

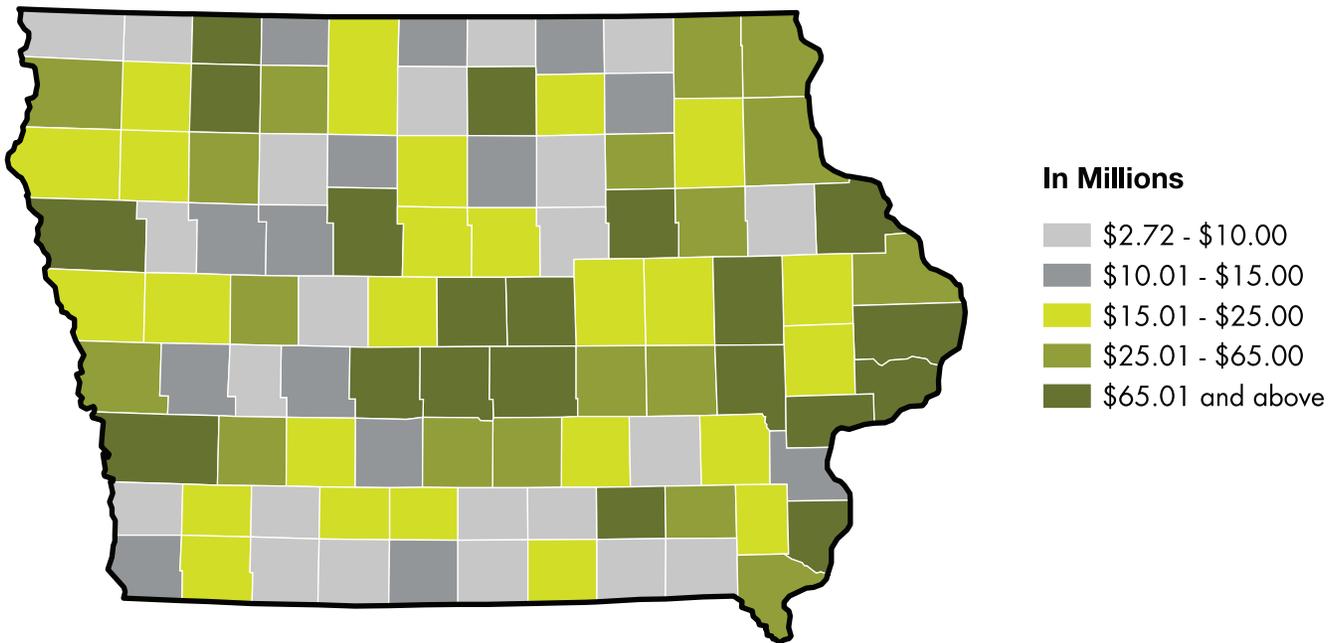
# 2013 ECONOMIC IMPACT

Assessment of Travel Impact on Iowa Counties

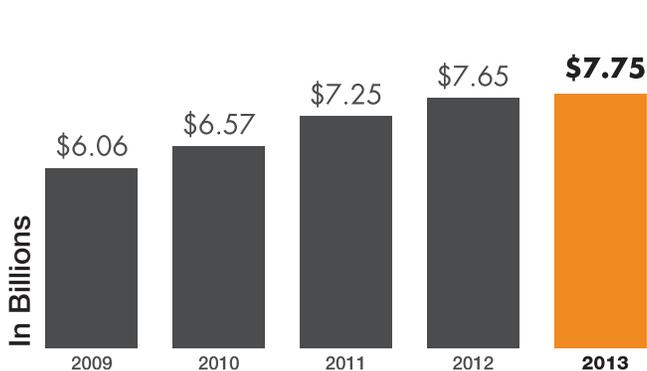


This summary presents the impact of U.S. residents (domestic) traveler spending in Iowa in 2013. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. Download the entire report, including information on each of Iowa's 99 counties, at [traveliowa.com](http://traveliowa.com).

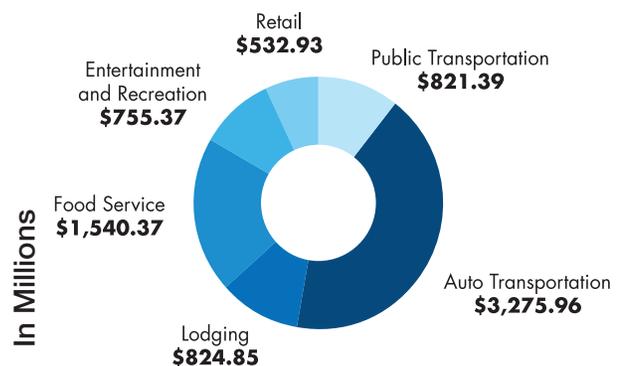
## tourism impacts all 99 Iowa counties



## travel-generated expenditures in Iowa

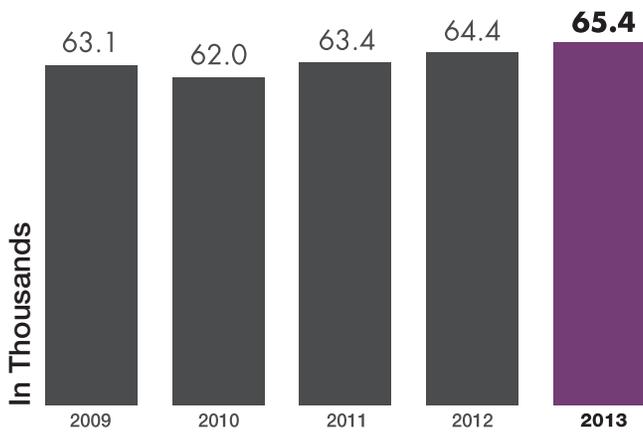


Domestic travelers spent a total of \$7.75 billion in Iowa during 2013, a 1.3 percent increase over 2012.



Several sectors increased significantly in 2013: public transportation (5.8%), lodging (5.6%), food service (3.3%) and retail trade (3.3%). Two sectors declined: auto transportation (-1.4%) and entertainment and recreation (-0.9%).

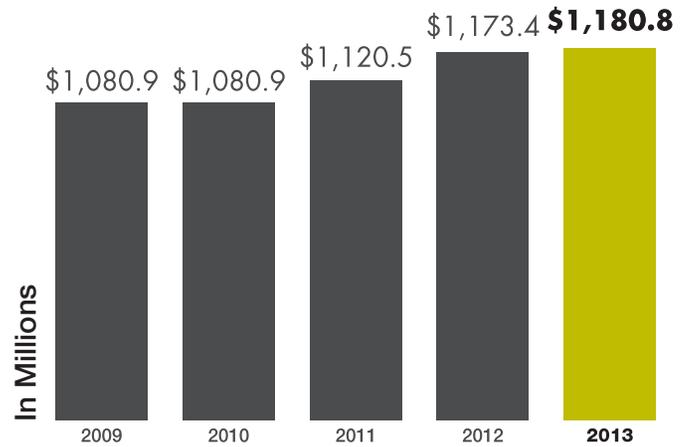
### travel-generated employment in Iowa



On average, every \$118,489 spent by domestic travelers in Iowa directly supported one job.

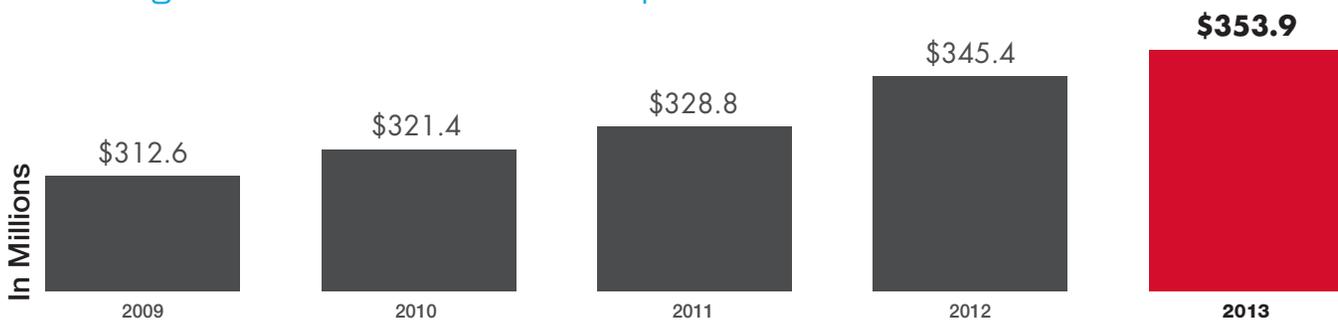
The 65,400 jobs supported by domestic travel in Iowa comprised 4.3 percent of the state's total non-agricultural employment during 2013. Tourism supported 24,800 jobs in the food sector and 12,400 jobs in the entertainment/recreation sector.

### travel-generated payroll in Iowa



Total payroll increased by 0.6 percent to \$1.18 million. On average, every dollar spent by domestic travelers produced 15.2 cents in payroll income for Iowa residents in 2013.

### travel-generated state tax receipts in Iowa



Total tax revenues generated grew 1.9 percent over 2012 to \$857.5 million. The federal government received \$395.8 million, the state government \$353.9 million and local governments \$107.8 million.

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

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