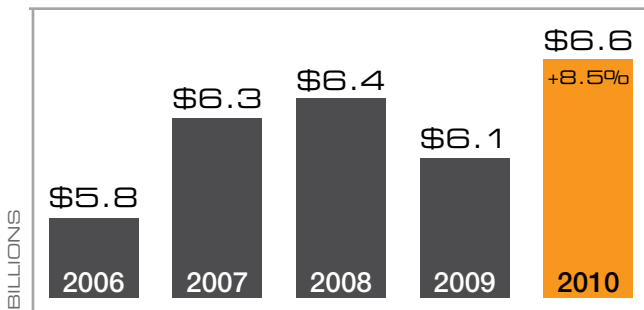


# 2010 economic impact of travel on Iowa counties



This summary presents the impact of U.S. resident (domestic) traveler spending in Iowa in 2010. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. To download the entire report, including information on each of Iowa's 99 counties, go to: [traveliowa.com/travelindustryresearch.aspx](http://traveliowa.com/travelindustryresearch.aspx)

## tourism-generated expenditures in Iowa

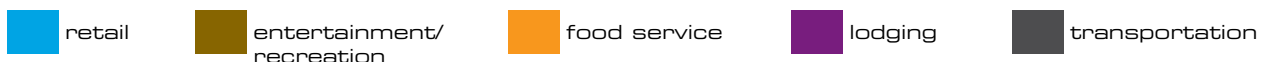
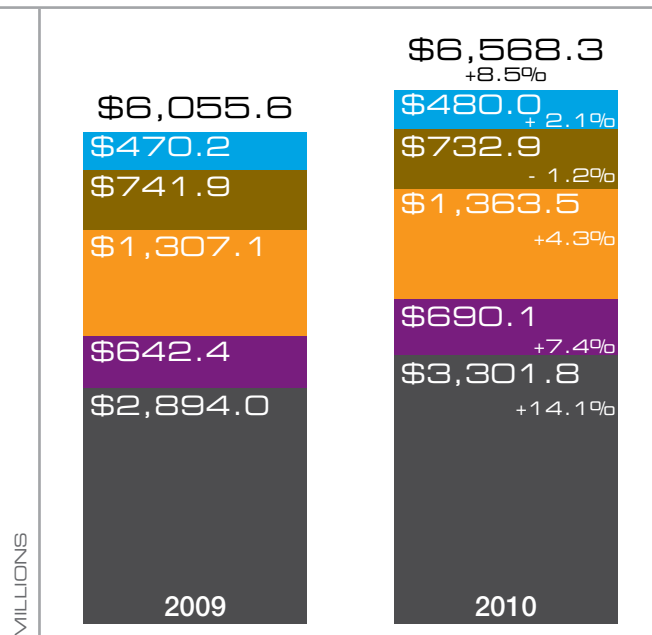


Domestic travelers spent a total of \$6.6 billion in Iowa during 2010, an 8.5% increase from 2009. Iowa outpaced the nation's domestic travel expenditures, which increased by 7.4% during the same period.

## breakdown of tourism-generated expenditures

The Retail, Foodservice and Lodging sectors increased substantially. The cost of transportation increased significantly from 2009 to 2010. According to the Iowa DNR, the average price of regular unleaded gasoline increased by \$1.14 per gallon from 2009 to 2010. This resulted in transportation accounting for half of the traveler's expenses.

Entertainment and Recreation was the only sector to decline, but it still accounts for 11.2% of the expenditures at \$733 million.

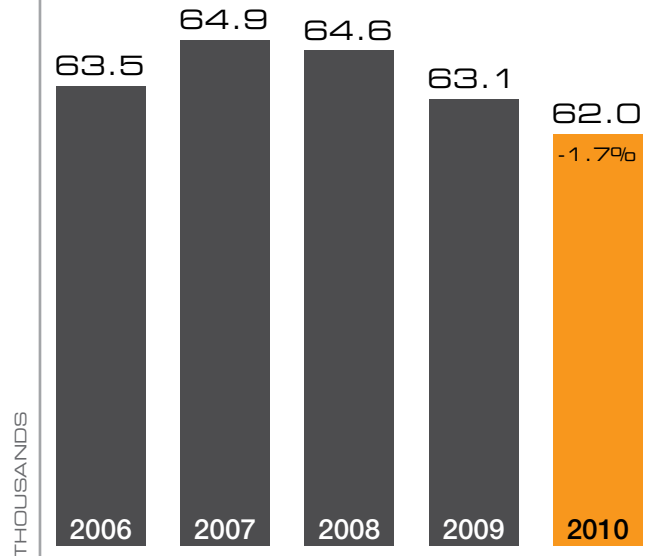




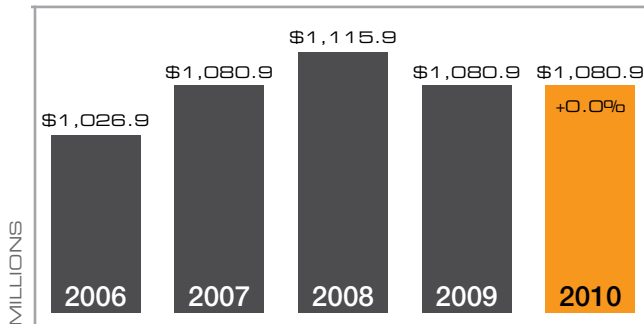
travel-generated  
employment in Iowa

On average, every \$105,906 spent by domestic travelers in Iowa directly supported one job.

The 62,000 jobs supported by domestic travel in Iowa comprised 4.2% of the state's total non-agricultural employment during 2010. Tourism supported 23,600 jobs in the food sector and 12,600 jobs in the entertainment/recreation sector.



travel-generated  
payroll in Iowa



Total payroll remained unchanged from 2009 at approximately \$1.1 billion. On average, every dollar spent by domestic travelers produced 16.5 cents in payroll income for Iowa residents in 2010.

travel generated state tax  
receipts in Iowa

Total tax revenues generated grew 2.5% from 2009 to \$781.6 million. The federal government received 46.5% (\$363.8 million), state government 41.1% (\$321.4 million) and local governments 12.3% (\$96.4 million) of the taxes generated by domestic travel in Iowa.

