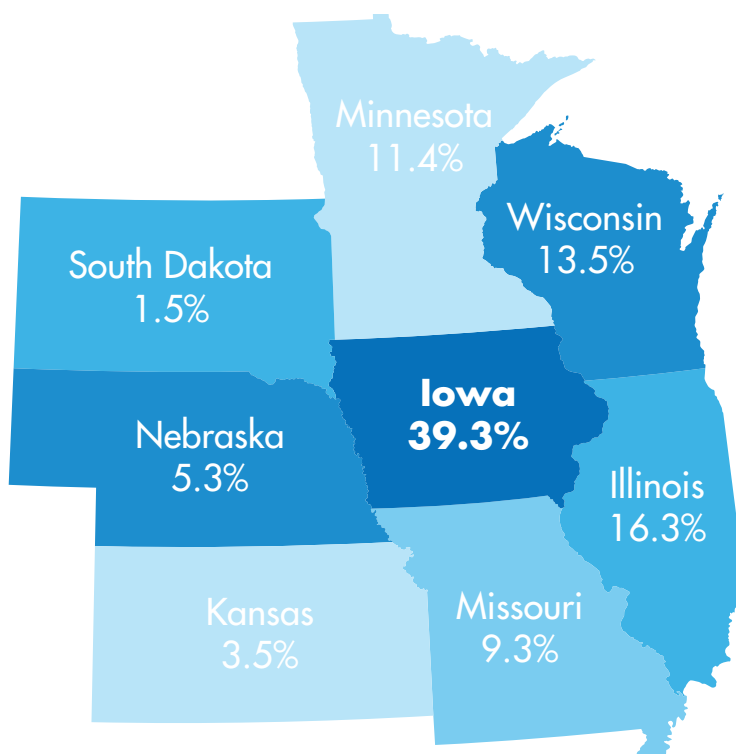


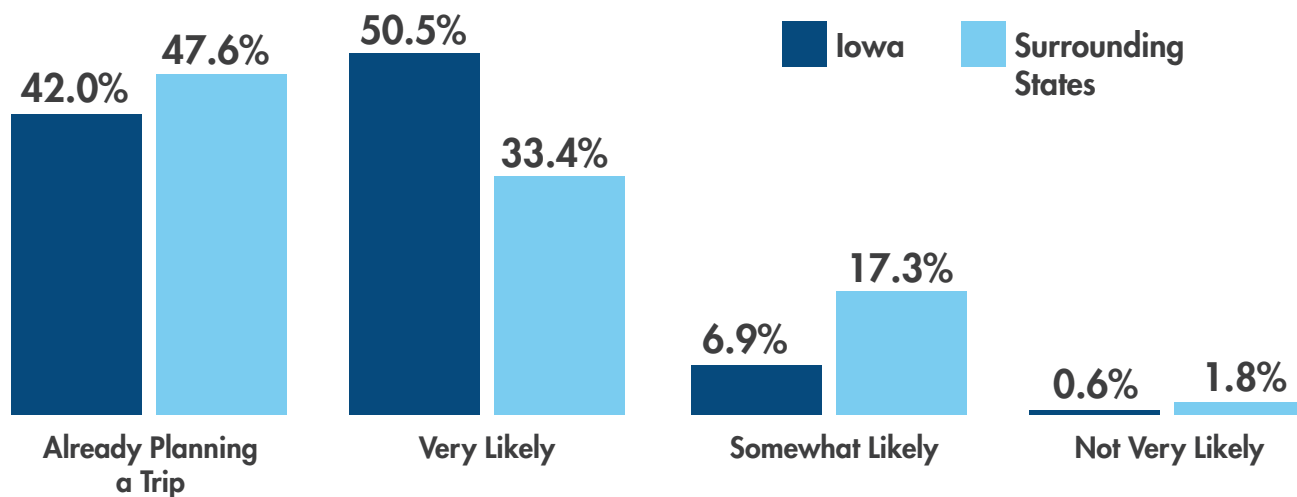
The Iowa Tourism Office's target markets are Iowa and the surrounding states of Illinois, Kansas, Minnesota, Nebraska, South Dakota and Wisconsin. These travelers ordered an Iowa Travel Guide in 2015 via traveliowa.com.

Travelers' Places of Residence



Likelihood to Travel in Iowa

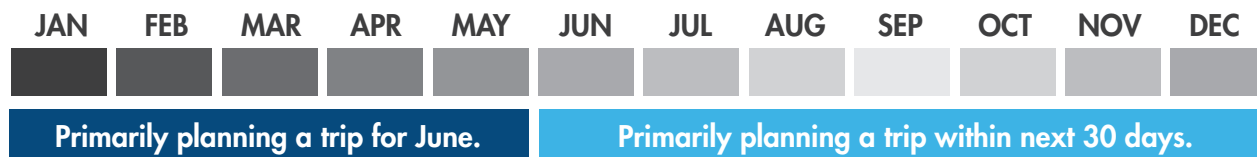
At the time of ordering, 92.5 percent of Iowans and 81 percent of travelers from surrounding states say they are "Already Planning a Trip" or are "Very Likely" to take a trip to Iowa.



Planning Time

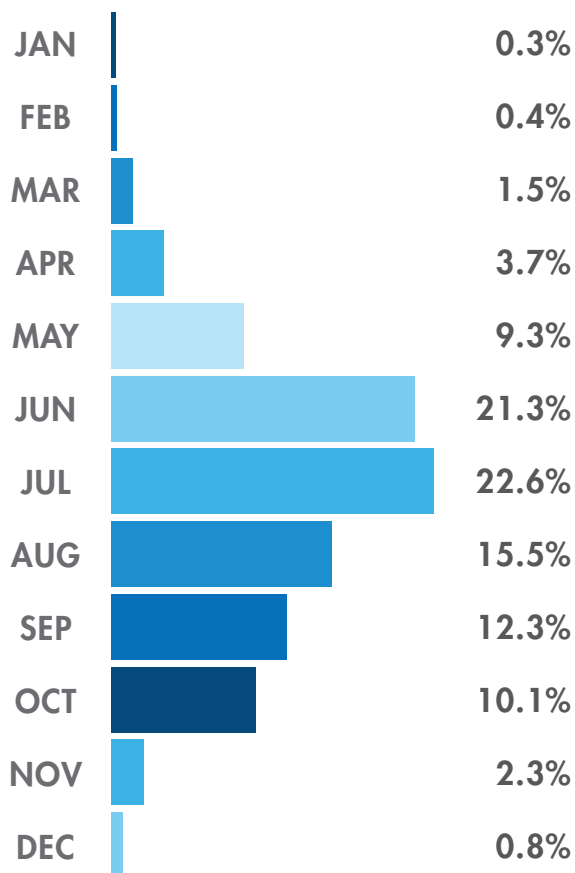
The planning timeline shortens near the peak summer travel months. Those that order an Iowa Travel Guide during January through May primarily plan to travel in June. In all other months, travelers plan to travel primarily within the next 30 days.

Calendar Year

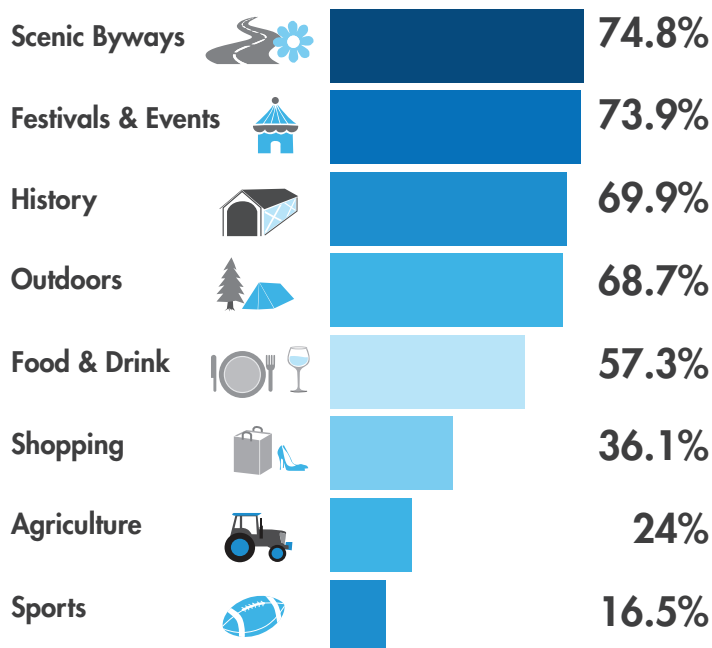


Planned Trip Month

More than 91 percent of travelers visit Iowa between May and October. Nearly 60 percent travel during June, July and August with July as the peak travel month.



Traveler Interest Areas



Methodology

The Iowa Tourism Office pre-trip survey was optional for those that ordered an Iowa Travel Guide via traveliowa.com. Of those that ordered, 87.8 percent (15,659 people) responded to the survey: 3,489 respondents were Iowans and 5,384 respondents were from the surrounding states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.