



REASON FOR TRAVELING IOWA



LEISURE



AVERAGE AGE
 OF FAMILY TRIP PLANNER **FORTY-THREE**

75%
 OF THE FAMILY TRIP PLANNERS
 WERE WOMEN

WHERE FAMILY TRAVELERS ARE STAYING



TOP TEN ACTIVITIES FOR FAMILY TRAVELERS



The Iowa Tourism Pre-Trip Survey was administered when a traveliowa.com user ordered an Iowa Travel Guide during the spring marketing campaign, April 15 - June 30, 2013. The campaign targeted 'Social Moms 25-54' in Iowa, Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin. 3,704 web users ordered the Iowa Travel Guides of these 2,369 (64%) took the survey.



REASON FOR TRAVELING IOWA



LEISURE



AVERAGE AGE OF ADULT TRIP PLANNER **FIFTY-SIX**

60%
OF THE ADULT TRIP PLANNERS
WERE WOMEN

WHERE ADULT TRAVELERS ARE STAYING



TOP TEN ACTIVITIES FOR ADULT TRAVELERS



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