

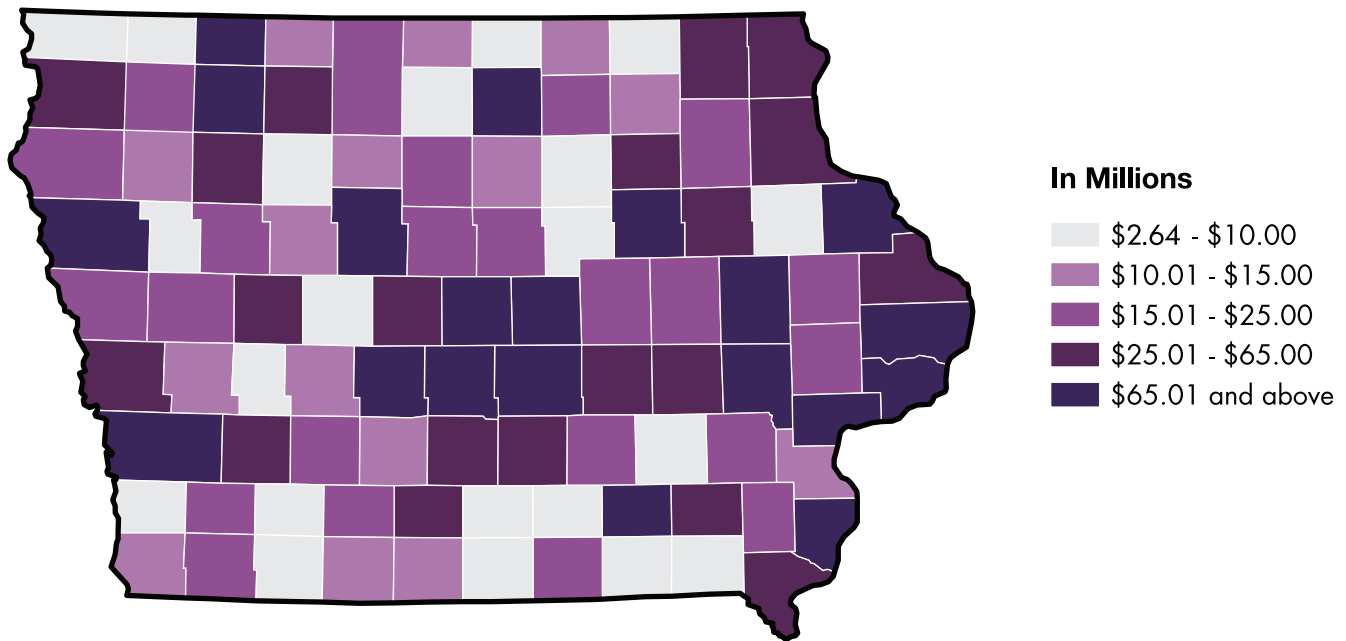
# 2015 ECONOMIC IMPACT

Assessment of Travel Impact on Iowa Counties

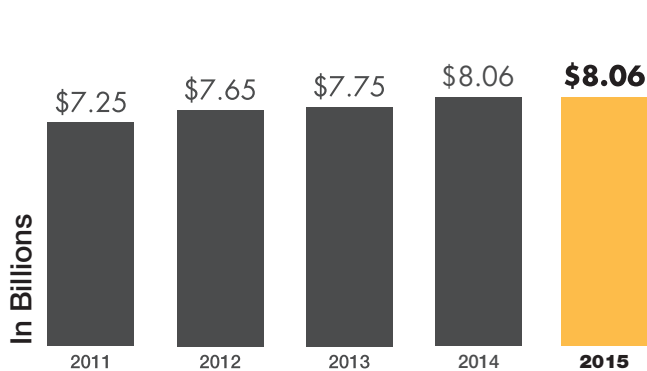


This summary presents the impact of U.S. residents' (domestic) traveler spending in Iowa in 2015. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. Download the entire report, including information on each of Iowa's 99 counties, at [traveliowa.com](http://traveliowa.com).

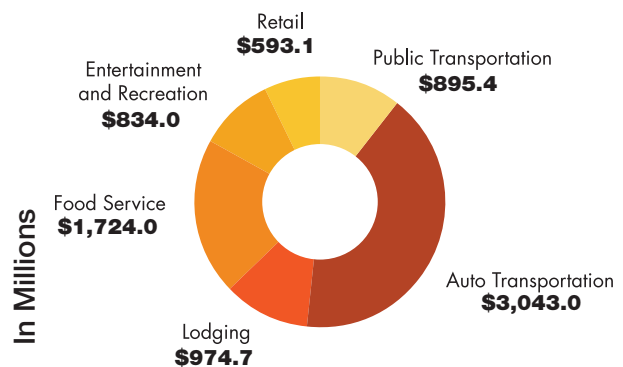
## tourism benefits all 99 Iowa counties



## travel-generated expenditures

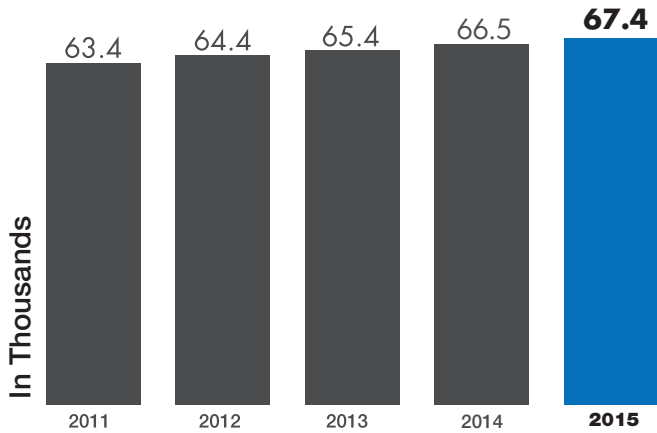


Domestic travelers spent a total of \$8.06 billion in Iowa during 2015, a 0.1% increase from 2014.



Five sectors increased significantly in 2015: public transportation (3.5%), lodging (8.0%), food service (6.0%), retail trade (5.7%), and entertainment and recreation (5.7%). Due mainly to lower gas prices, auto transportation declined by -8.2%.

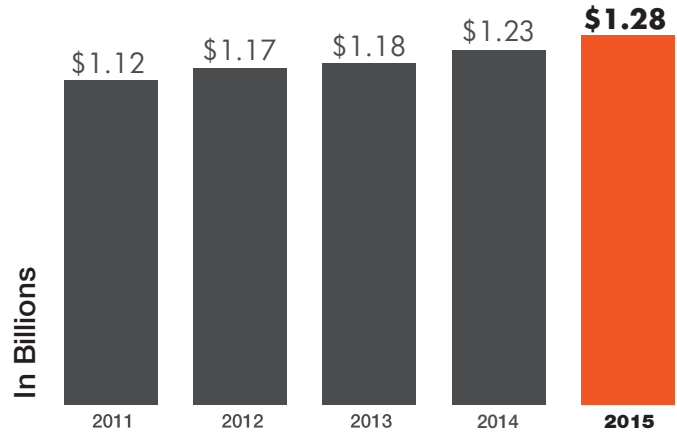
### travel-generated employment



On average, every \$119,626 domestic travelers spent in Iowa directly supported one job.

Tourism supported jobs in several sectors: food service (25,800), entertainment and recreation (12,500), lodging (12,100), auto transportation (7,600), public transportation (5,100), general retail trade (3,500) and travel planning (800) for a total of 67,400 tourism-related jobs in Iowa, an increase of 1.4%. Tourism comprised 4.3% of total state non-farm employment in 2015.

### travel-generated payroll



Total payroll increased by 4.0% to \$1.28 billion. On average, every dollar spent by domestic travelers produced 15.8 cents in payroll income for Iowa residents.

### travel-generated state tax receipts



Total tax revenue generated by domestic travel increased 14.1%, largely because of state motor fuel tax rate increases and higher gasoline consumption. The gasoline tax rate increased to \$0.31 per gallon in March 2015 and adjusted to \$0.308 per gallon in July 2015 from \$0.21 per gallon previously. State tax receipts increased by 24.6%.

*This report was prepared for the Iowa Economic Development Authority, Tourism Office by the U.S. Travel Association.*

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