.1% \$ 75.13

Transportation 19.0% \$ 54.58

Food 20.9% \$ 60.25

Entertainment 13.9% \$ 40.09

Shopping 20.0% \$ 57.58

Total \$ 287.63

Trip Purpose

Vacation/Leisure 56.5%

Visit Friends/Relatives 29.4%

Other 5.4%

Business/Convention 5.4%

Personal 2.3%

Lodging (Multiple Answers Accepted)

Hotel/Motel 52.5%

Home of Friends/Family 23.0%

No Overnights 11.8%

Other 7.6%

Campgrounds 6.5%

Resort 4.1%

Bed & Breakfast 3.0%

Residence

Iowa 21.0%

Illinois 10.1%

Minnesota 7.7%

Nebraska 6.0%

Missouri 5.4%

Wisconsin 3.3%

Kansas 3.2%

South Dakota 2.4%

Interests

(Multiple Answers Accepted)

Historical areas 40.6%

Visit friends/family 35.4%

Museums 21.2%

Outdoor recreation 20.6%

Scenic byways 15.4%

Wineries 11.3%

Casino gaming 10.3%

Festivals/events 9.9%

National & state parks 5.2%

Other 4.4%

1/5/2011

*Due to rounding totals may not equal 100.0%

Source: The 2010 Iowa Welcome Center Survey Report

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