

# IOWA Tourism Results

IOWA Department of Economic Development  
Tourism Office

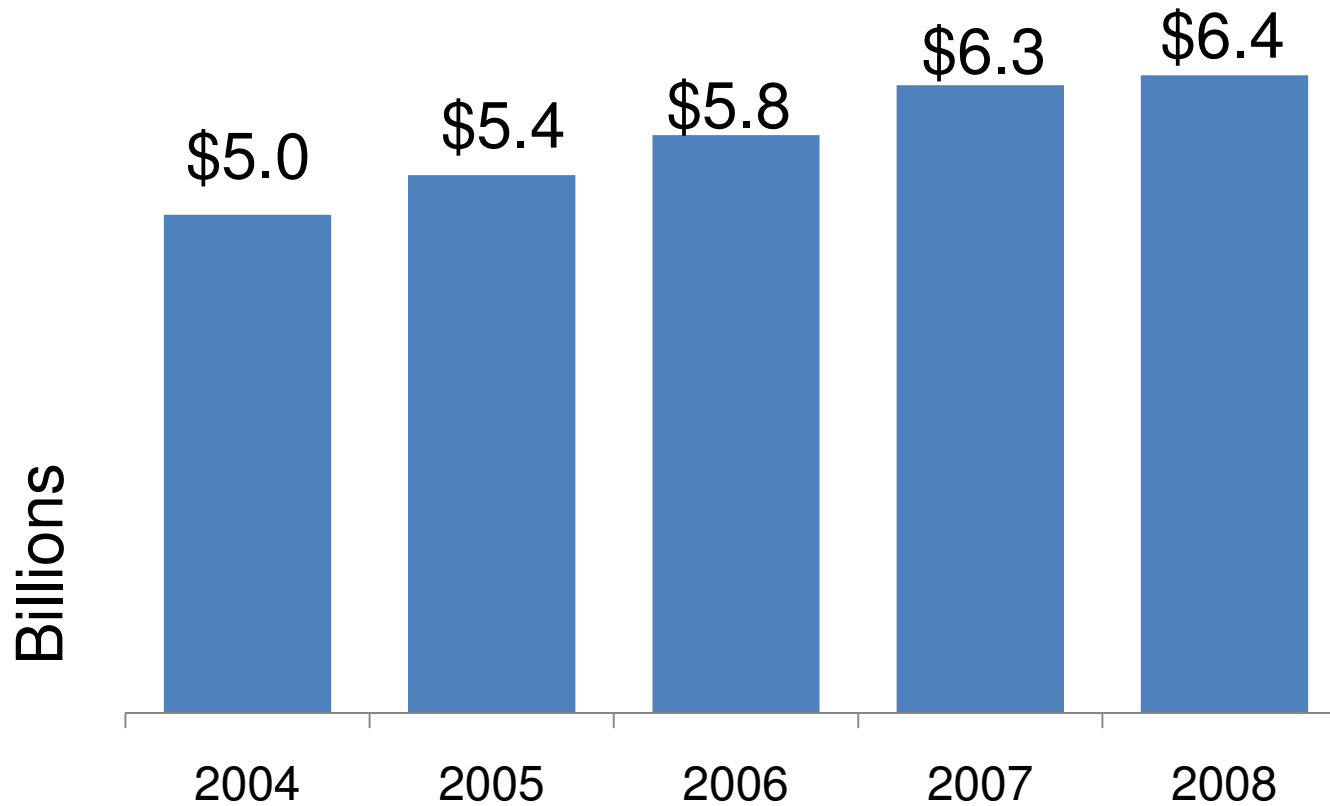
As of February 2010

[www.travelIOWA.com](http://www.travelIOWA.com)

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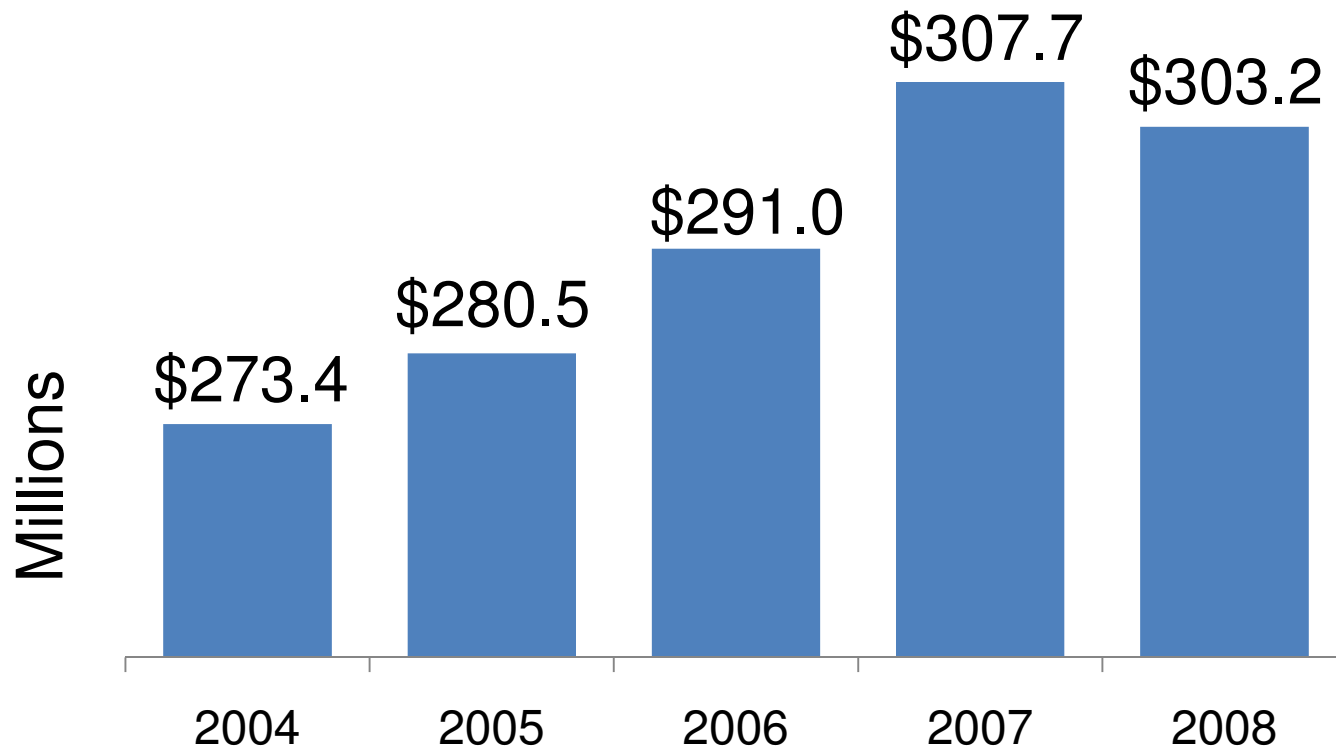
02/05/2010

# Tourism Generated Expenditures In Iowa 2004 - 2008



Source: U.S. Travel Association

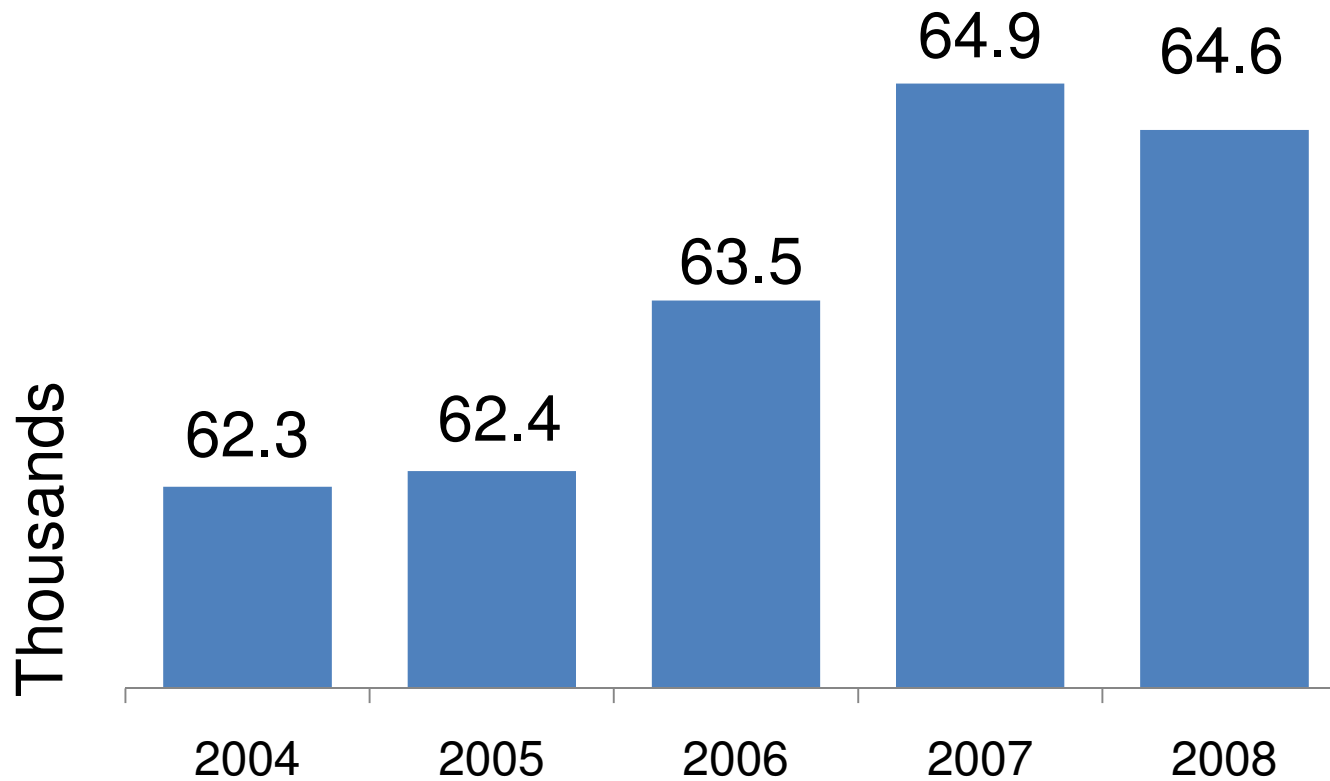
# Tourism Generated State Tax Receipts for Iowa 2004 – 2008



Source: U.S. Travel Association

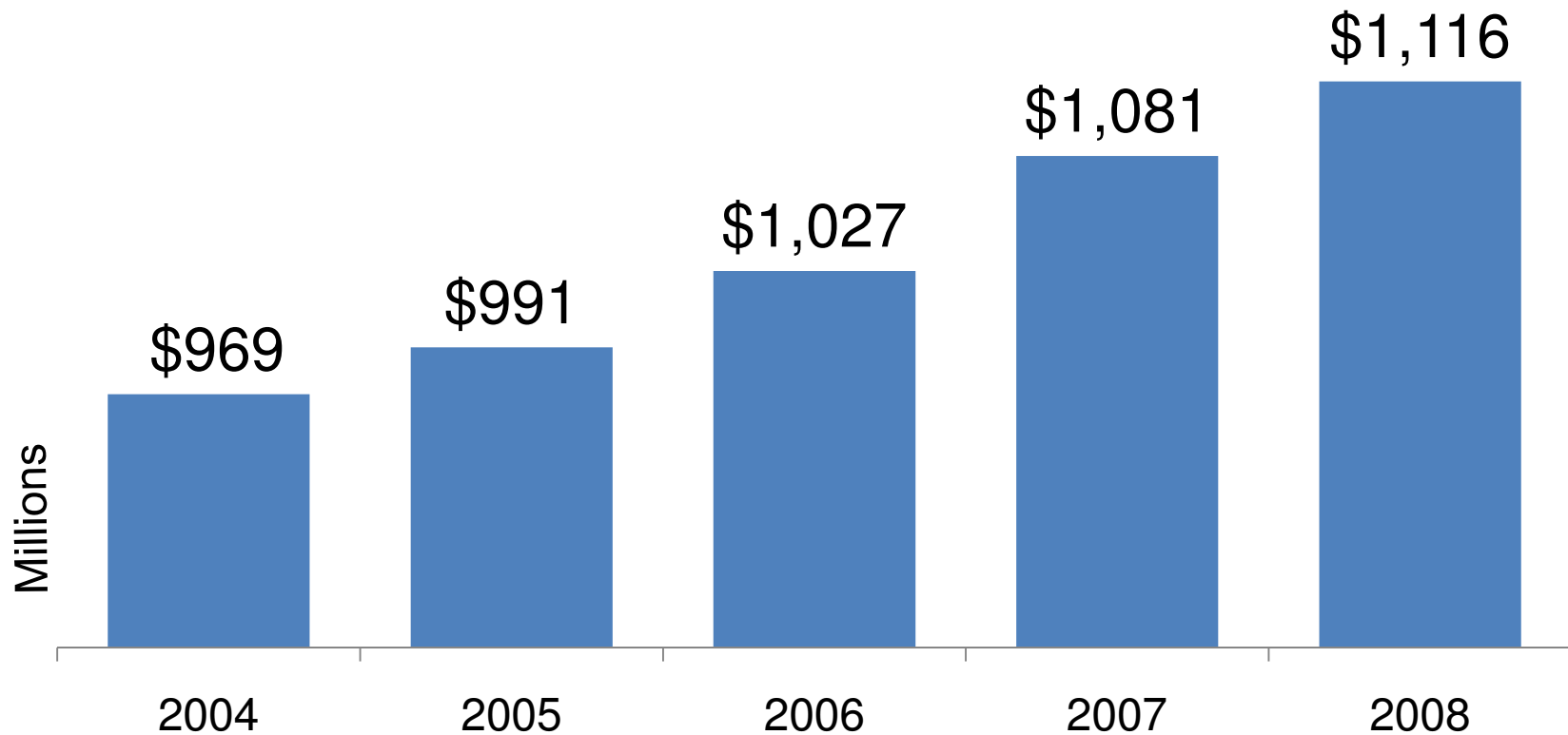
# Iowa Tourism Employment

2004 – 2008



Source: U.S. Travel Association

# Tourism Generated Payroll In Iowa 2004 - 2008



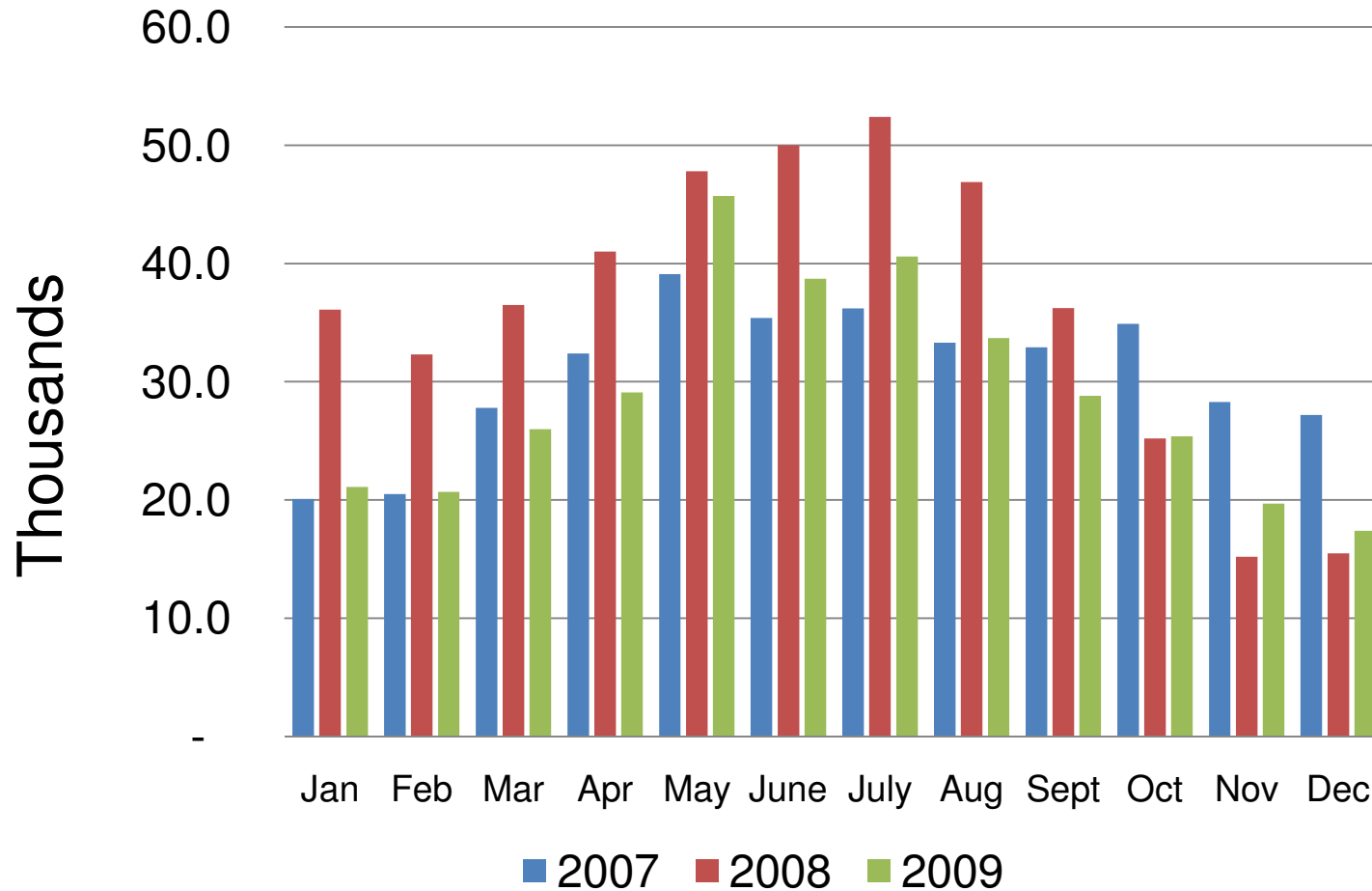
Source: U.S. Travel Association

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# Web Site Unique User Sessions

2007 = 368,777 2008 = 435,054 2009 = 346,832



Source: Webstats.iowa.gov

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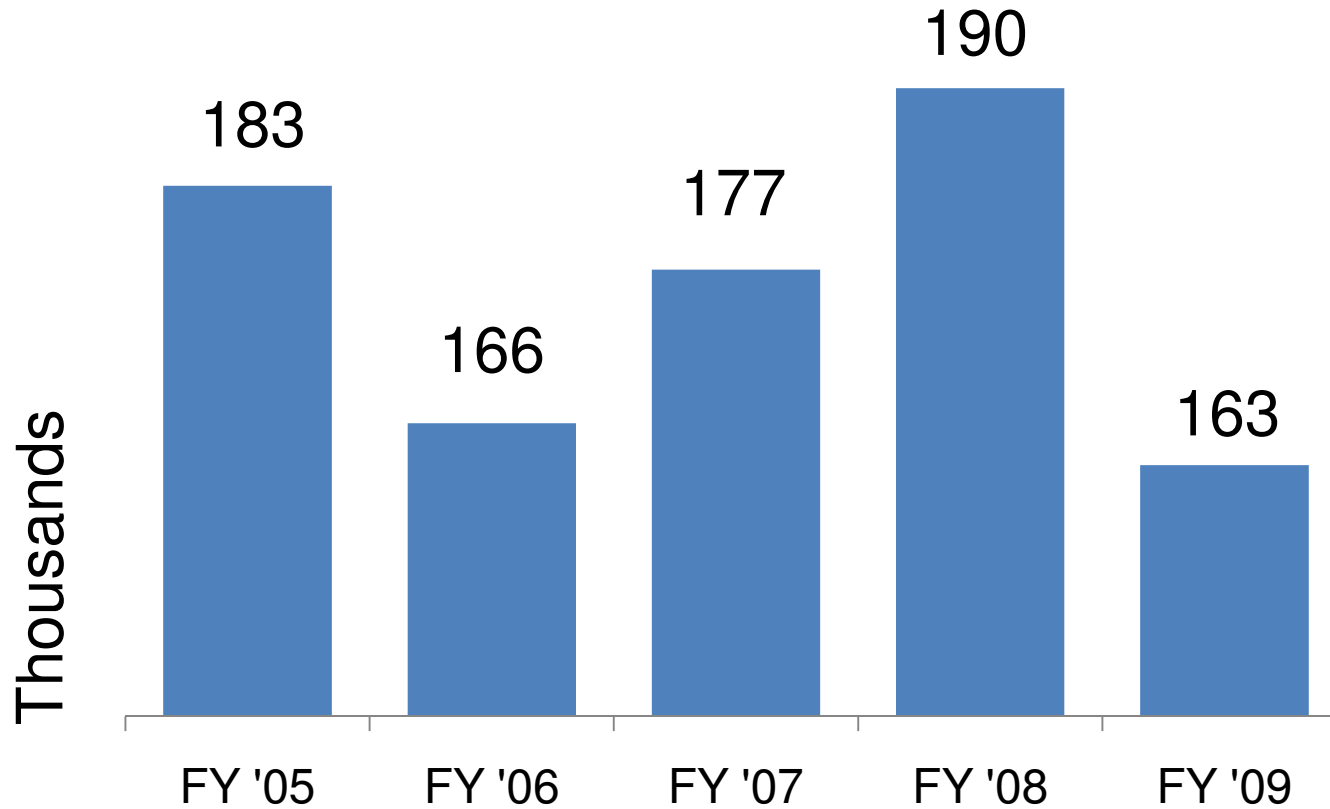
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# Iowa Tourism Requests

FY 2004 – FY 2008

Fiscal Year: July - June



Source: Iowa Department of Economic Development

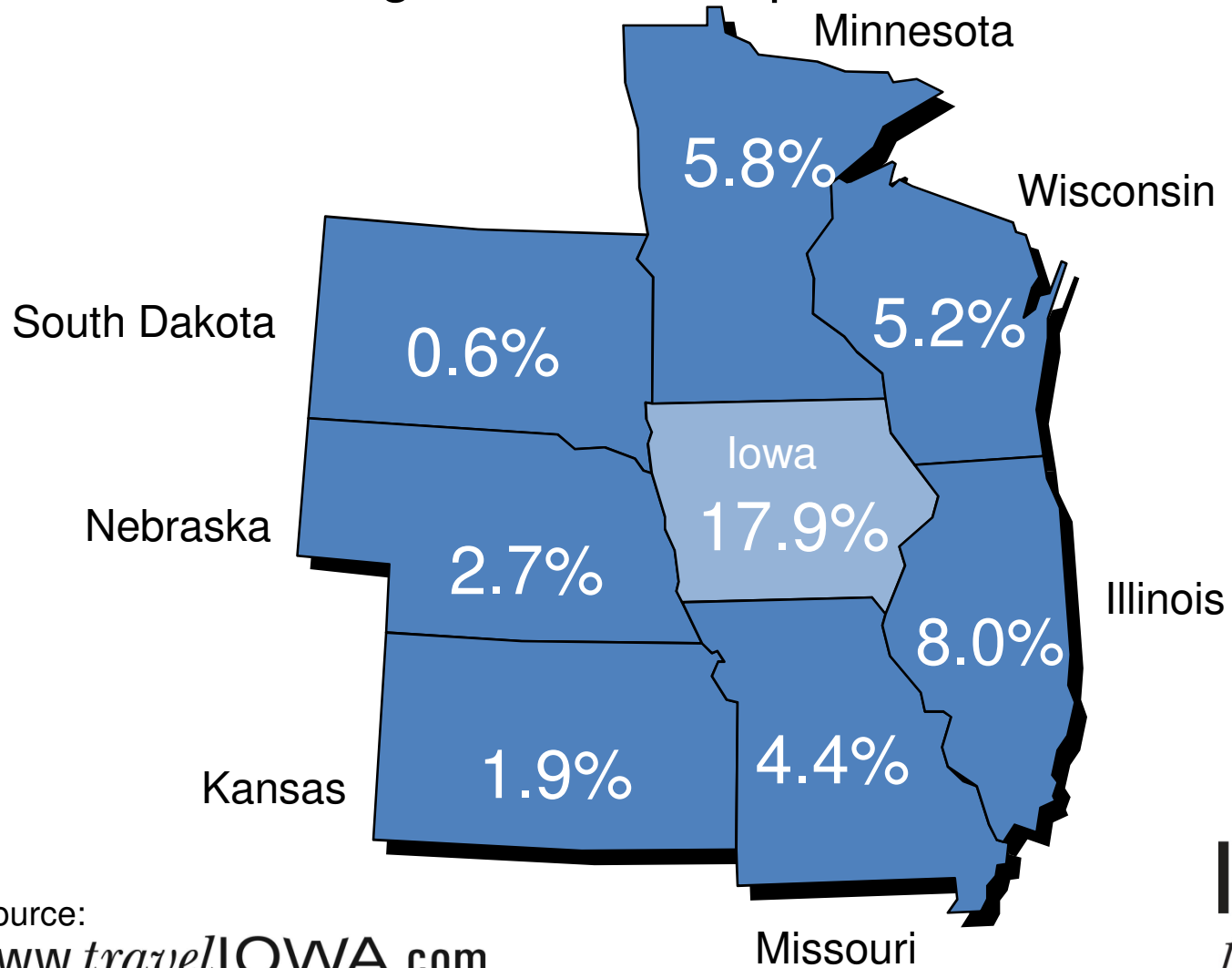
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10/1/2009

# Iowa's Target Markets

Origin of Web Requests - 2009

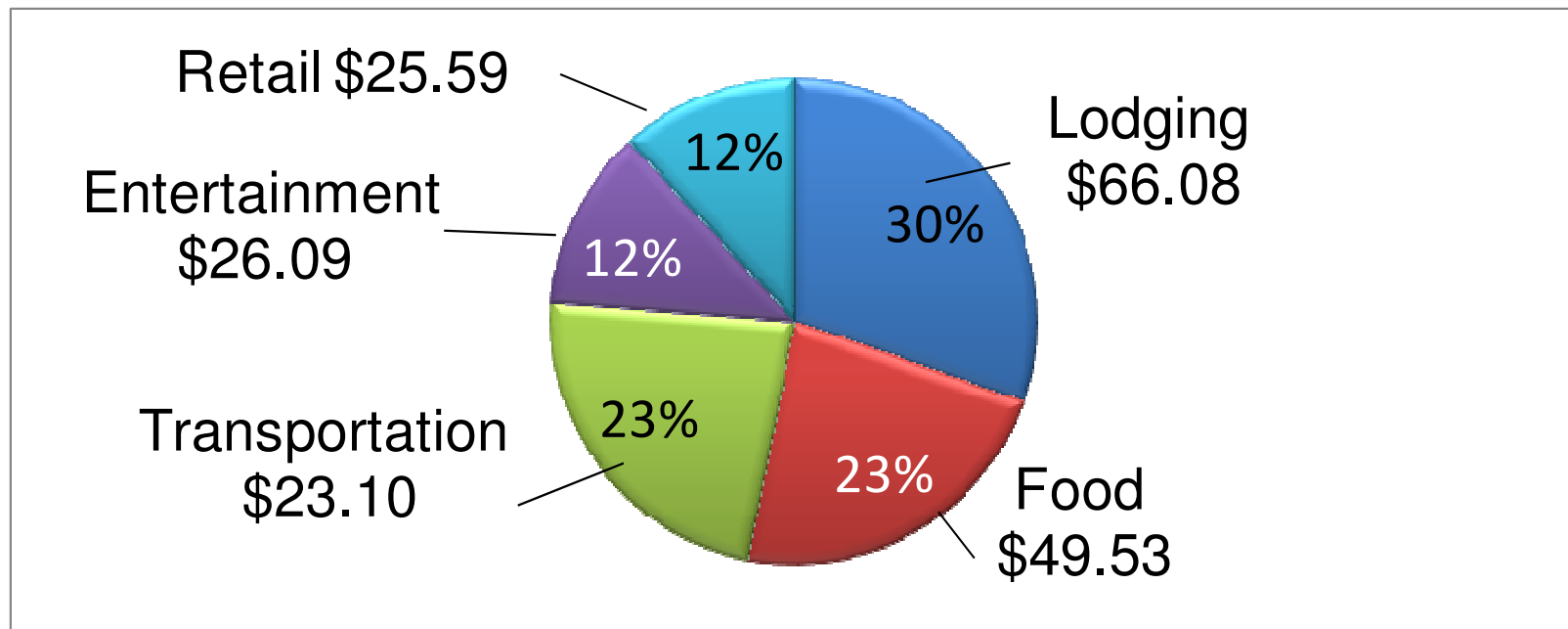


Source:  
[www.travelIOWA.com](http://www.travelIOWA.com)

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# Average Daily Spending \$217.51

Iowa Welcome Center Travel Party  
Average Party Size = 2.5 People  
2009



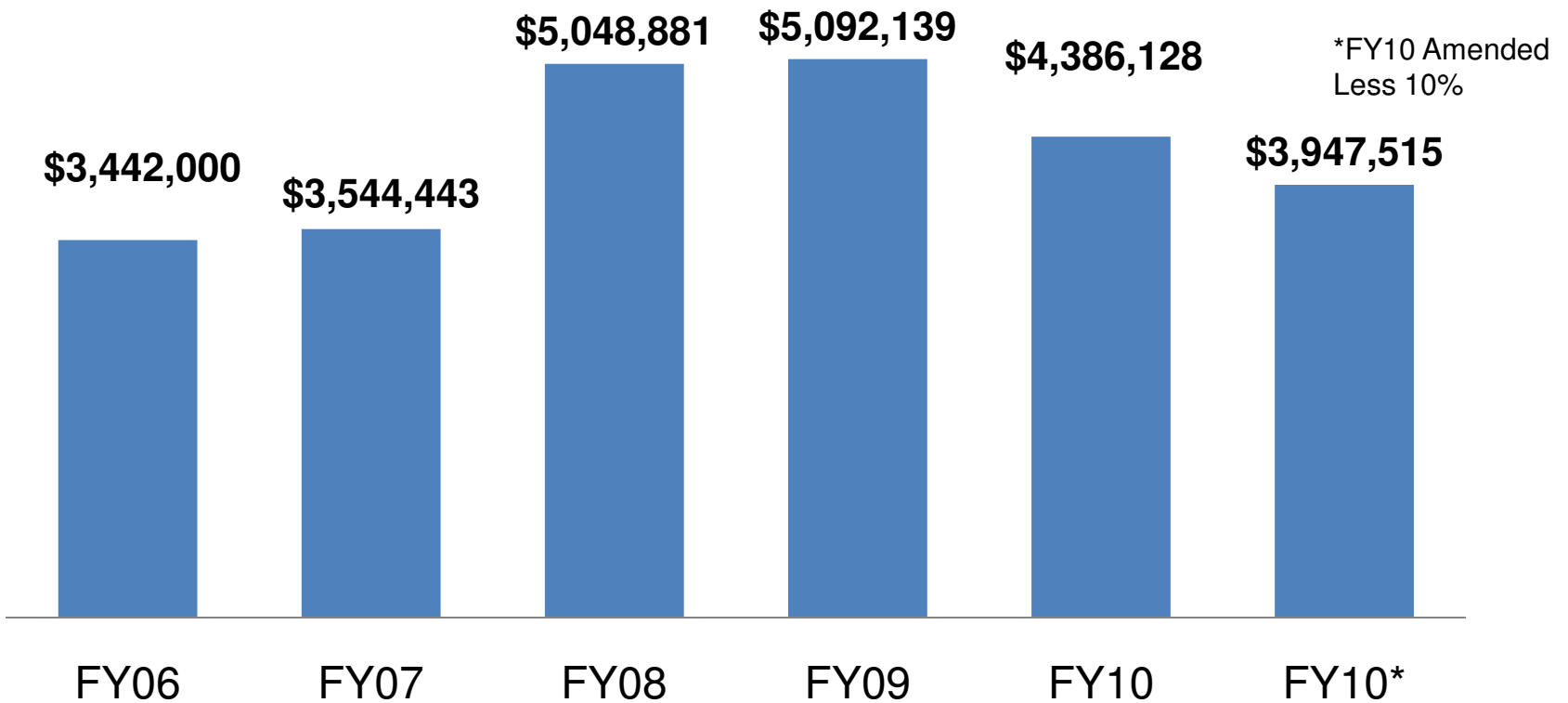
Source: Iowa Welcome Center Survey Report

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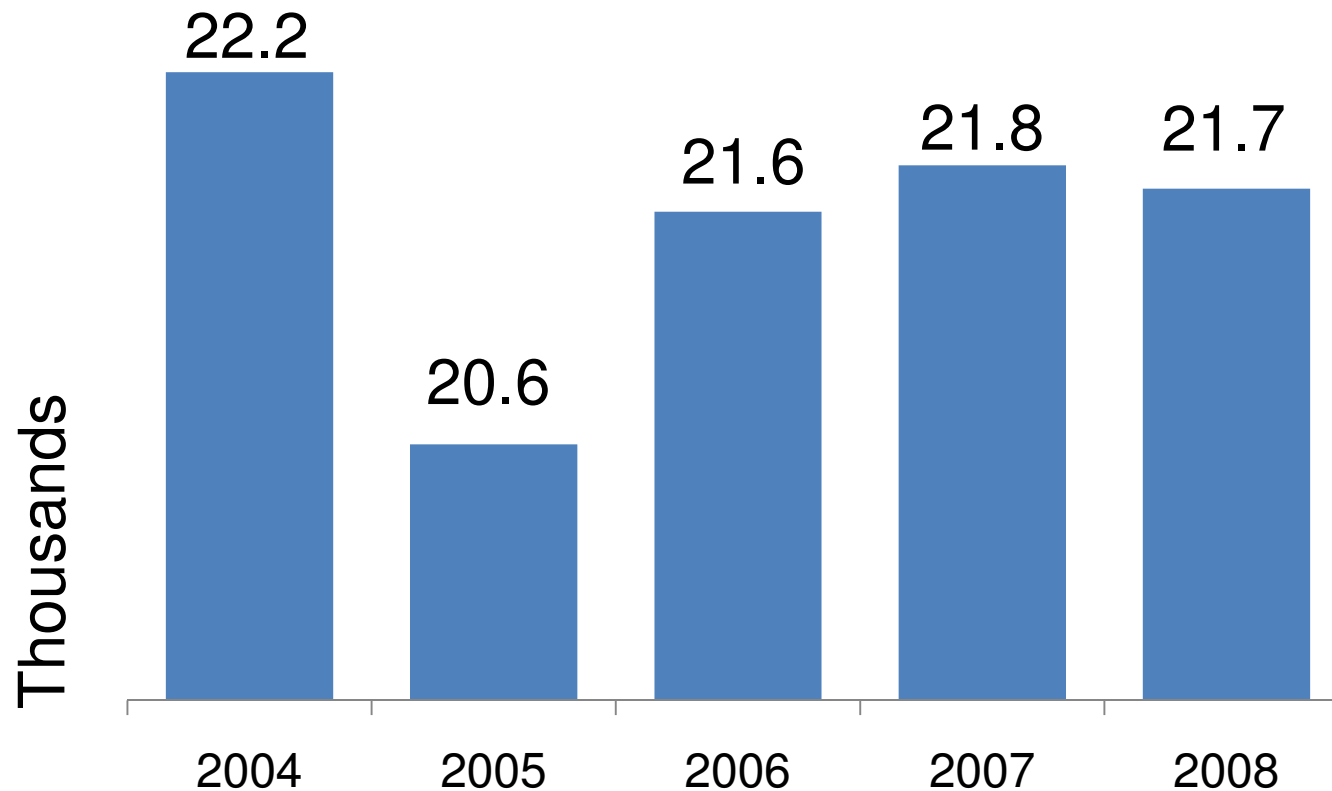
02/052010

# Iowa Tourism Budget



Source: Iowa Department of Economic Development, 2009

# Iowa Arts, Entertainment & Recreation Employment 2004 - 2008



Source: Iowa Workforce Development