

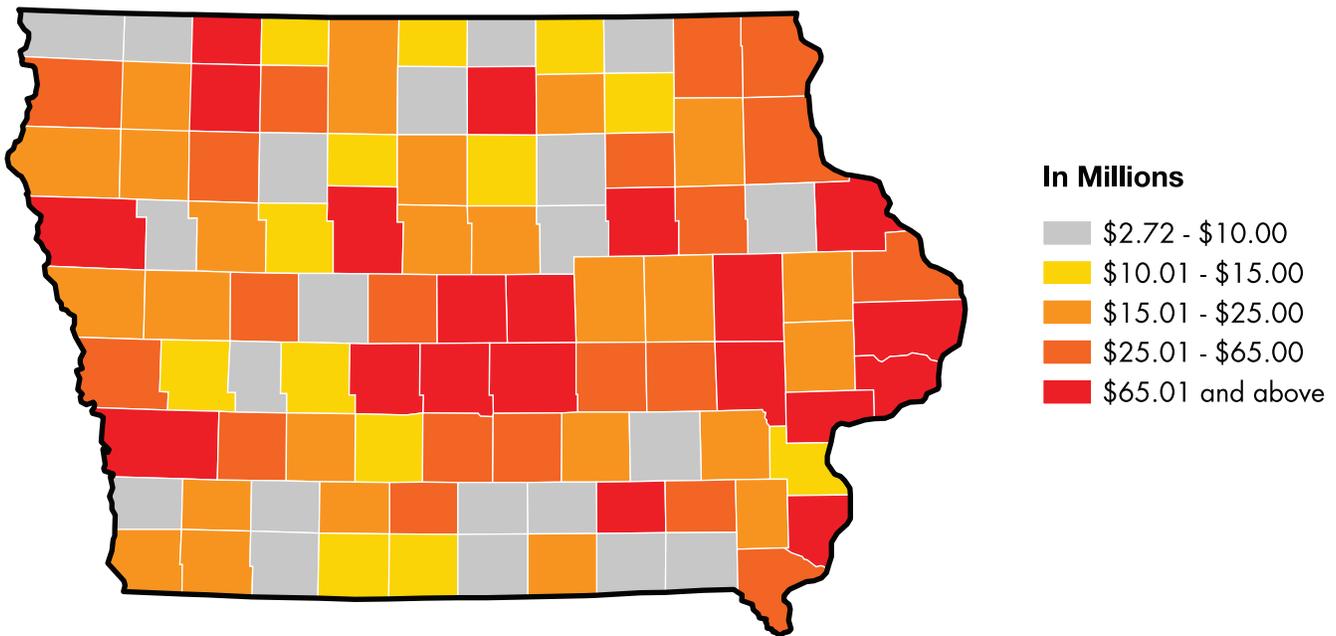
# 2014 ECONOMIC IMPACT

Assessment of Travel Impact on Iowa Counties

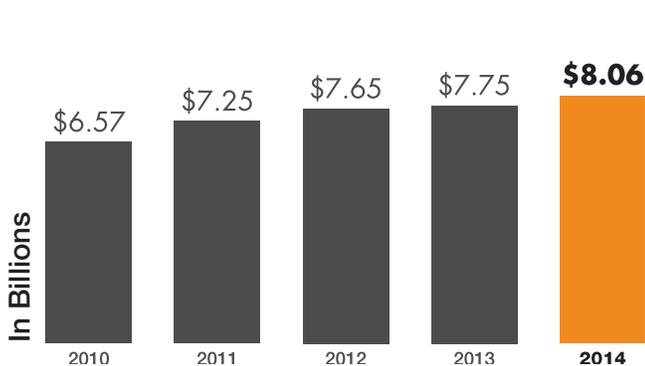


This summary presents the impact of U.S. residents (domestic) traveler spending in Iowa in 2014. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. Download the entire report, including information on each of Iowa's 99 counties, at [traveliowa.com](http://traveliowa.com).

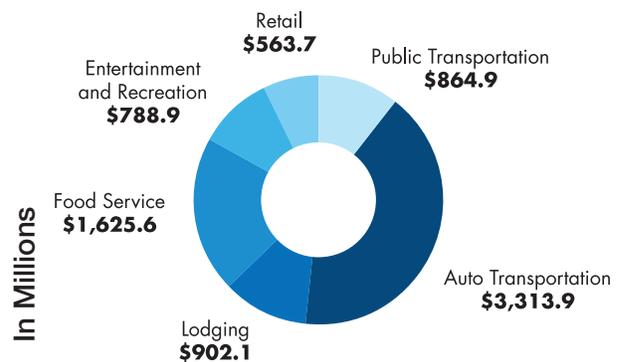
## tourism benefits all 99 Iowa counties



## travel-generated expenditures in Iowa

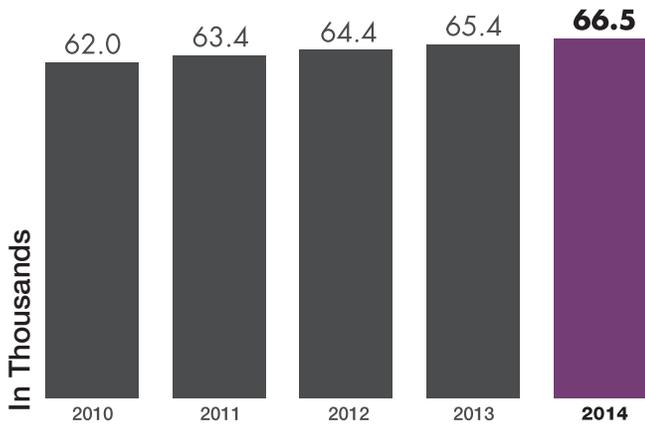


Domestic travelers spent a total of \$8.06 billion in Iowa during 2014, a 4.0 percent increase from 2013.



All sectors increased significantly in 2014: public transportation (5.3%), lodging (9.4%), food service (5.5%), retail trade (5.8%), auto transportation (1.2%), and entertainment and recreation (4.4%).

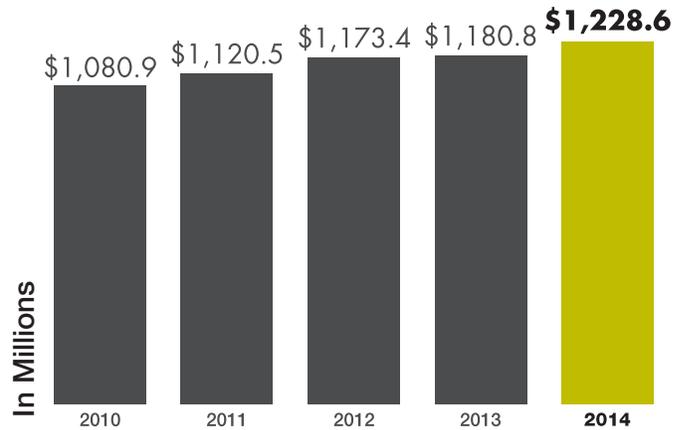
### travel-generated employment in Iowa



On average, every \$121,244 spent by domestic travelers in Iowa directly supported one job.

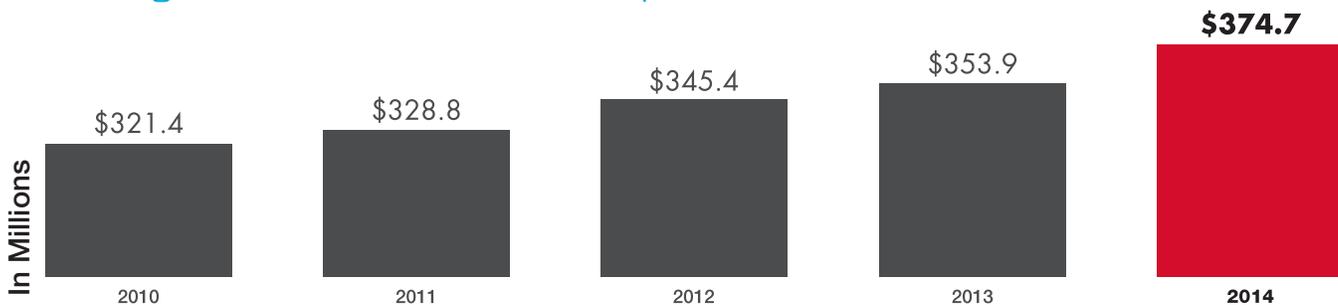
The 66,500 jobs supported by domestic travel in Iowa comprised 4.0 percent of the state's total non-agricultural employment during 2014. Tourism supported 25,300 jobs in the food sector and 12,500 jobs in the entertainment and recreation sector.

### travel-generated payroll in Iowa



Total payroll increased by 4.05 percent to \$1.23 million. On average, every dollar spent by domestic travelers produced 15.2 cents in payroll income for Iowa residents.

### travel-generated state tax receipts in Iowa



Total tax revenues grew 4.9 percent from 2013 to \$899.7 million. The federal government received \$413.6 million, the state government received \$374.7 million and local governments received \$111.3 million.

*This report was prepared by the Iowa Economic Development Authority, Tourism Office.*

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