

Iowa Welcome Centers - 2010

Iowa Welcome Center Travelers Indicating an Interest in Wineries

Wineries

Surveys = 516

Average Age of Visitor 55.9

Average Days in Iowa 3.7

Average Number of Trips in Iowa 3.7

Average Travel Party Size 2.3

Extended the stay of travelers 36.2%

2 hours 13.3%

1/2 day 15.3%

Day Trip 21.9%

1 night 20.9%

2 nights 13.3%

3 nights 3.1%

4 nights 3.6%

5 nights 0.5%

6 or more nights 8.2%

Travel Party Type

Family (with children under 18) 14.4%

Family (no children under 18) 27.3%

Retired 32.7%

Individuals/Friends 19.7%

Business 5.5%

Group 0.4%

Average Daily Spending

Lodging 29.3% \$ 70.20

Transportation 20.0% \$ 47.87

Food 23.1% \$ 55.26

Entertainment 12.8% \$ 30.68

Shopping 14.9% \$ 35.61

Total \$ 239.62

Trip Purpose

Vacation/Leisure 51.2%

Visit Friends/Relatives 28.8%

Business/Convention 8.6%

Personal 5.9%

Other 5.5%

Lodging (Multiple Answers Accepted)

Hotel/Motel 59.2%

Home of Friends/Family 18.9%

No Overnights 10.7%

Campgrounds 10.3%

Bed & Breakfast 5.5%

Other 5.3%

Resort 2.5%

Residence

Iowa 14.2%

Illinois 12.2%

Minnesota 9.1%

Nebraska 5.6%

Missouri 4.1%

Wisconsin 3.3%

Kansas 3.3%

South Dakota 1.8%

Interests

(Multiple Answers Accepted)

Historical areas 37.3%

Visit friends/family 34.2%

Outdoor recreation 33.2%

Casino gaming 19.9%

Shopping 17.4%

Scenic byways 14.8%

Museums 11.5%

Festivals/events 11.1%

National & state parks 7.4%

Other 2.3%

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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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