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Attractions

1) Attractions Visitation	2010	2011	% Change
January	60,939	73,174	20.1%
February	80,716	71,215	-11.8%
March	133,492	138,845	4.0%
April	146,197	161,482	10.5%
May	243,398	234,121	-3.8%
June	251,591	284,558	13.1%
July	330,673	285,908	-13.5%
August	244,976	242,472	-1.0%
September			
October			
November			
December			
YTD	1,491,982	1,491,775	0.0%

Annual Percent Change

Source: Iowa Economic Development and 58 Iowa attractions.

Updated: 7/14/2011

2) Gaming Admissions	2009	2010	2011	% Change
January	1,769,658	1,718,495	1,658,639	-3.5%
February	1,875,631	1,735,198	1,687,023	-2.8%
March	2,043,870	1,935,306	1,877,130	-3.0%
April	1,891,969	1,832,231	1,814,399	-1.0%
May	2,003,618	1,938,407	1,820,008	-6.1%
June	1,910,954	1,858,232	1,901,546 *	2.3%
July	2,081,880	2,085,900	2,106,934	1.0%
August	2,035,719	1,937,606	1,926,661	-0.6%
September	1,877,145	1,814,412	1,900,742	4.8%
October	1,891,915	1,878,407		
November	1,707,877	1,654,758		
December	1,495,191	1,579,466		
Total	22,585,427	21,968,418		-1.0% YTD

Annual Percent Change

Source: Iowa Racing & Gaming Commission

Month/Year Opened: * Grand Falls Casino Resort, 6_2011

Updated: 10/11/2011

3) State Parks Visitation	2009	2010*	2011	% Change
January	386,075	377,482	301,192	-20.2%
February	335,695	347,060	320,996	-7.5%
March	472,387	529,640	484,444	-8.5%
April	830,463	1,027,213	798,516	-22.3%
May	1,789,549	1,811,818	1,769,502	-2.3%
June	2,247,715	2,199,808	1,987,280	-9.7%
July	2,220,001	2,296,440	2,069,269	-9.9%
August	1,941,034	2,144,682		
September	1,915,793	1,657,631		
October	1,018,467	1,153,654		
November	580,884	595,755		
December	404,701	398,378		
Total	14,142,764	14,539,561		-10.0% YTD

Note: Wilson Lake State Park Closed/Flooding during summer 2011

Annual Percent Change

Source: Iowa Dept. of Natural Resources

Updated: 10/11/2011

Transportation

4) Total Transportation	2008	2009	2010	% Change
Rest Area Visitors	16,095,892	15,652,708	15,081,538	-3.6%
Iowa Airport Deplanements	1,592,904	1,457,580	1,479,130	1.5%
Amtrak Ridership (FYOct.)	64,260	66,286	68,744	3.7%
Total	17,753,056	17,176,574	16,629,412	-3.2%

Source: Iowa Department of Transportation, Amtrak

Updated: 10/11/2011

5) Rest Area Visitors Estimates	2009	2010*	2011	% Change
January	793,268	715,397	750,295	4.9%
February	784,645	693,585	648,858	-6.4%
March	1,112,168	1,060,001	1,010,217	-4.7%
April	1,141,713	1,118,805	1,092,515	-2.3%
May	1,625,057	1,436,929	1,451,511	1.0%
June	1,715,023	1,623,513 *	1,553,547	-4.3%
July	1,947,220	1,943,768 *	1,828,886	-5.9%
August	1,864,781	1,752,195	1,803,775	2.9%
September	1,451,157	1,384,582	1,332,268	-3.8%
October	1,260,505	1,303,193		
November	1,132,462	1,108,001		
December	824,709	941,569		
Total	15,652,708	15,081,538 *		-2.2 YTD

Annual Percent Change

Source: Iowa Department of Transportation, *adjustments

Updated: 10/11/2011

6) Road Traffic Volume	09/08	10/09	11/10	11/10 CUME
January	-3.10%	-3.5%	5.3%	5.3%
February	6.26%	-4.2%	0.5%	2.8%
March	0.34%	2.5%	-1.4%	1.2%
April	1.52%	2.8%	-2.8%	0.1%
May	1.32%	1.4%	-2.2%	-0.4%
June	2.33%	2.2%	-2.0%	-0.7%
July	2.44%	1.7%	-2.4%	-1.0%
August	-0.32%	3.1%	-2.4%	-1.2%
September	3.72%	1.2%		
October	-1.61%	4.9%		
November	2.80%	-0.3%		
December	-1.52%	4.4%		
Total	1.23%	1.4%		

Source: Iowa Department of Transportation

Updated: 10/11/2011

7) State Average Gas Prices	2009	2010	2011	% Change	Chg/gallon
January	\$ 1.78	\$ 2.71	\$ 3.07	13.3%	\$ (0.36)
February	\$ 1.89	\$ 2.52	\$ 3.14	24.6%	\$ (0.62)
March	\$ 1.86	\$ 2.74	\$ 3.51	28.1%	\$ (0.77)
April	\$ 2.01	\$ 2.79	\$ 3.77	35.1%	\$ (0.98)
May	\$ 2.22	\$ 2.81	\$ 3.94	40.2%	\$ (1.13)
June	\$ 2.63	\$ 2.59	\$ 3.65	40.9%	\$ (1.06)
July	\$ 2.37	\$ 2.66	\$ 3.65	37.2%	\$ (0.99)
August	\$ 2.62	\$ 2.69	\$ 3.59	33.5%	\$ (0.90)
September	\$ 2.40	\$ 2.73	\$ 3.48	27.5%	\$ (0.75)
October	\$ 2.44	\$ 2.77			
November	\$ 2.58	\$ 2.84			
December	\$ 2.55	\$ 2.92			

NOTE: Regular Unleaded Gasoline

Source: Iowa DNR/IDALS/AAA/Iowa OEI

Updated: 10/11/2011

8) Des Moines Airport (Deplanements)	2009	2010	2011	% Change
January	63,539	66,389	70,086	5.6%
February	62,954	65,255	66,067	1.2%
March	79,646	81,386	82,310	1.1%
April	68,529	72,783	73,438	0.9%
May	76,838	79,284	80,842	2.0%
June	83,937	84,447	87,879	4.1%
July	83,671	83,736	87,767	4.8%
August	83,055	85,903	81,948	-4.6%
September	69,420	72,829		
October	71,569	77,685		
November	68,283	75,669		
December	65,403	71,101		
Total	876,844	916,467		1.8% YTD

Annual Percent Change

Source: Des Moines International Airport

Updated: 10/11/2011

9) Eastern Iowa Airport (Deplanements)	2009	2010	2011	% Change
January	37,472	35,699	34,336	-3.8%
February	35,549	33,507	31,181	-6.9%
March	46,985	44,944	41,537	-7.6%
April	38,633	37,755	33,217	-12.0%
May	41,759	39,119	36,108	-7.7%
June	44,702	39,893	38,500	-3.5%
July	42,989	36,128	39,271	8.7%
August	40,685	40,000		
September	34,363	35,721		
October	37,964	38,957		
November	36,804	37,386		
December	34,657	34,522		
Total	472,562	453,631		-4.8% YTD

Annual Percent Change

Source: The Eastern Iowa Airport

Updated: 10/11/2011

Employment

10) Leisure and Hospitality Employment (Not Seasonally Adjusted)

NAICS Codes: 71 & 72

Employment, in thousands

	2009	2010	2011	% Change
January	124.6	120.9	123.5	2.2%
February	125.2	121.7	125.0	2.7%
March	127.0	123.2	129.7	5.3%
April	132.9	130.0	134.6	3.5%
May	137.8	134.6	141.4	5.1%
June	140.6	137.1	143.2	4.4%
July	140.3	136.3	145.0	6.4%
August	140.6	136.2	143.7	5.5%
September	136.6	132.6		
October	131.9	129.9		
November	128.2	127.6		
December	126.3	128.5		
Average	132.7	129.9		4.4% YTD

Source: Iowa Workforce Development, Current Employment Statistics

Updated: 10/11/2011

Marketing

11) Unique User Sessions

	2009	2010	2011	% Change
January	21,104	25,324	28,492	12.5%
February	20,747	24,002	25,919	8.0%
March	25,963	31,255	34,476	10.3%
April	29,129	32,901	34,754	5.6%
May	45,695	45,382	41,764	-8.0%
June	38,651	45,544	45,693	0.3%
July	40,629	48,834	46,015	-5.8%
August	33,679	40,673	38,625	-5.0%
September	28,802	33,631	32,601	-3.1%
October	25,425	30,863		
November	19,651	21,581		
December	17,357	18,229		
Total	346,832	398,219		0.2% YTD

Annual Percent Change

Source: Web States iowa.gov

Updated: 10/11/2011

12) E-Travel Guide - 2011

	Unique Visitors	Page Flips	Avg TTL Time	PDF Downloads
January	603	11,297	2:34	38
February	617	11,893	3:07	35
March	775	15,731	3:46	45
April	1,129	22,586	3:14	48
May	2,718	78,858	3:30	106
June	3,391	70,206	3:09	91
July	911	22,449	3:26	76
August	676	17,445	2:48	51
September	569	13,725	2:36	34
October				
November				
December				
YTD/Total	11,389	264,190		524

Source: zmags, Walsworth Digital Publications Statistics Guide

Updated: 10/10/2011

13) Web Requests for Travel Guide	2009	2010	2011	% Change
January	2,271	2,490	2,294	-7.9%
February	2,159	2,063	1,819	-11.8%
March	2,679	2,604	2,339	-10.2%
April	2,824	2,632	2,409	-8.5%
May	7,429	2,992	2,303	-23.0%
June	2,408	2,309	1,885	-18.4%
July	2,012	1,877	1,528	-18.6%
August	1,517	1,492	1,265	-15.2%
September	1,088	939	805	-14.3%
October	826	823		
November	690	645		
December	650	581		
Total	26,553	21,447		-14.2% YTD

Annual Percent Change

Note: This is a subset of "Packet Requests"

Source: Iowa Department of Economic Development

Updated: 10/10/2011

14) All Travel Guide Requests	2009	2010	2011	% Change
January	6,948	22,260	4,948	-77.8%
February	25,170	4,226	5,451	29.0%
March	18,369	8,172	7,437	-9.0%
April	17,647	9,708	9,631	-0.8%
May	25,453	14,174	12,876	-9.2%
June	12,388	16,881	9,887	-41.4%
July	11,394	10,257	6,815	-33.6%
August	22,087	20,768	7,718	-62.8%
September	10,893	5,006	4,851	-3.1%
October	7,249	4,490		
November	3,239	3,613		
December	1,791	6,707		
Total	162,628	126,262		-37.5%

Annual Percent Change

Source: Iowa Department of Economic Development

All Travel Guide Requests from Web, mail, phone, promotions, welcome centers, etc.

Updated: 10/10/2011

15) Welcome Center Travel Parties	2009	2010	2011	% Change
January	6,831	5,926	5,943	0.3%
February	7,419	5,701	6,277	10.1%
March	13,125	11,473	10,695	-6.8%
April	13,860	14,207	11,908	-16.2%
May	20,607	19,848	17,636	-11.1%
June	25,583	26,515	21,837	-17.6%
July	31,354	30,431	23,121	-24.0%
August	27,673	26,522	21,459	-19.1%
September	22,510	19,566	18,063	-7.7%
October	15,188	18,043		
November	10,429	10,963		
December	7,570	7,108		
Total	202,149	196,303		-15.5% YTD

Annual Percent Change

Source: Iowa Department of Economic Development

*Sgt. Floyd (Sioux City) & Southern Loess Hills closed for the season due to flooding.

Updated: 10/10/2011

16) Twitter Followers	Cume 2009	Cume 2010	Cume 2011	% Change
January		4,250	6,360	49.6%
February		4,410	6,460	46.5%
March		4,620	6,615	43.2%
April		4,810	6,760	40.5%
May		4,990	6,887	38.0%
June		5,170	7,010	35.6%
July		5,360	7,180	34.0%
August	3,110	5,630	7,300	29.7%
September	3,450	5,787	7,470	29.1%
October	3,700	5,976		
November	3,910	6,135		
December	4,030	6,180		

Updated: 10/10/2011

Source: TwitterGrader.com for @travel_iowa

17) Facebook Likes	Cume 2009	Cume 2010	Cume 2011	% Change
January		737	1,364	85.1%
February	264	822	1,428	73.7%
March	314	944	1,517	60.7%
April	383	1,031	1,722	67.0%
May	453	1,100	1,810	64.5%
June	523	1,127	1,930	71.3%
July	571	1,141	2,059	80.5%
August	605	1,163	2,175	87.0%
September	638	1,216	4,565	275.4%
October	660	1,273		
November	683	1,316		
December	683	1,329		

Updated: 10/10/2011

Source: Facebook for Travel Iowa

18) Web Requests by State	2009		2010	
Iowa	4,963	17.8%	6,640	18.3%
Illinois	2,241	8.0%	3,548	9.8%
Minnesota	1,616	5.8%	2,272	6.3%
Wisconsin	1,464	5.2%	2,303	6.3%
Missouri	1,228	4.4%	2,043	5.6%
Nebraska	745	2.7%	1,015	2.8%
Kansas	524	1.9%	771	2.1%
South Dakota	175	0.6%	288	0.8%
Other States	14,987	53.6%	17,440	48.0%
Total States	27,943	100.0%	36,320	100.0%
Annual Percent Change			30.0%	

Updated: 2/10/2011

Source: Iowa Department of Economic Development

Other

2011

19) Weather Report

	Avg Temp/ Departure/ Normal (degrees)	Ttl Precipitation/ Departure/ Normal (inches)	Ttl Snowfall/ Departure/ Normal (inches)
January	15.1°/-2.7°	.90"/-.05"	2.5"/2.3"
February	22.8°/1.4°	1.45"/0.47"	11.0"/4.5"
March	35.6°/0.4°	1.54"/-0.69"	3.3"/-1.5"
April	48.2°/0.3°	3.83"/-0.50"	1.0"/-0.9"
May	59.9°/0.3°	4.93"/0.71"	0/0
June	70.4°/0.6°	6.25"/1.61"	0/0
July	78.8°/5.0°	3.37"/-0.88"	0/0
August	72.8°/1.5°	3.02"/-1.16"	0/0
September			
October			
November			
December			

Source: State of Iowa Climatologist

Updated: 10/10/2011

20) Iowa Leisure Sector State Sales Tax

Business Class Codes: Includes Business Sectors: Arts, Entertainment, Recreation and Accommodations and Food Service

7111, 7112, 7113 7114, 7115, 7121, 7131, 7132, 7139, 7140, 7141, 7142, 7143, 7211, 7212, 7213, 7221

	2008 FY2008	2009 FY2009	2010 FY2010	% Change
Hotels, Lodging, Rooming	\$32,613,679	\$33,541,308	\$32,162,505	-4.1%
Other Leisure Sectors	\$190,857,803	\$228,879,481	\$227,205,220	-0.7%
State Tax FY Totals	\$223,471,482	\$262,420,789	\$259,367,725	-1.2%

Source: Iowa Dept. Revenue & Finance

Updated:

12/13/2010

21) State Gas Gallonage Tax Collections

Gasoline (\$.21/gallon), Gasohol & E-85 (\$.19/gallon)

	2009	2010	2011	% Change
January	\$ 26,629,081	\$ 26,870,502	\$ 28,011,531	4.2%
February	\$ 24,717,186	\$ 23,619,169	\$ 25,174,448	6.6%
March	\$ 22,831,247	\$ 23,041,523	\$ 23,779,941	3.2%
April	\$ 24,757,618	\$ 26,230,659	\$ 26,780,597	2.1%
May	\$ 26,184,421	\$ 27,215,159	\$ 27,017,298	-0.7%
June	\$ 27,788,440	\$ 28,417,137	\$ 28,185,059	-0.8%
July	\$ 27,747,109	\$ 29,316,823	\$ 29,144,869	-0.6%
August	\$ 28,844,917	\$ 30,102,496	\$ 29,499,893	-2.0%
September	\$ 28,327,128	\$ 29,781,289		
October	\$ 27,029,563	\$ 27,622,322		
November	\$ 27,634,106	\$ 28,929,315		
December	\$ 25,931,970	\$ 27,448,869		
Total	\$ 318,422,786	\$ 328,595,263		1.3% YTD

Source: Iowa Department of Revenue & Finance

Updated: 10/10/2011