



# Iowa Welcome Centers

## 2010 Survey Results

Iowa Department of Economic Development  
Tourism Office

© 2011 Iowa Department of Economic Development

Table of Contents	
The Iowa Welcome Centers	3
Methodology	4
Five-Year Trends	4
Summaries	5
Length of Stay and Number of Trips	6
Extended the Stay of the Traveler	7
Travel Party Size and Type	8
Average Daily Spending Per Travel Party	9
Residence of Travelers	10
Destination of Travelers	11
Trip Purpose	12
Lodging	13
Age of the Traveler	14
Purpose of Stopping at a Welcome Center	15
Main Areas of Interest	16 & 17
2010 Iowa Welcome Center Survey	18
Iowa Welcome Center Visitation	19

## Iowa Welcome Centers Summary

Iowa Welcome Centers serve the travelers visiting our state by providing travel information and encouraging travelers to extend their stay in Iowa.

During 2010, 19 Iowa Welcome Centers served nearly 200,000 travel parties and over 500,000 travelers.

Travelers visiting the 19 Iowa Welcome Center travelers spent an estimated \$183\* million during their trips in Iowa, up from \$180 million in 2009. Per day spending increased 3.5% from \$219.60 per day in 2009 to \$227.38 per day in 2010.

Iowa Welcome Center travel counselors influenced 30% of the travelers to extend their stay.

Travelers who extended their stay spent an additional \$18 million.\*

\*Based on visitation of all 19 Iowa Welcome Centers (15 centers submitted surveys), along with average length of stay and average spending as reported in *2010 Iowa Welcome Center Survey Report*.



©2011 Iowa Department of Economic Development, Tourism Office

## Methodology

Fifteen Iowa Welcome Centers Participated.

The survey report covers January through December 2010.

To determine the trip characteristics of the visitors stopping at the centers, travelers were asked to complete a survey through a random sample process. A total of 15 centers administered a minimum of one survey for every 46<sup>th</sup> travel party. Iowa Welcome Centers needed 200 surveys to be included in the final report. The surveys were conducted by the individual Iowa Welcome Centers. The results were tabulated and reported by the Iowa Department of Economic Development, Tourism Office.

Participating *Iowa Welcome Centers* included: Burlington, Danish Windmill (Elk Horn), Davis City, Dows, Dubuque, Harrison County (Missouri Valley), Mississippi Valley (LeClaire), Okoboji Spirit Center (Arnolds Park), Sergeant Bluff, Sergeant Floyd (Sioux City), Southern Loess Hills (Percival), Top of Iowa (Northwood), Underwood, Western Historic Trails Center and Wilton.

The centers that did not participate in the survey included: Clayton County (Elkader), Davis County (Bloomfield), Emmetsburg and Southern Iowa Gateway (Lamoni).

Due to rounding, all totals may not equal 100%.

## Five-Year Trends Iowa Welcome Centers

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Interviews Conducted	5,053	4,738	4,184	4,903	4,768
Average Days in Iowa	3.6	3.8	3.9	4.3	3.9
Average Number of Trips to Iowa	2.8	2.6	3.1	2.8	3.1
Travelers that Extended Their Stay	30%	29%	35%	32%	29%
Average Party Size	2.5	2.5	2.5	2.5	2.5
Average Spending Per Day	\$212.19	\$223.66	\$257.93	\$219.60	\$227.38
Travelers with Iowa Residence	11%	9%	13%	13%	13%
Travelers with Iowa Destination	42%	36%	40%	43%	40%
Travelers on Vacation	46%	46%	48%	48%	51%
Average Age	55.8	55.6	56.0	56.2	56.6
Hotel/Motel Lodging	49%	53%	54%	53%	54%
Travel Parties are Families	59%	60%	59%	62%	n/a
Travel Parties with Children Under 18	n/a	n/a	n/a	n/a	19%
Travel Parties with no Children Under 18	n/a	n/a	n/a	n/a	27%

©2011 Iowa Department of Economic Development, Tourism Office

## Iowa Welcome Center Summary

2010 January - December

	Number of Travel Parties	Number of Surveys	Avg. Days in Iowa	Avg. # Trips To Iowa	Extended Their Stay In Iowa	Avg. Party Size	Avg. Party Spending Per Day	Estimated Total Spending (In Millions)
Burlington	5,591	282	5.4	2.6	26.2%	2.5	\$249.27	\$7.5
Danish Windmill	7,048	232	4.0	3.3	27.4%	2.8	\$212.64	\$6.0
Davis City*	23,738	519	5.2	4.2	31.4%	2.4	\$234.17	\$28.9
Dows	1,602	261	3.1	3.2	21.3%	2.4	\$213.57	\$1.1
Dubuque	4,792	200	4.9	2.4	37.3%	2.4	\$187.50	\$4.4
Harrison County	5,019	200	4.0	2.5	23.7%	2.1	\$215.51	\$4.3
Mississippi Valley	10,134	255	3.3	3.2	25.1%	2.5	\$239.79	\$8.0
Okoboji Spirit Center	11,387	268	7.9	6.7	32.9%	3.1	\$294.72	\$26.6
Sergeant Bluff *	11,738	251	2.6	1.9	42.4%	2.5	\$233.37	\$7.1
Sergeant Floyd	7,995	201	4.6	2.6	26.2%	2.6	\$221.13	\$8.1
Southern Loess Hills	6,239	282	2.1	1.8	20.9%	2.5	\$204.62	\$2.7
Top of Iowa	34,073	662	3.1	2.5	19.2%	2.5	\$240.53	\$25.4
Underwood*	17,631	378	3.2	2.4	46.0%	2.3	\$219.62	\$12.4
Western Historic Trails	6,051	201	4.4	2.8	24.5%	2.6	\$219.19	\$5.8
Wilton*	26,640	576	3.5	3.5	33.9%	2.3	\$210.70	\$19.6
All Surveyed Centers	179,678	4,768	3.9	3.1	29.3%	2.5	\$227.38	\$167.9

\*Interstate Rest Area

	Travelers with Iowa Residence	Travelers with Iowa Destination	Travelers on Vacation	Travelers with Children under 18	Travelers with no Children under 18	Average Age	Hotel/Motel Lodging	Purpose of Stop was for Information
Burlington	12.3%	58.8%	49.4%	22.5%	26.8%	53.0	51.9%	67.2%
Danish Windmill	18.0%	45.0%	53.2%	28.9%	24.1%	54.1	53.5%	42.7%
Davis City*	15.0%	40.7%	38.5%	19.4%	19.0%	58.3	45.0%	49.6%
Dows	19.2%	52.2%	47.5%	25.6%	30.7%	53.7	49.6%	50.0%
Dubuque	14.2%	69.2%	71.8%	17.4%	24.6%	54.4	69.7%	83.6%
Harrison County	6.0%	40.8%	47.2%	13.3%	22.4%	58.4	54.8%	72.5%
Mississippi Valley	11.1%	45.0%	51.7%	18.7%	26.3%	57.8	54.9%	63.7%
Okoboji Spirit Center	50.4%	92.0%	63.6%	28.0%	29.9%	54.1	28.7%	52.3%
Sergeant Bluff *	1.2%	23.7%	55.4%	11.0%	30.9%	57.6	59.0%	70.3%
Sergeant Floyd	11.2%	45.8%	57.4%	23.0%	26.0%	54.6	58.5%	67.7%
Southern Loess Hills	6.1%	14.9%	50.6%	19.3%	31.0%	56.8	44.1%	62.1%
Top of Iowa	9.4%	25.5%	46.6%	18.7%	28.5%	58.5	54.2%	45.8%
Underwood*	7.7%	23.0%	47.8%	16.2%	29.1%	56.7	61.3%	69.5%
Western Historic Trails	10.0%	25.7%	69.5%	18.7%	27.3%	58.8	54.5%	75.9%
Wilton*	7.2%	39.5%	45.5%	15.7%	27.5%	57.1	64.2%	72.0%
All Surveyed Centers	12.6%	40.4%	50.6%	19.4%	26.9%	56.6	53.8%	61.2%

\*Interstate Rest Area

©2011 Iowa Department of Economic Development, Tourism Office

## Length of Stay and Number of Trips

2010 – January through December  
Based on those answering.

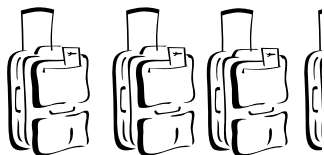
Iowa Welcome Center	Days in Iowa	Total Days	Number of Trips in Iowa
Burlington	5.4	13.6	2.6
Danish Windmill	4.0	12.2	3.3
Davis City*	5.2	10.2	4.2
Dows	3.1	7.7	3.2
Dubuque	4.9	5.8	2.4
Harrison County	4.0	14.2	2.5
Mississippi Valley	3.3	12.0	3.2
Okoboji Spirit Center	7.9	10.0	6.7
Sergeant Bluff*	2.6	22.2	1.9
Sergeant Floyd	4.6	13.8	2.6
Southern Loess Hills	2.1	11.3	1.8
Top of Iowa	3.1	11.8	2.5
Underwood*	3.2	15.8	2.4
Western Historic Trails	4.4	18.0	2.8
Wilton*	3.5	13.3	3.5
All Surveyed Centers	3.9	12.8	3.1

\*Interstate Rest Area

Average 3.9 Days in Iowa



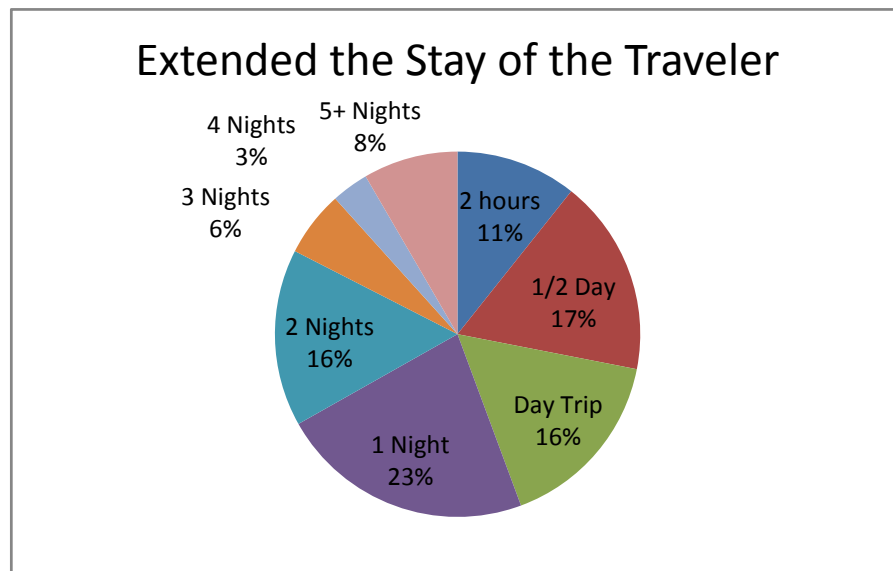
Average 3.1 Trips in Iowa



©2011 Iowa Department of Economic Development, Tourism Office

## Extended the Stay of the Traveler

2010 – January through December  
Based to those answering.



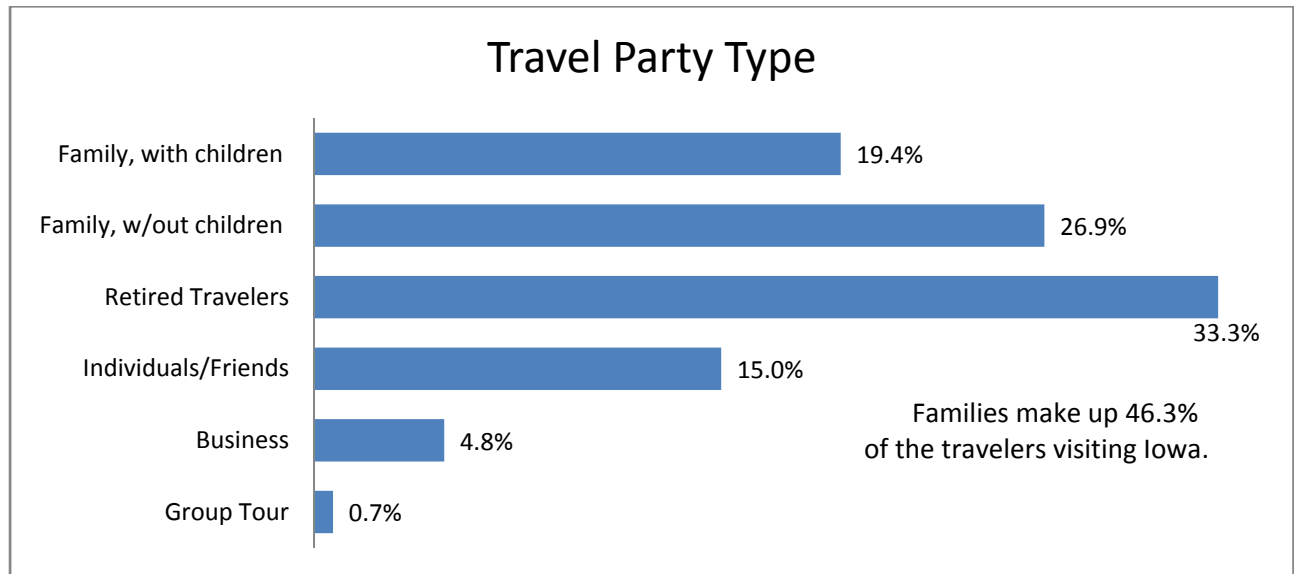
Iowa Welcome Center	Extended Stay Yes	Extended Stay No	2 Hours	½ Day	Day Trip	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	6 + Nights
Burlington	26.2%	73.8%	13.6%	9.9%	11.1%	19.8%	16.0%	2.5%	12.3%	1.2%	13.6%
Danish Windmill	27.4%	72.6%	17.1%	21.1%	13.2%	18.4%	17.1%	5.3%	0.0%	2.6%	5.3%
Davis City*	31.4%	68.6%	6.9%	13.8%	18.6%	20.7%	13.8%	8.0%	5.3%	4.3%	8.5%
Dows	21.3%	78.7%	29.7%	14.1%	12.5%	17.2%	12.5%	4.7%	1.6%	0.0%	7.8%
Dubuque	37.3%	62.7%	12.7%	23.9%	16.9%	19.7%	12.7%	7.0%	1.4%	1.4%	4.2%
Harrison County	23.7%	76.3%	16.0%	40.0%	4.0%	12.0%	14.0%	0.0%	2.0%	4.0%	8.0%
Mississippi Valley	25.1%	74.9%	12.3%	11.0%	12.3%	31.5%	19.2%	6.8%	1.4%	1.4%	4.1%
Okoboji Spirit Center	32.9%	67.1%	2.4%	6.1%	18.3%	13.4%	17.1%	8.5%	8.5%	0.0%	25.6%
Sergeant Bluff*	42.4%	57.8%	0.0%	25.0%	24.1%	24.1%	16.7%	4.6%	3.7%	0.0%	1.9%
Sergeant Floyd	26.2%	73.8%	14.8%	9.8%	21.3%	16.4%	9.8%	11.5%	4.9%	4.9%	6.6%
Southern Loess Hills	20.9%	79.1%	15.1%	12.3%	13.7%	27.4%	8.2%	13.7%	1.4%	2.7%	5.5%
Top of Iowa	19.2%	80.8%	5.0%	13.8%	18.8%	28.8%	24.4%	4.4%	1.3%	0.6%	3.1%
Underwood*	46.0%	54.0%	9.0%	16.4%	16.4%	26.9%	17.9%	4.0%	3.0%	1.5%	5.0%
Western Historic Trails	24.5%	75.5%	20.7%	19.0%	15.5%	15.5%	17.2%	5.2%	1.7%	1.7%	3.4%
Wilton*	33.9%	66.1%	11.8%	24.9%	15.4%	24.4%	12.2%	4.5%	1.4%	0.5%	5.0%
All Surveyed Centers	29.3%	70.7%	10.7%	17.4%	16.3%	22.5%	15.7%	5.8%	3.3%	1.7%	6.7%

\*Interstate Rest Area

## Travel Party Size and Type

2010 – January through December

Based to those answering. One answer accepted.

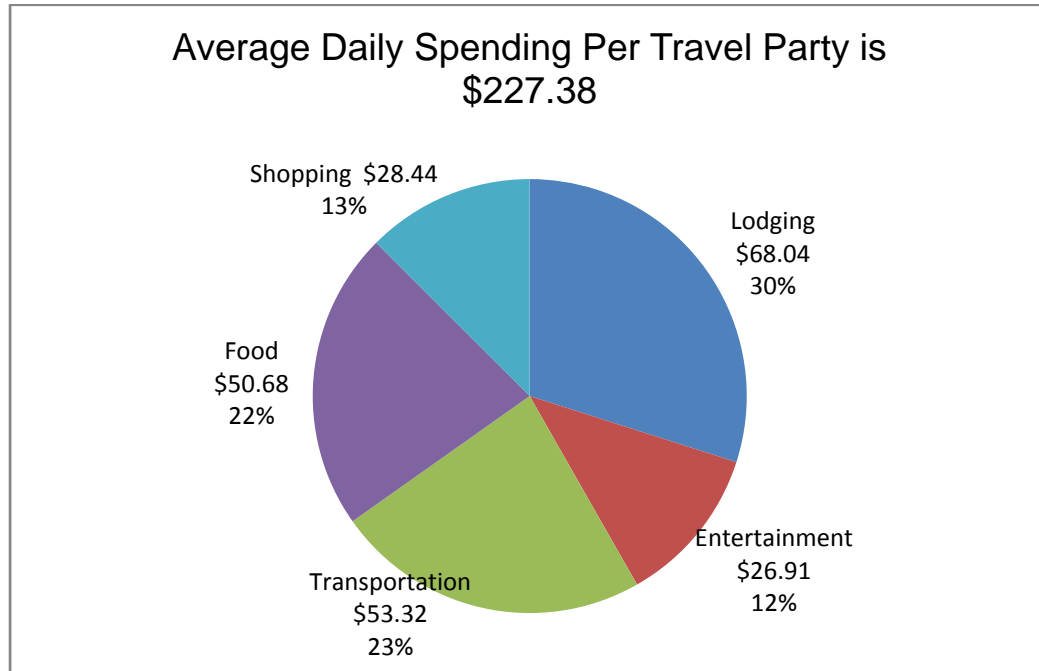


Iowa Welcome Center	Average Party Size	Family with children under18	Family with no children under 18	Individuals or Friends	Retired	Business Traveler	Group Tour
Burlington	2.5	22.5%	26.8%	20.3%	25.0%	4.7%	0.7%
Danish Windmill	2.8	28.9%	24.1%	15.8%	27.2%	2.6%	1.3%
Davis City*	2.4	19.4%	19.0%	17.6%	33.7%	9.8%	0.6%
Dows	2.4	25.6%	30.7%	15.7%	25.2%	2.8%	0.0%
Dubuque	2.4	17.4%	24.6%	19.5%	31.8%	6.7%	0.0%
Harrison County	2.1	13.3%	22.4%	17.3%	40.8%	5.6%	0.5%
Mississippi Valley	2.5	18.7%	26.3%	15.5%	33.1%	4.4%	2.0%
Okoboji Spirit Center	3.1	28.0%	29.9%	22.2%	17.6%	1.9%	0.4%
Sergeant Bluff*	2.5	11.0%	30.9%	9.3%	43.1%	4.5%	1.2%
Sergeant Floyd	2.6	23.0%	26.0%	12.0%	29.5%	7.0%	2.5%
Southern Loess Hills	2.5	19.3%	31.0%	11.3%	35.0%	3.3%	0.0%
Top of Iowa	2.5	18.7%	28.5%	13.5%	35.4%	3.4%	0.5%
Underwood*	2.3	16.2%	29.1%	13.7%	35.3%	5.7%	0.0%
Western Historic Trails	2.6	18.7%	27.3%	8.6%	42.4%	2.0%	1.0%
Wilton*	2.3	15.7%	27.5%	13.6%	37.7%	5.1%	0.5%
All Surveyed Centers	2.5	19.4%	26.9%	15.0%	33.3%	4.8%	0.7%

\*Interstate Rest Area

## Average Daily Spending Per Travel Party

2010 – January through December  
Based to those answering.



Average daily spending per travel party is up 3.5% over 2009 from \$219.60.

Spending increased in all categories over 2009.

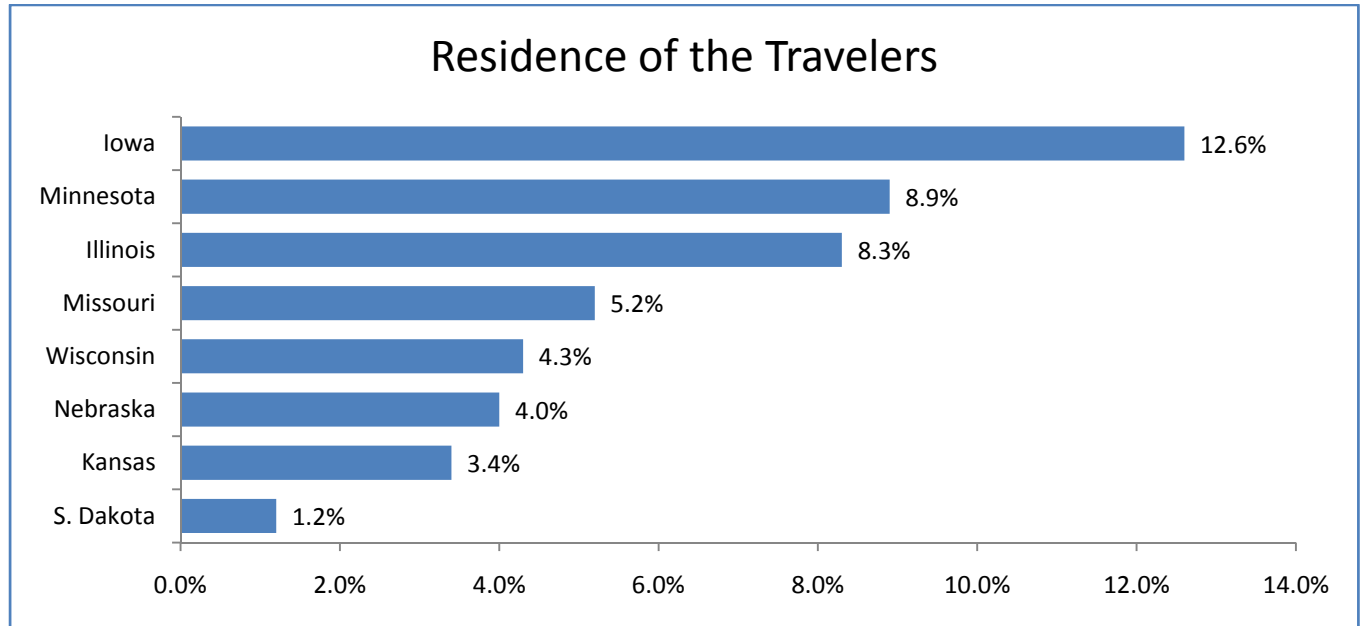
Iowa Welcome Center	Lodging	Entertainment	Transportation	Food	Shopping	Total
Burlington	\$68.05	\$32.86	\$52.91	\$59.12	\$36.33	\$249.27
Danish Windmill	\$62.43	\$19.54	\$49.95	\$47.58	\$33.14	\$212.64
Davis City*	\$64.25	\$35.06	\$57.16	\$46.81	\$30.88	\$234.17
Dows	\$68.32	\$24.59	\$54.21	\$49.57	\$16.86	\$213.57
Dubuque	\$73.96	\$27.10	\$20.76	\$39.80	\$25.88	\$187.50
Harrison County	\$67.45	\$18.24	\$54.63	\$46.16	\$29.03	\$215.51
Mississippi Valley	\$67.39	\$32.34	\$59.31	\$51.22	\$29.53	\$239.79
Okoboji Spirit Center	\$63.17	\$53.18	\$37.38	\$74.72	\$66.28	\$294.72
Sergeant Bluff*	\$71.71	\$23.35	\$54.51	\$55.08	\$28.82	\$233.37
Sergeant Floyd	\$63.94	\$26.28	\$52.56	\$56.15	\$22.20	\$221.46
Southern Loess Hills	\$70.18	\$17.87	\$48.18	\$44.44	\$23.95	\$204.62
Top of Iowa	\$72.75	\$23.41	\$62.08	\$50.77	\$31.52	\$240.53
Underwood*	\$67.79	\$23.21	\$63.35	\$44.69	\$20.58	\$219.62
Western Historic Trails	\$66.21	\$22.44	\$51.34	\$56.29	\$22.91	\$219.19
Wilton*	\$68.82	\$24.53	\$52.94	\$46.39	\$18.03	\$210.70
<b>All Surveyed Centers</b>	<b>\$68.04</b>	<b>\$26.91</b>	<b>\$53.32</b>	<b>\$50.68</b>	<b>\$28.44</b>	<b>\$227.38</b>

\*Interstate Rest Area

©2011 Iowa Department of Economic Development, Tourism Office

## Residence of the Travelers

2010 – January through December  
Based to those answering.



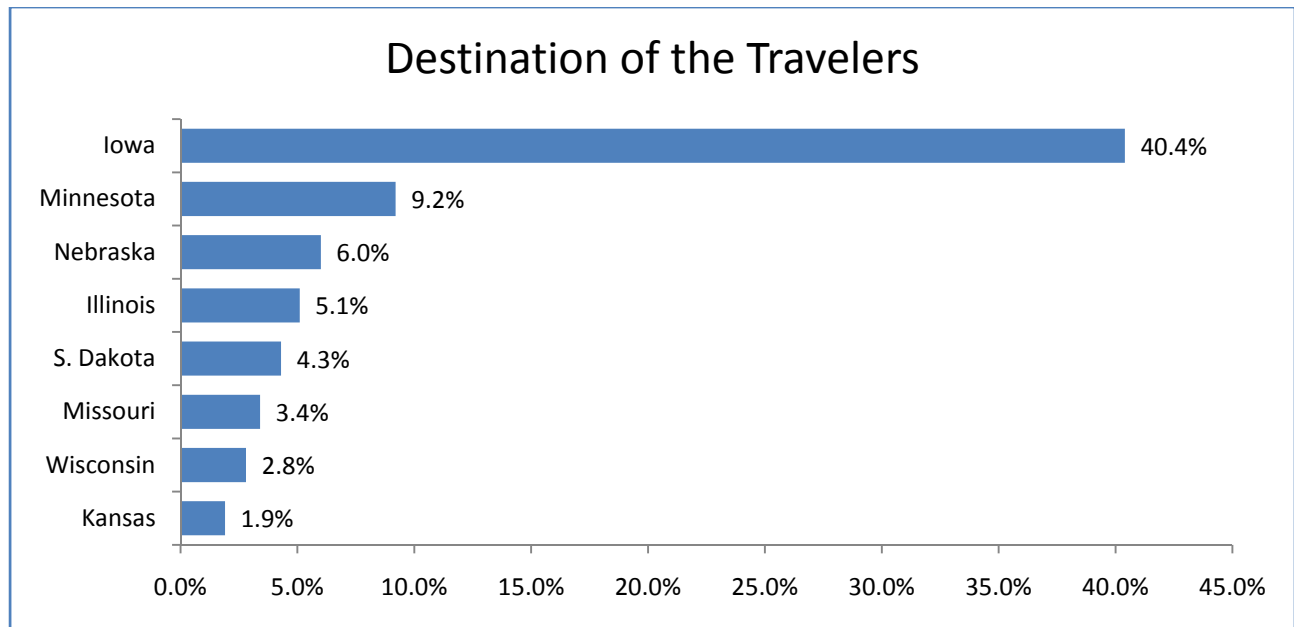
Iowa Welcome Center	IA	MN	IL	MO	WI	NE	KS	SD	Other
Burlington	12.3%	3.2%	10.8%	6.5%	5.1%	1.1%	1.4%	0.7%	58.9%
Danish Windmill	18.0%	5.3%	3.5%	4.4%	3.1%	13.2%	0.0%	1.3%	51.2%
Davis City*	15.0%	12.8%	4.3%	13.6%	4.9%	0.6%	8.6%	0.4%	39.8%
Dows	19.2%	26.1%	3.4%	6.1%	5.7%	1.5%	3.1%	1.1%	33.8%
Dubuque	14.2%	6.6%	24.4%	3.0%	18.8%	3.0%	1.0%	0.0%	29.0%
Harrison County	6.0%	3.5%	3.5%	2.5%	5.0%	3.0%	5.0%	1.5%	70.0%
Mississippi Valley	11.1%	0.4%	24.1%	2.4%	5.9%	0.4%	2.8%	0.4%	52.5%
Okoboji Spirit Center	50.4%	8.0%	1.5%	4.2%	1.9%	8.7%	1.5%	4.2%	19.6%
Sergeant Bluff*	1.2%	7.6%	3.6%	2.4%	0.8%	2.4%	2.4%	5.6%	74.0%
Sergeant Floyd	11.2%	8.6%	2.5%	4.6%	2.0%	6.1%	4.1%	1.5%	59.4%
Southern Loess Hills	6.1%	7.9%	2.9%	12.6%	2.2%	5.8%	6.1%	0.7%	55.7%
Top of Iowa	9.4%	22.5%	5.2%	4.6%	4.0%	2.0%	4.4%	1.7%	46.2%
Underwood*	7.7%	1.1%	6.9%	1.3%	4.8%	12.7%	1.6%	0.0%	63.9%
Western Historic Trails	10.0%	2.0%	6.5%	6.0%	2.0%	3.5%	5.0%	1.0%	64.0%
Wilton*	7.2%	1.8%	18.9%	1.1%	2.3%	1.9%	1.2%	0.4%	65.2%
All Surveyed Centers	12.6%	8.9%	8.3%	5.2%	4.3%	4.0%	3.4%	1.2%	52.1%

\*Interstate Rest Area

©2011 Iowa Department of Economic Development, Tourism Office

## Destination of the Travelers

2010 – January through December  
Based to those answering.



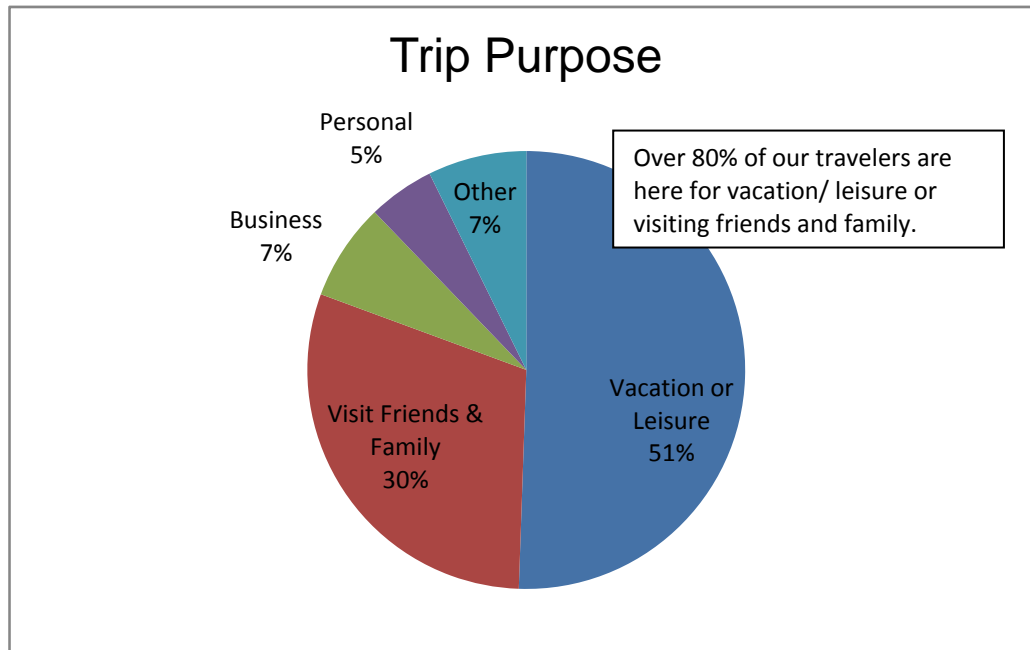
Iowa Welcome Center	IA	MN	NE	IL	SD	MO	WI	KS	Other
Burlington	58.8%	2.6%	0.7%	10.2%	1.1%	3.3%	2.9%	0.7%	19.7%
Danish Windmill	45.0%	0.9%	13.8%	6.9%	4.6%	0.5%	1.8%	0.5%	26.0%
Davis City*	40.7%	10.4%	0.2%	3.1%	0.2%	12.7%	3.7%	7.2%	21.8%
Dows	52.2%	19.4%	3.2%	1.2%	2.0%	5.5%	3.2%	2.8%	10.5%
Dubuque	69.2%	3.5%	0.5%	14.6%	0.0%	0.0%	10.1%	0.5%	1.6%
Harrison County	40.8%	4.6%	13.3%	2.0%	6.6%	2.6%	1.0%	1.5%	27.5%
Mississippi Valley	45.0%	1.2%	4.8%	10.4%	3.2%	2.0%	2.8%	2.0%	28.6%
Okoboji Spirit Center	92.0%	3.2%	0.0%	0.4%	0.8%	0.4%	0.4%	0.4%	2.4%
Sergeant Bluff*	23.7%	2.6%	4.8%	1.8%	16.7%	5.7%	0.9%	1.8%	42.0%
Sergeant Floyd	45.8%	4.7%	8.3%	2.6%	14.1%	1.6%	0.0%	0.0%	22.9%
Southern Loess Hills	14.9%	7.4%	21.2%	1.1%	7.4%	5.6%	1.1%	1.1%	40.2%
Top of Iowa	25.5%	32.8%	0.8%	3.1%	4.3%	2.9%	5.1%	1.4%	24.1%
Underwood*	23.0%	4.6%	8.9%	10.0%	0.5%	0.5%	4.3%	0.8%	47.4%
Western Historic Trails	25.7%	1.0%	24.1%	3.1%	4.2%	1.6%	1.0%	1.6%	37.7%
Wilton*	39.5%	3.4%	4.8%	6.4%	6.1%	0.5%	0.7%	1.4%	37.2%
All Surveyed Centers	40.4%	9.2%	6.0%	5.1%	4.3%	3.4%	2.8%	1.9%	26.9%

\*Interstate Rest Area

## Trip Purpose

2010 – January through December

Based to those answering. One answer accepted.



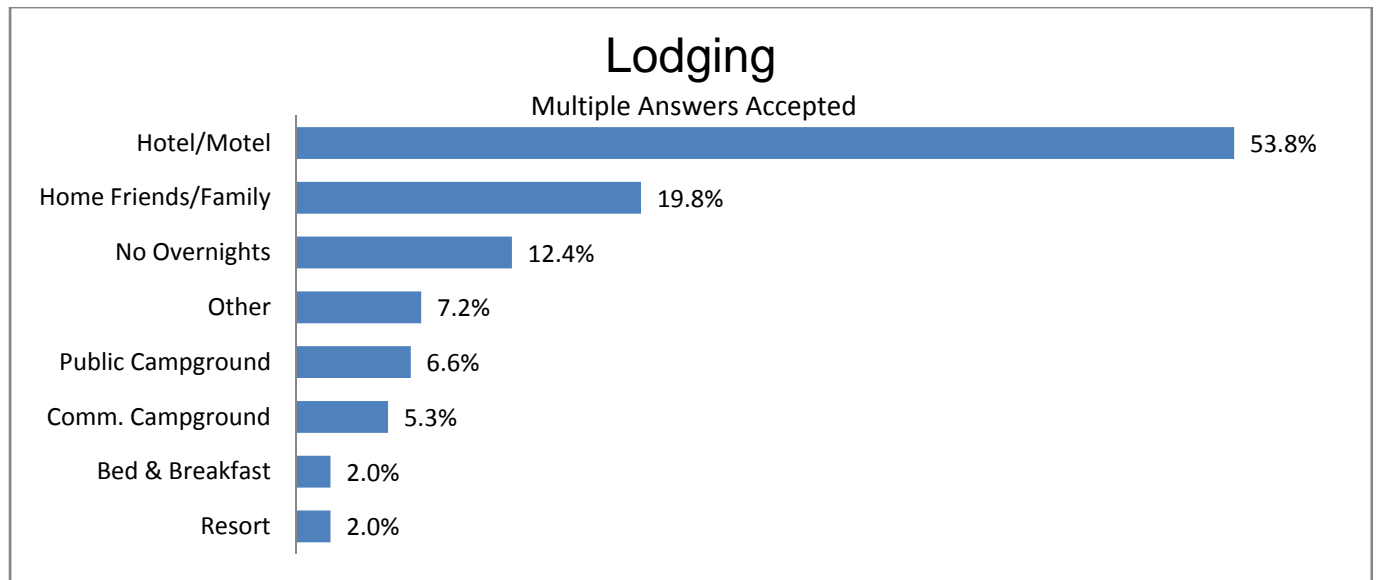
Iowa Welcome Center	Vacation or Leisure	Visit Friends & Relatives	Business or Convention	Personal Business	Other
Burlington	49.4%	34.2%	6.7%	3.7%	5.9%
Danish Windmill	53.2%	31.0%	3.2%	4.6%	7.9%
Davis City*	38.5%	34.0%	12.8%	8.2%	6.6%
Dows	47.5%	33.9%	6.6%	4.1%	7.9%
Dubuque	71.8%	14.4%	8.8%	2.2%	2.8%
Harrison County	47.2%	38.5%	6.2%	2.1%	6.2%
Mississippi Valley	51.7%	31.4%	5.9%	3.8%	7.2%
Okoboji Spirit Center	63.6%	25.4%	3.1%	2.2%	5.7%
Sergeant Bluff*	55.4%	22.9%	7.6%	6.8%	7.2%
Sergeant Floyd	57.4%	22.3%	9.1%	2.5%	8.6%
Southern Loess Hills	50.6%	30.6%	6.3%	5.5%	7.0%
Top of Iowa	46.6%	34.9%	5.9%	5.4%	7.3%
Underwood*	47.8%	31.0%	8.8%	4.1%	8.2%
Western Historic Trails	69.5%	17.8%	3.6%	3.6%	5.6%
Wilton*	45.55	30.3%	7.6%	6.5%	10.1%
<b>All Surveyed Centers</b>	<b>50.6%</b>	<b>30.1%</b>	<b>7.2%</b>	<b>4.9%</b>	<b>7.3%</b>

\*Interstate Rest Area

## Lodging

2010 – January through December

Based to those answering. Multiple answers accepted.

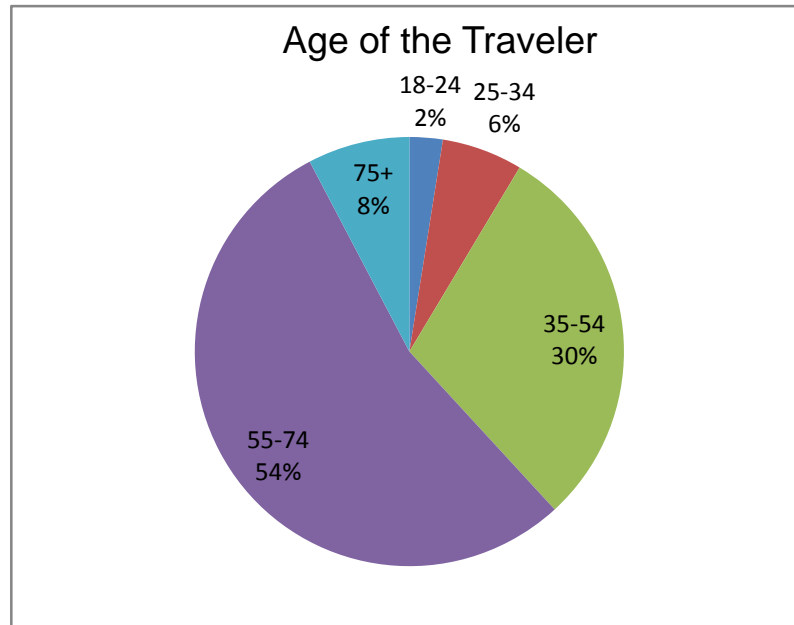


Iowa Welcome Center	Hotel or Motel	Home of Friends or Family	No Overnights In Iowa	Other	Public Camp-ground	Comm. Camp-ground	Bed & Breakfast	Resort
Burlington	51.9%	29.8%	5.7%	6.5%	7.6%	3.8%	2.3%	2.3%
Danish Windmill	53.5%	20.7%	15.0%	6.6%	6.6%	2.8%	0.9%	2.8%
Davis City*	45.0%	30.8%	13.7%	11.3%	3.0%	3.6%	1.3%	1.1%
Dows	49.6%	19.1%	16.1%	9.1%	3.9%	4.8%	3.0%	0.9%
Dubuque	69.7%	10.8%	5.9%	4.3%	2.2%	2.2%	9.2%	1.6%
Harrison County	54.8%	28.2%	8.5%	3.7%	7.4%	2.7%	2.1%	1.6%
Mississippi Valley	54.9%	21.5%	14.2%	5.6%	6.0%	3.0%	1.7%	0.9%
Okoboji Spirit Center	28.7%	42.1%	3.9%	15.7%	3.1%	2.4%	1.6%	12.6%
Sergeant Bluff*	59.0%	10.3%	11.1%	3.8%	15.0%	9.4%	0.9%	0.9%
Sergeant Floyd	58.5%	18.1%	8.8%	5.2%	6.7%	7.3%	1.6%	2.1%
Southern Loess Hills	44.1%	13.3%	28.9%	9.5%	3.3%	3.3%	0.0%	0.9%
Top of Iowa	54.2%	19.2%	16.5%	6.7%	5.3%	5.9%	1.4%	1.2%
Underwood*	61.3%	9.5%	11.6%	8.1%	9.2%	8.7%	2.9%	0.9%
Western Historic Trails	54.5%	9.6%	13.4%	6.4%	15.0%	8.6%	1.6%	1.1%
Wilton*	64.2%	12.2%	9.9%	3.9%	7.7%	7.1%	2.1%	1.7%
All Surveyed Centers	53.8%	19.8%	12.4%	7.2%	6.6%	5.3%	2.0%	2.0%

\* Interstate Rest Area

## Age of the Traveler

2010 – January through December  
Based to those answering.



	18-24 Years of Age	25-34 Years of Age	35-54 Years of Age	55-74 Years of Age	75 Years or more.	Average Age
Iowa Welcome Center						
Burlington	4.0%	8.8%	36.3%	45.4%	5.6%	53.0
Danish Windmill	5.8%	11.1%	29.3%	44.4%	9.3%	54.1
Davis City*	1.0%	4.8%	33.1%	52.4%	8.7%	58.3
Dows	2.8%	8.4%	41.4%	43.8%	3.6%	53.7
Dubuque	3.2%	7.9%	38.1%	42.9%	7.9%	54.4
Harrison County	1.6%	5.8%	28.9%	57.9%	5.8%	58.4
Mississippi Valley	6.4%	3.0%	24.0%	60.1%	6.4%	57.8
Okoboji Spirit Center	1.6%	10.3%	37.3%	44.8%	6.0%	54.1
Sergeant Bluff*	0.4%	2.8%	37.2%	53.8%	5.7%	57.6
Sergeant Floyd	4.1%	8.2%	33.0%	52.1%	2.6%	54.6
Southern Loess Hills	3.5%	6.7%	28.2%	54.5%	7.1%	56.8
Top of Iowa	2.1%	6.0%	25.4%	58.4%	8.1%	58.5
Underwood*	3.9%	6.4%	28.2%	56.9%	4.7%	56.7
Western Historic Trails	2.2%	6.5%	23.8%	61.1%	6.5%	58.8
Wilton*	2.0%	5.3%	32.8%	55.2%	4.6%	57.1
All Surveyed Centers	2.5%	6.1%	29.6%	54.2%	7.7%	56.6

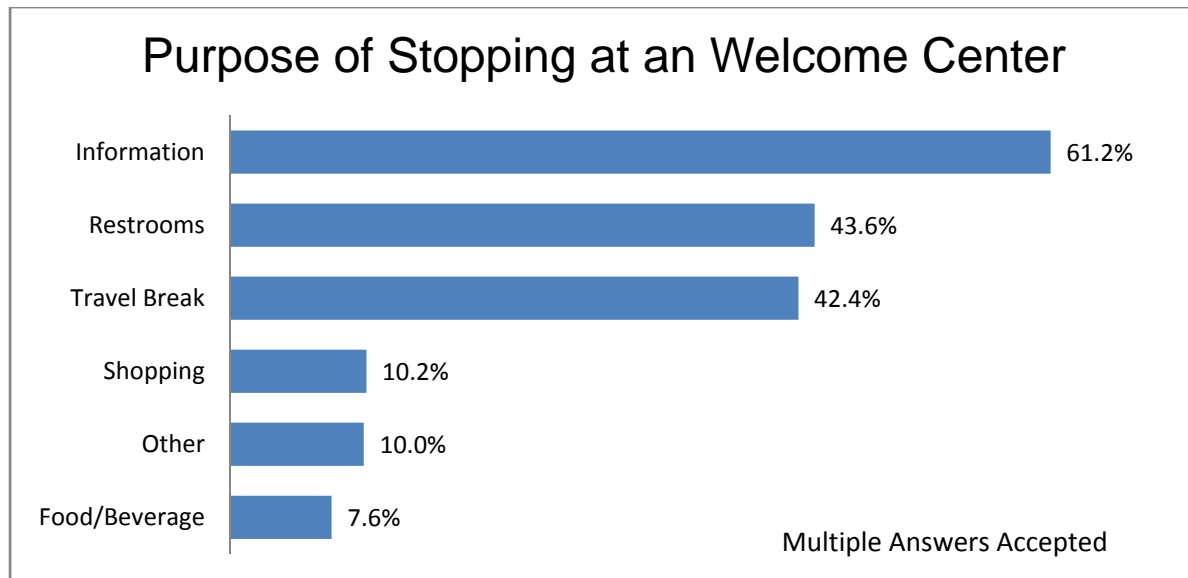
\*Interstate Rest Area

©2011 Iowa Department of Economic Development, Tourism Office

## Purpose of Stopping at an Iowa Welcome Center

2010 – January through December

Based to those answering. Multiple answers accepted.



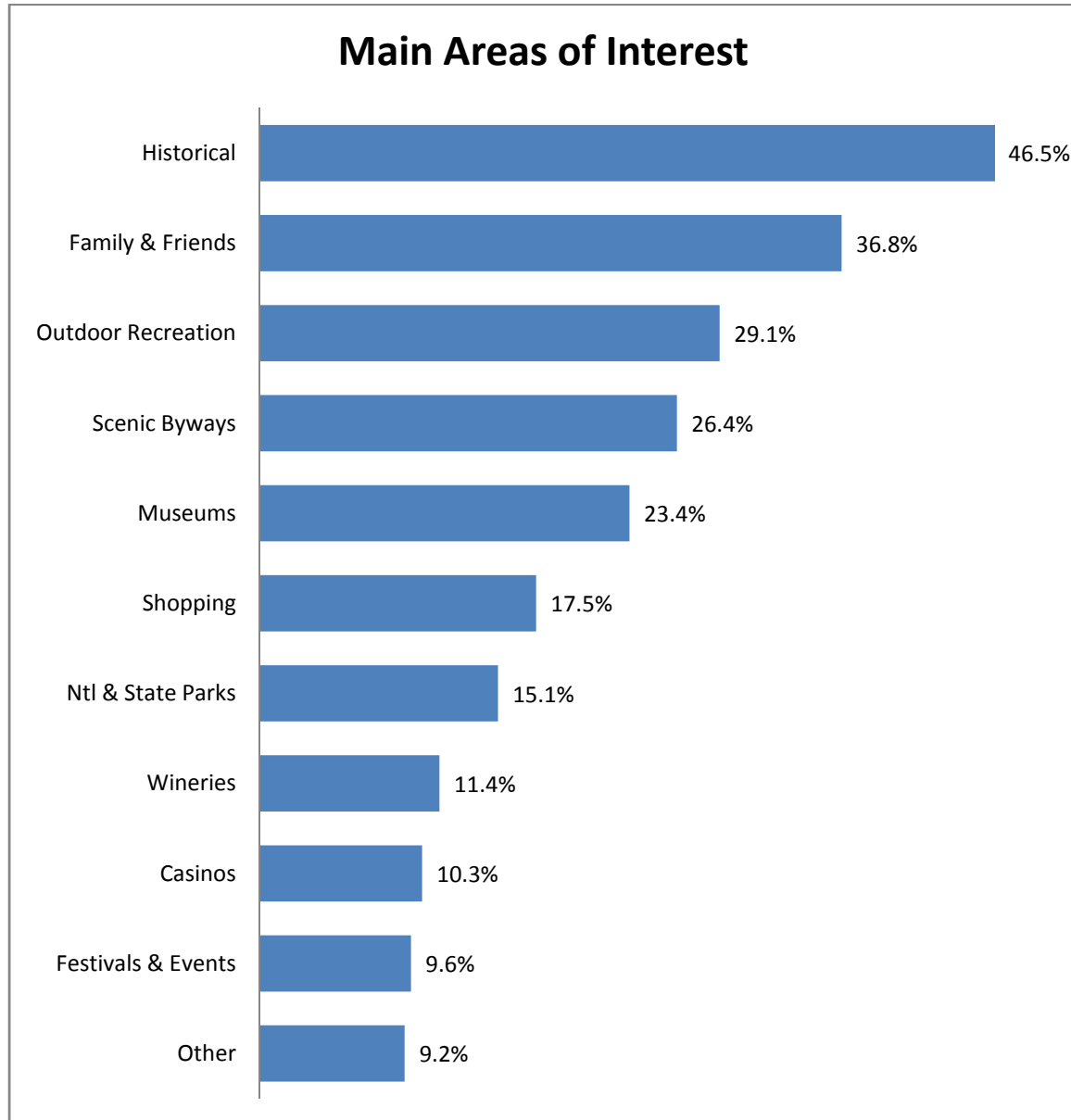
Iowa Welcome Center	Information	Restrooms	Travel Break	Shopping	Other	Food/ Beverage
Burlington	67.2%	17.9%	24.1%	15.7%	18.2%	5.8%
Danish Windmill	42.7%	12.7%	41.4%	25.9%	29.5%	15.5%
Davis City*	49.6%	70.2%	44.1%	1.2%	4.9%	8.8%
Dows	50.0%	23.2%	46.9%	5.9%	18.9%	5.9%
Dubuque	83.6%	16.9%	10.8%	22.1%	8.7%	5.1%
Harrison County	72.5%	31.5%	35.5%	19.0%	4.5%	2.0%
Mississippi Valley	63.7%	40.6%	49.0%	23.5%	12.4%	12.0%
Okoboji Spirit	52.3%	12.1%	11.7%	47.3%	23.0%	6.3%
Sergeant Bluff*	70.3%	62.2%	51.4%	1.6%	3.6%	6.8%
Sergeant Floyd	67.7%	11.4%	32.8%	9.0%	19.4%	4.0%
Southern Loess Hills	62.1%	52.2%	52.2%	2.9%	5.5%	6.6%
Top of Iowa	45.8%	62.8%	57.4%	5.7%	5.1%	14.5%
Underwood*	69.5%	58.3%	50.8%	2.7%	3.5%	5.6%
Western Historic Trails	75.9%	17.1%	31.7%	7.5%	15.1%	3.5%
Wilton*	72.0%	58.6%	47.9%	0.7%	4.0%	3.7%
<b>All Surveyed Centers</b>	<b>61.2%</b>	<b>43.6%</b>	<b>42.4%</b>	<b>10.2%</b>	<b>10.0%</b>	<b>7.6%</b>

\*Interstate Rest Area

## Main Areas of Interest

2010 – January through December

Based to those answering. Multiple answers accepted.



## Main Areas of Interest

2010 – January through December

Based to those answering. Multiple answers accepted.

Iowa Welcome Center	Historical Areas	Visiting Friends & Family	Outdoor Recreation	Scenic Byways	Museums	Shopping
Burlington	49.6%	41.5%	26.5%	27.9%	19.9%	19.1%
Danish Windmill	65.2%	37.6%	19.9%	23.1%	43.4%	22.6%
Davis City*	32.2%	46.3%	26.3%	16.6%	13.5%	14.9%
Dows	58.7%	32.0%	23.9%	24.3%	33.2%	9.3%
Dubuque	46.1%	15.0%	28.5%	35.8%	42.5%	20.7%
Harrison County	55.3%	37.9%	21.1%	47.9%	22.6%	11.1%
Mississippi Valley	42.9%	35.0%	29.2%	28.3%	16.3%	22.5%
Okoboji Spirit	28.7%	50.0%	51.9%	13.2%	18.6%	44.2%
Sergeant Bluff*	42.3%	27.2%	25.5%	34.3%	13.0%	18.8%
Sergeant Floyd	64.3%	32.7%	25.5%	26.5%	45.4%	14.8%
Southern Loess Hills	40.3%	29.2%	26.9%	30.8%	20.2%	13.4%
Top of Iowa	38.8%	43.3%	24.1%	22.8%	19.0%	18.6%
Underwood*	53.3%	30.1%	32.5%	29.5%	20.2%	13.7%
Western Historic Trails	71.2%	24.7%	26.8%	35.4%	38.4%	5.6%
Wilton*	45.1%	40.5%	39.0%	24.6%	20.0%	14.6%
All Surveyed Centers	46.5%	36.8%	29.1%	26.4%	23.4%	17.5%

\*Interstate Rest Area

Iowa Welcome Center	National & State Parks	Wineries	Casino Gaming	Festivals & Events	Other
Burlington	6.3%	7.0%	12.5%	9.2%	10.3%
Danish Windmill	8.6%	10.0%	5.0%	5.4%	5.0%
Davis City*	12.4%	14.3%	14.7%	15.6%	15.4%
Dows	10.9%	9.7%	7.3%	7.7%	8.9%
Dubuque	5.2%	19.2%	16.1%	12.4%	8.3%
Harrison County	15.3%	10.5%	5.3%	5.8%	7.4%
Mississippi Valley	20.0%	11.3%	10.0%	12.1%	8.8%
Okoboji Spirit	4.3%	14.3%	5.4%	12.0%	4.7%
Sergeant Bluff*	25.9%	9.6%	15.9%	10.0%	9.6%
Sergeant Floyd	14.3%	2.6%	6.6%	3.1%	4.6%
Southern Loess Hills	23.7%	11.5%	5.9%	5.5%	12.3%
Top of Iowa	16.1%	10.8%	9.7%	8.9%	10.8%
Underwood*	18.6%	10.1%	10.1%	9.6%	7.7%
Western Historic Trails	22.2%	8.6%	5.1%	4.5%	3.0%
Wilton*	17.8%	15.2%	14.4%	12.1%	10.0%
All Surveyed Centers	15.1%	11.4%	10.3%	9.6%	9.2%

\*Interstate Rest Area

2010

Iowa Welcome Center Survey

A trip is traveling 50 miles or more from home.

1. In what state or country do you presently reside?  
\_\_\_\_\_
2. What state is (or was) your destination?  
\_\_\_\_\_
- 3a. How many days will you spend on this trip?  
\_\_\_\_\_ **3b. in Iowa?** \_\_\_\_\_  
*(Iowa residents just include days away from home.)*
4. How many trips will you take in Iowa this year?  
\_\_\_\_\_
- 5a. Will your stay in Iowa be extended because of the information provided?  
*(Please check one.)*  
 Yes                       No
- 5b. If "yes", how long? *(Please check one.)*  
 2 hours                       2 nights  
 1/2 day                       3 nights  
 Day trip                       4 nights  
 One night                       5 nights  
                                       6 or more nights
6. How many are in your travel party?  
*(including you)*  
1  2  3  4  5  More than 5
7. What best describes your travel party?  
*(Please check one.)*  
 Family (with children under 18)  
 Family (no children under 18)  
 Retired traveler(s)  
 Individuals/friends  
 Business individual(s)  
 Group tour, if yes please skip next question
8. On this trip, what is your travel party's average DAILY spending for:  
Lodging \$ \_\_\_\_\_  
Entertainment \$ \_\_\_\_\_  
Transportation \$ \_\_\_\_\_  
Food \$ \_\_\_\_\_  
Shopping \$ \_\_\_\_\_  
Other \$ \_\_\_\_\_

Number \_\_\_\_\_  
Welcome Center \_\_\_\_\_  
Date \_\_\_\_\_

9. What is the main purpose for this trip? *(Please check one)*

- Vacation/leisure                       Visit friends/family  
 Business/convention                       Personal business  
 Weekend Getaway                       Other

10. What overnight accommodations did you or will you use while in Iowa?  
*(Please check all that apply.)*

- Hotel/motel  
 Bed & breakfast  
 State/county campgrounds  
 Resort  
 Commercial campground  
 Will not stay overnight in Iowa  
 Home of family/friends  
 Other \_\_\_\_\_

11. What was the purpose of your stop? *(Please check all that apply.)*

- Information                       Travel break  
 Shopping                       Restrooms  
 Food/beverage                       Other \_\_\_\_\_

12. What is your main area of interest? *(Please check up to three.)*

- Casino gaming  
 Wineries  
 Outdoor recreation  
 Visit friends/family  
 Historical areas  
 Shopping  
 Museums  
 Scenic byways  
 Festivals/events  
 National & State Parks  
 Other

13. What is your birth date?

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
(Month) (Day) (Year)

*Thank you for visiting Iowa.*

<b>2010 Iowa Welcome Center Visitation</b>														
<b>Individuals</b>														
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total	
Bloomfield, Davis County	87	91	240	280	455	523	590	498	461	370	223	141	3,959	
Burlington, Port of	375	319	868	842	1,066	1,426	1,804	1,399	1,157	1,016	586	339	11,197	
Clayton County	30	48	200	370	971	1,164	1,087	951	817	2,613	148	53	8,452	
Danish Windmill	203	288	671	1,054	2,098	3,186	3,148	2,563	1,820	1,563	1,456	352	18,402	
Davis City	2,269	2,410	4,178	4,263	6,657	8,271	10,504	7,572	6,401	6,645	5,769	3,655	68,594	
Dows Depot	61	99	184	173	292	339	538	389	236	247	74	33	2,665	
Dubuque, Port of	143	219	545	536	724	1,424	2,374	1,876	1,301	1,337	373	168	11,020	
Emmetsburg	177	126	115	78	81	105	162	159	97	81	33	15	1,229	
Harrison County	199	251	461	567	1,003	1,434	1,740	1,491	1,373	1,216	407	324	10,466	
Mississippi Valley	956	814	1,774	1,469	2,220	4,205	4,126	3,642	2,797	2,016	1,148	683	25,850	
Okoboji Spirit Center	447	186	333	347	2,208	5,526	8,844	8,488	2,701	370	112	185	29,747	
Sergeant Bluff	932	971	1,880	2,244	3,016	4,146	5,049	4,730	3,333	2,785	1,585	962	31,633	
Sgt. Floyd, Sioux City	218	303	1,316	1,843	3,431	3,420	3,908	2,826	1,735	1,771	803	350	21,924	
Southern Iowa, Lamoni	993	937	1,711	2,258	2,687	3,412	4,388	3,190	2,514	2,785	2,312	1,721	28,908	
Southern Loess Hills	198	182	589	666	1,259	2,724	2,672	1,711	1,787	1,217	796	339	14,140	
Top of Iowa	2,982	3,800	7,450	6,912	8,944	12,261	13,423	9,707	7,597	8,055	7,001	3,499	91,631	
Underwood	1,257	1,254	2,320	2,972	4,037	5,777	6,877	5,695	3,867	3,161	2,247	1,450	40,914	
Western Historic Trails	803	1,001	1,968	3,814	4,043	4,927	4,211	3,122	2,964	2,901	1,269	1,483	32,506	
Wilton	1,645	1,805	3,007	4,383	6,010	8,866	10,200	8,550	6,409	5,293	3,297	2,352	61,817	
<b>Totals</b>	<b>13,975</b>	<b>15,104</b>	<b>29,810</b>	<b>35,071</b>	<b>51,202</b>	<b>73,136</b>	<b>85,645</b>	<b>68,559</b>	<b>49,367</b>	<b>45,442</b>	<b>29,639</b>	<b>18,104</b>	<b>515,054</b>	
<b>Travel Parties</b>														
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total	
Bloomfield, Davis County	76	76	163	183	274	282	318	287	291	219	141	116	2,426	
Burlington, Port of	239	210	403	398	538	647	792	660	617	544	320	223	5,591	
Clayton County	17	25	65	102	211	282	337	274	233	811	54	11	2,422	
Danish Windmill	99	136	250	466	881	974	1,171	994	792	684	475	126	7,048	
Davis City	863	443	1,348	1,719	2,634	2,892	3,156	2,575	2,471	2,430	1,861	1,346	23,738	
Dows Depot	41	42	100	108	182	189	340	211	136	184	51	18	1,602	
Dubuque, Port of	68	115	266	291	311	605	971	738	538	624	182	83	4,792	
Emmetsburg	130	113	102	56	52	67	99	49	59	54	14	13	808	
Harrison County	109	142	241	313	459	665	777	719	621	581	222	170	5,019	
Mississippi Valley	406	352	644	825	879	1,358	1,578	1,400	1,147	842	434	269	10,134	
Okoboji Spirit Center	162	53	100	153	765	2,132	3,299	3,243	1,196	162	42	80	11,387	
Sergeant Bluff	420	428	712	759	985	1,478	1,690	1,707	1,303	1,143	611	502	11,738	
Sgt. Floyd, Sioux City	107	137	504	662	981	1,395	1,405	1,119	676	548	299	162	7,995	
Southern Iowa, Lamoni	420	439	810	945	1,158	1,260	1,640	1,271	184	1,228	964	686	11,005	
Southern Loess Hills	93	106	304	347	593	1,080	1,065	783	780	629	293	166	6,239	
Top of Iowa	1,223	1,320	2,715	2,850	3,510	4,410	4,410	3,750	3,120	3,000	2,430	1,335	34,073	
Underwood	575	582	1,036	1,434	1,822	2,335	2,605	2,359	1,850	1,493	885	655	17,631	
Western Historic Trails	125	185	359	589	820	762	868	760	599	491	265	192	6,015	
Wilton	753	797	1,351	2,007	2,793	3,702	3,910	3,623	2,953	2,376	1,420	955	26,640	
<b>Total</b>	<b>5,926</b>	<b>5,701</b>	<b>11,473</b>	<b>14,207</b>	<b>19,848</b>	<b>26,515</b>	<b>30,431</b>	<b>26,522</b>	<b>19,566</b>	<b>18,043</b>	<b>10,963</b>	<b>7,108</b>	<b>196,303</b>	

©2011 Iowa Department of Economic Development, Tourism Office