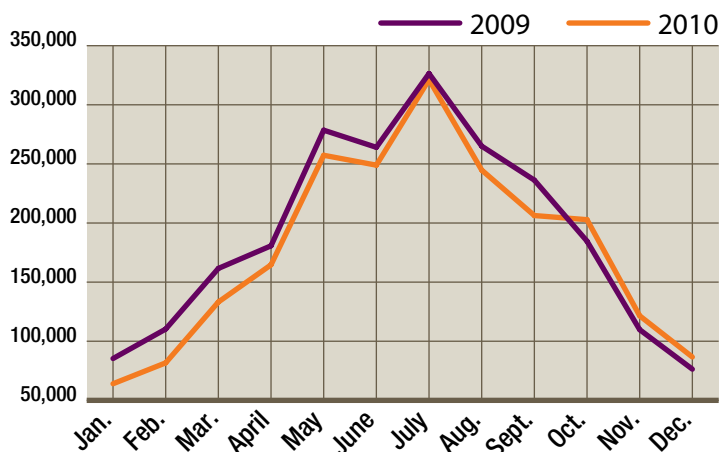


## Iowa Travel Dashboard 2010

Tourism is in a recovery mode in Iowa and the rest of the nation. Iowa had a slow start in January and February, with fierce winter conditions. Peak travel months showed small declines, but by the final quarter, they were moving upward.

### IOWA ATTRACTIONS VISITATION



Source: IDED, Tourism Office Monthly Survey of 48 Attractions

### Visitation

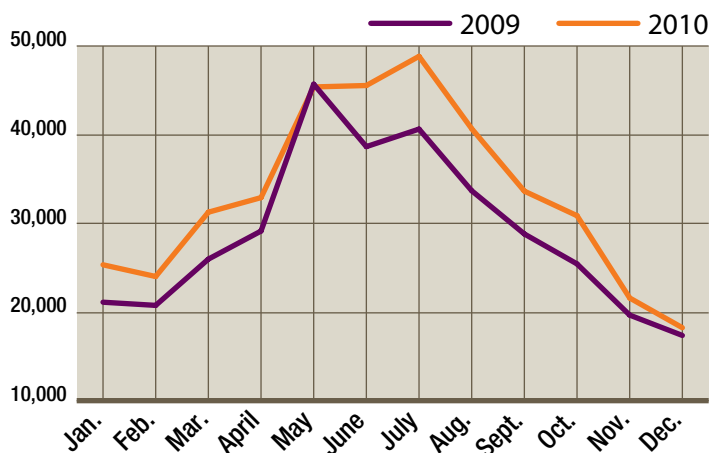
Increase in visitation was seen in the final three months of 2010. Peak summer months showed a slight decrease.

Besides the economy, the first three months were impacted by extreme winter weather conditions.

State Parks showed an increase of 2.7% visitors, reaching 14.5 million visitors.

Gaming showed a -2.8% decline but had nearly 22 million admissions.

### UNIQUE USER SESSIONS for [travelliowa.com](http://travelliowa.com)



Source: Iowa Department of Economic Development, Tourism Office

### Marketing

During 2010 [travelliowa.com](http://travelliowa.com) had 398,219 unique user sessions, a 14.8% increase over 2009. The shift continues from travel planners ordering the travel packets (-22.4%) to using [travelliowa.com](http://travelliowa.com) to plan their trips.

Social media use continues to climb. Twitter "followers" for [@Travel\\_Iowa](https://twitter.com/Travel_Iowa) reached 6,180 by the end of 2010. Facebook "likes" for [facebook.com/iowaTourism](https://www.facebook.com/iowaTourism) reached 1,329.

While the Iowa Welcome Centers served nearly 200,000 travel parties, they experienced a decline of -2.9% from 2009. The Interstate Centers were closed several days due to furloughs.

## Employment

Employment of leisure and hospitality was up by the end of the year.

During the peak travel months of June, July and August, approximately 138,000 people were employed each month.

## Transportation

Iowa road traffic volume increased every month except for Jan/Feb (extreme winter conditions) and November.

Deplanements for all Iowa airports combined were up 1.5% in 2010. Amtrak ridership was up 3.7%.

2010 ended with an average gas price of \$2.92 per gallon, a 14.5% increase over 2009.

Over 16.6 million people traveled in Iowa, via the Interstate (rest area counts), airport deplanements and Amtrak riderships.

## Gas Taxes

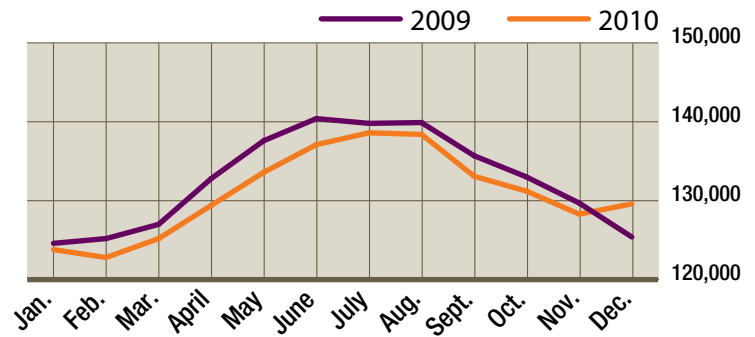
During 2010, Iowa received nearly \$328 million in gas gallonage taxes for gasoline, gasohol and E-85.

This is an increase of 3.2% over 2009.

## Iowa Travel Barometer

The Iowa Travel Barometer consists of 20 indicators of Iowa tourism activity. Find the full report at [travellIOWA.com](http://travellIOWA.com), click Tourism Industry Partners, then click on Iowa Travel Barometer. Indicators include tables on attraction visitation, transportation volume, employment, marketing, state taxes and other contributing factors.

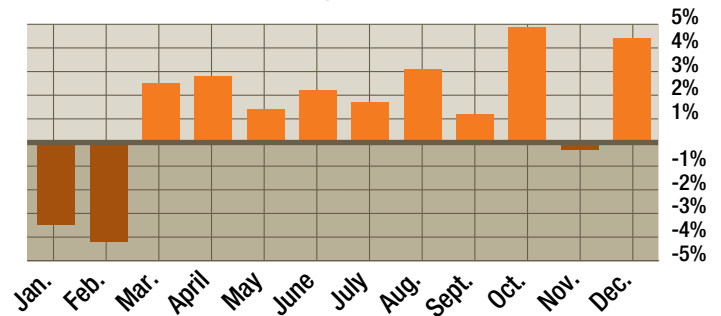
## IOWA LEISURE & HOSPITALITY EMPLOYMENT



Source: Iowa Workforce Development

## IOWA ROAD TRAFFIC VOLUME

% Change 2010/2009

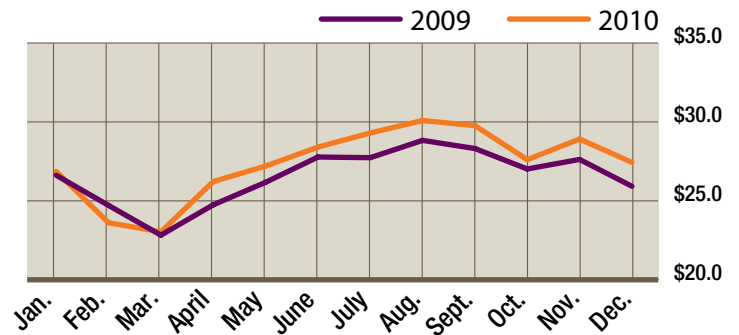


Source: Iowa Department of Transportation

## IOWA GAS GALLONAGE TAXES

Expressed in Millions of Dollars

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



Source: Iowa Department of Revenue & Finance

### IOWA DEPARTMENT OF ECONOMIC DEVELOPMENT

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