

# Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Visiting Friends & Family

## Visiting Friends & Family

Surveys = 1,662

**Average Age of Visitor** 56.5

**Average Days in Iowa** 4.5

**Average Number of Trips in Iowa** 2.9

**Average Travel Party Size** 2.6

**Extended the stay of travelers** 24.7%

2 hours 10.3%

1/2 day 18.9%

Day Trip 17.0%

1 night 21.0%

2 nights 11.2%

3 nights 5.6%

4 nights 4.9%

5 nights 1.9%

6 or more nights 9.2%

### Travel Party Type

Family (with children under 18) 23.4%

Family (no children under 18) 28.3%

Retired 32.2%

Individuals/Friends 1.8%

Business 0.1%

Group

### Average Daily Spending

Lodging 26.3% \$ 58.79

Transportation 24.9% \$ 55.65

Food 23.1% \$ 51.71

Entertainment 11.7% \$ 26.18

Shopping 13.9% \$ 31.07

Total \$ 223.40

### Trip Purpose

Visit Friends/Relatives 54.5%

Vacation/Leisure 33.9%

Other 4.4%

Personal 3.9%

Business/Convention 3.3%

### Lodging (Multiple Answers Accepted)

Hotel/Motel 47.2%

Home of Friends/Family 38.2%

No Overnights 10.2%

Campgrounds 7.0%

Other 5.6%

Resort 2.0%

Bed & Breakfast 1.2%

### Residence

Iowa 12.4%

Minnesota 8.7%

Illinois 7.6%

Missouri 6.0%

Kansas 3.8%

Nebraska 3.2%

Wisconsin 3.1%

South Dakota 1.5%

### Interests

(Multiple Answers Accepted)

Historical areas 37.0%

Outdoor recreation 26.0%

Shopping 16.8%

Scenic byways 14.1%

Museums 13.5%

Wineries 10.6%

Casino gaming 8.1%

Festivals/events 8.1%

National & state parks 7.7%

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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