

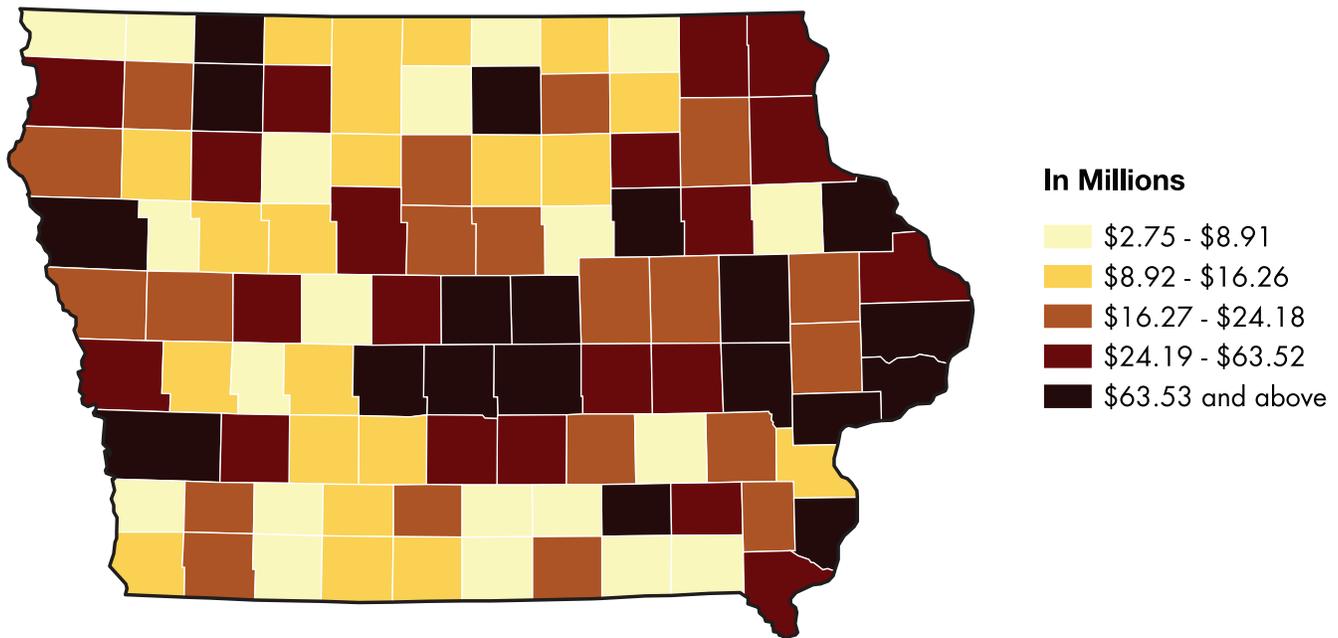
2012 ECONOMIC IMPACT

Assessment of Travel on Iowa Counties

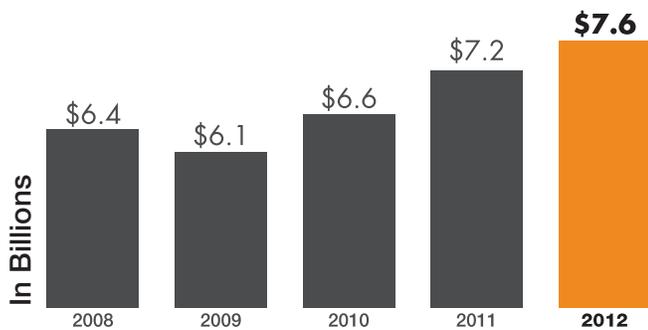


This summary presents the impact of U.S. residents (domestic) traveler spending in Iowa in 2012. This report was generated by the U.S. Travel Association's Travel Economic Impact Model (TEIM), unless otherwise noted. Download the entire report, including information on each of Iowa's 99 counties, at traveliowa.com/travelindustryresearch.aspx.

tourism impacts all 99 Iowa counties

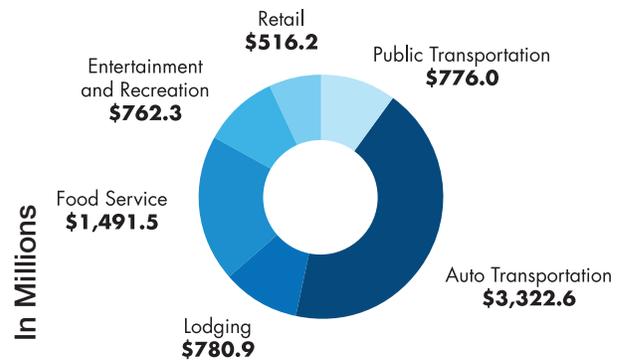


travel generated expenditures in Iowa



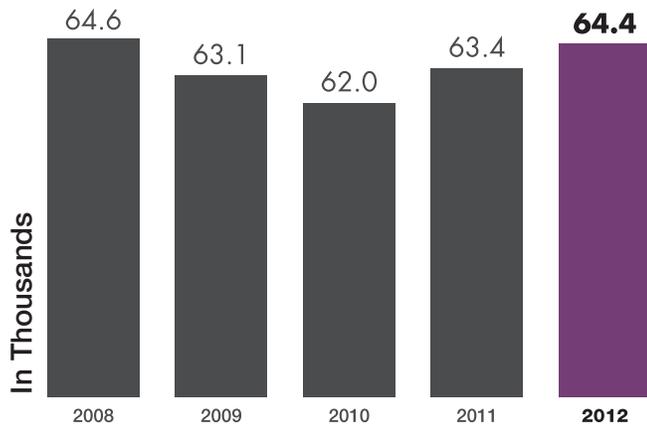
Domestic travelers spent a total of \$7.6 billion in Iowa during 2012, a 5.6% increase from 2011. Iowa outpaced the nation's domestic travel expenditures, which increased by 4.4%.

breakdown of travel-generated expenditures



All sectors increased significantly in 2012: public transportation (7.0%), auto transportation (5.6%), lodging (7.5%), food service (5.2%), entertainment & recreation (3.3%) and retail (4.7%).

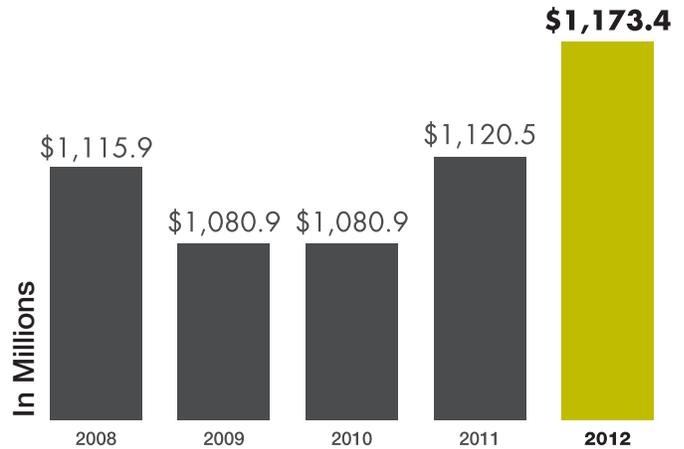
travel generated employment in Iowa



On average, every \$118,724 spent by domestic travelers in Iowa directly supported one job.

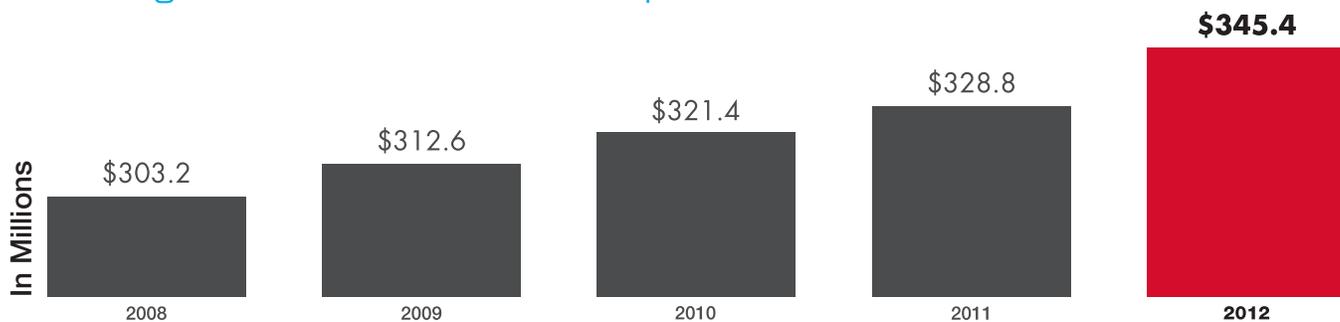
The 64,400 jobs supported by domestic travel in Iowa comprised 4.3% of the state's total non-agricultural employment during 2012. Tourism supported 24,300 jobs in the food sector and 12,600 jobs in the entertainment/recreation sector.

travel generated payroll in Iowa



Total payroll increased by 4.7% to \$1.17 million. On average, every dollar spent by domestic travelers produced 15.3 cents in payroll income for Iowa residents in 2012.

travel generated state tax receipts in Iowa



Total tax revenues generated grew 4.8% from 2011 to \$841.3 million. The federal government received \$390.6 million, the state government \$345.4 million and local governments received \$105.3 million.

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

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