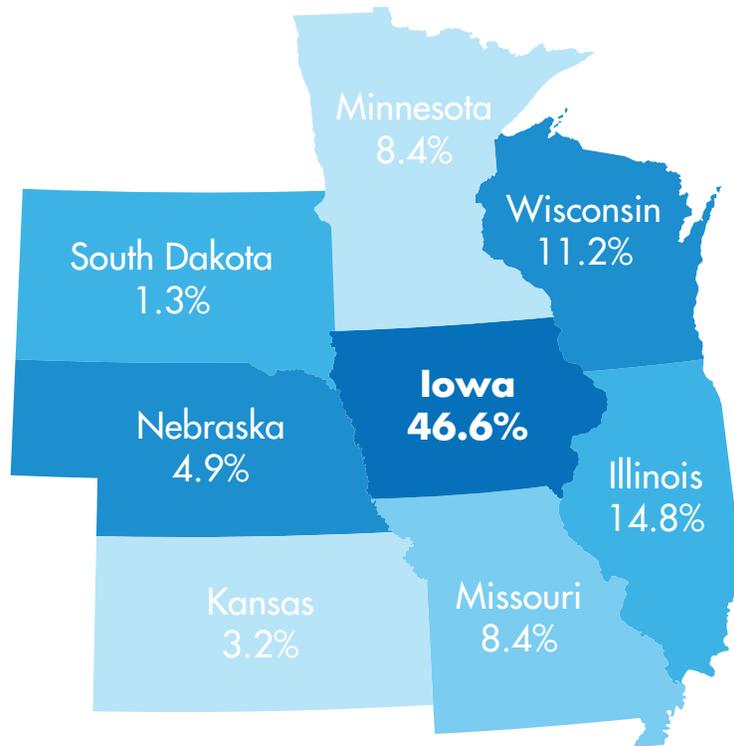


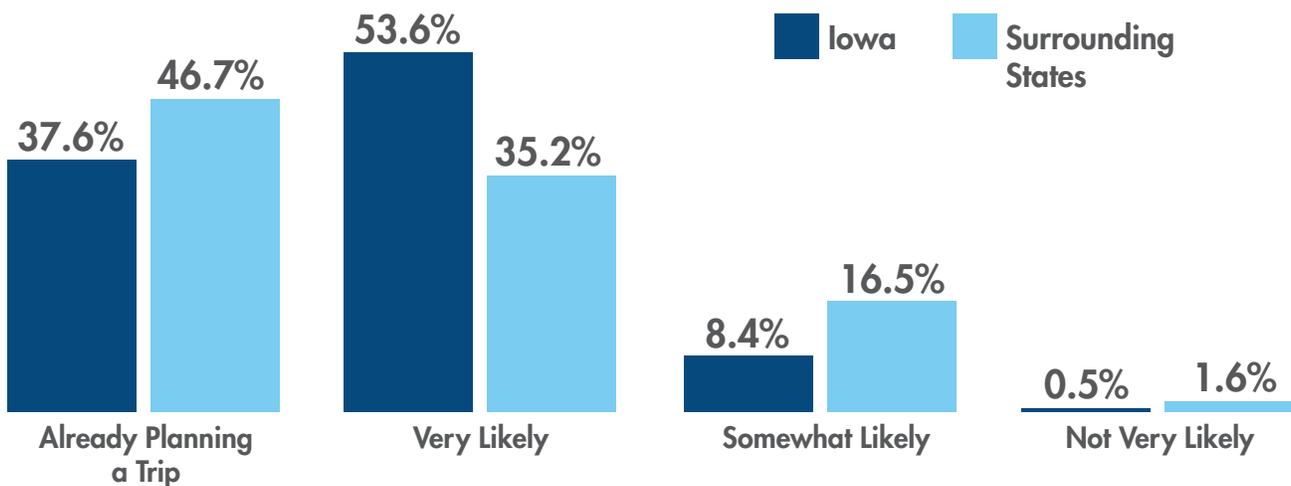
The Iowa Tourism Office's target markets are Iowa and the surrounding states of Illinois, Kansas, Minnesota, Nebraska, South Dakota and Wisconsin. These travelers ordered an Iowa Travel Guide in 2016 via [traveliowa.com](http://traveliowa.com).

## Travelers' Places of Residence

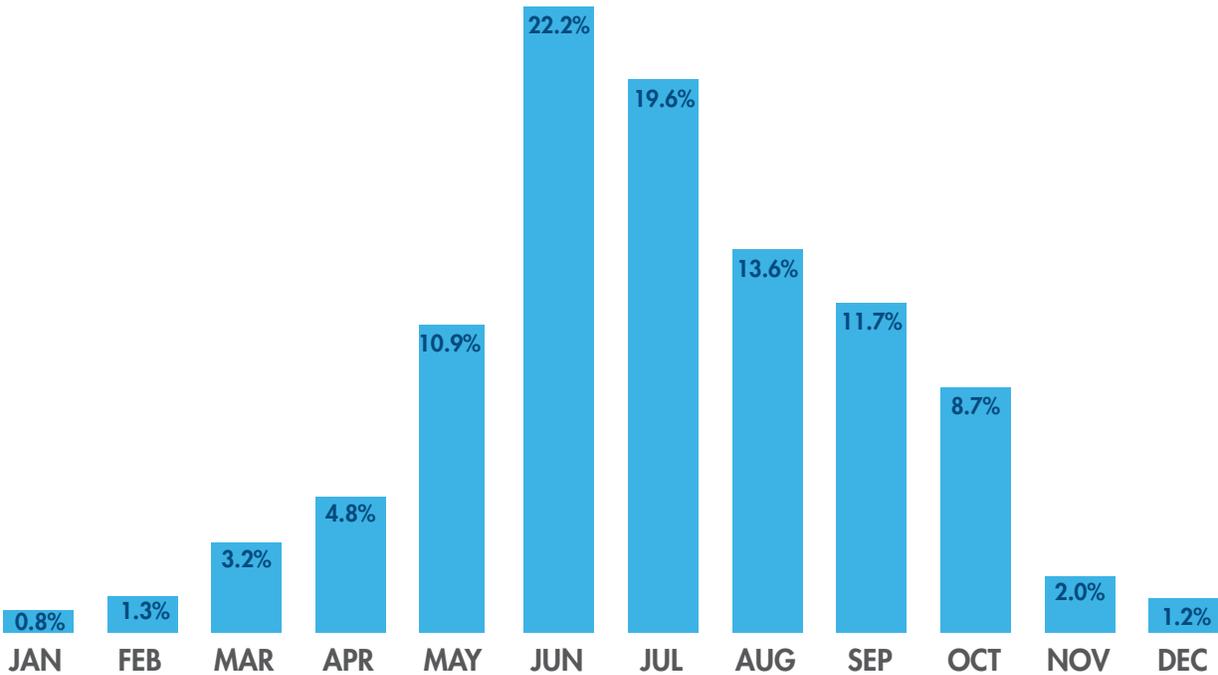


## Likelihood to Travel Iowa

At the time of ordering, 91.2 percent of Iowans and 81.9 percent of travelers from surrounding states say they are "Already Planning a Trip" or are "Very Likely" to take a trip to Iowa. Travelers from out of state are more likely to have already committed to a trip to Iowa when they order the guide.

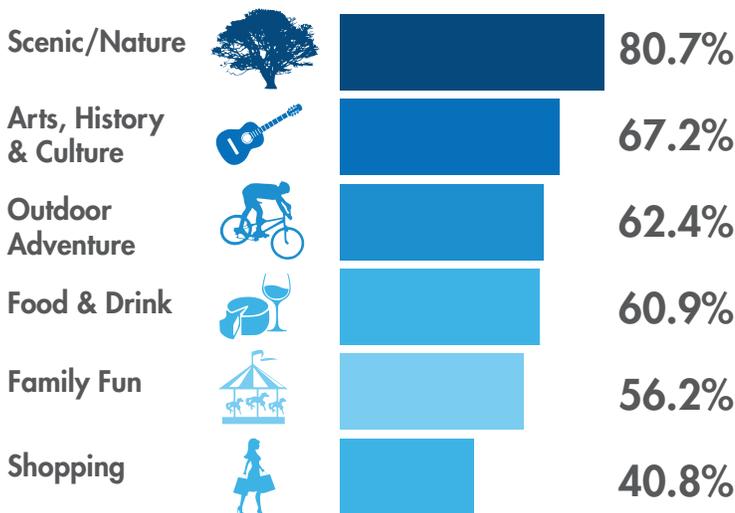


## Planned Trip Month



61 percent of the Iowa Travel Guides are ordered by the end of May.

## Traveler Interest Areas



## Methodology

The Iowa Tourism Office trip planning survey is optional for travelers who ordered an Iowa Travel Guide via [traveliowa.com](http://traveliowa.com). In 2016, 88.7 percent (17,103 people) of people who ordered a guide responded to the survey: 4,803 respondents were Iowans and 5,496 respondents were from the surrounding states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.