

The majority of potential travelers requesting an Iowa Travel Guide at traveliowa.com opted to complete a survey about their travel plans.

Who is Interested in Coming to Iowa?

Adults

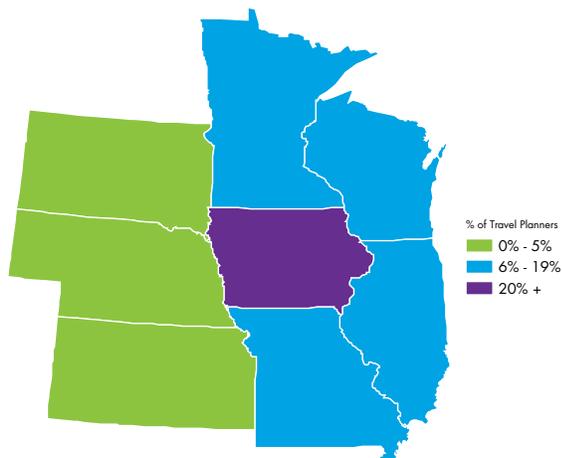
- 65% of the travel planners are adults traveling with other adults.
- The average travel party was 2.4 people.
- 58% of the travelers were women and 42% were men.
- Average age of the travel planner was 56.

Families with Children

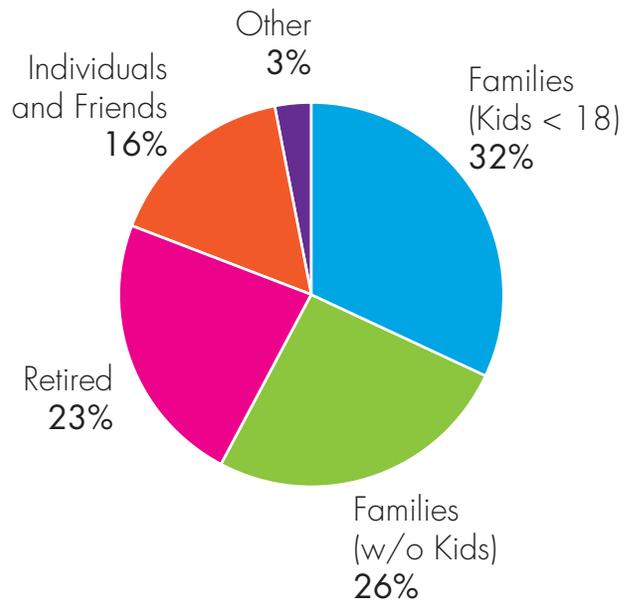
- 32% of the travel planners were families with children under the age of 18.
- Average party size was 4.2 people.
- 76% of the travel planners were women and 24% were men.
- Average age of the travel planner was 41.

State of Residence

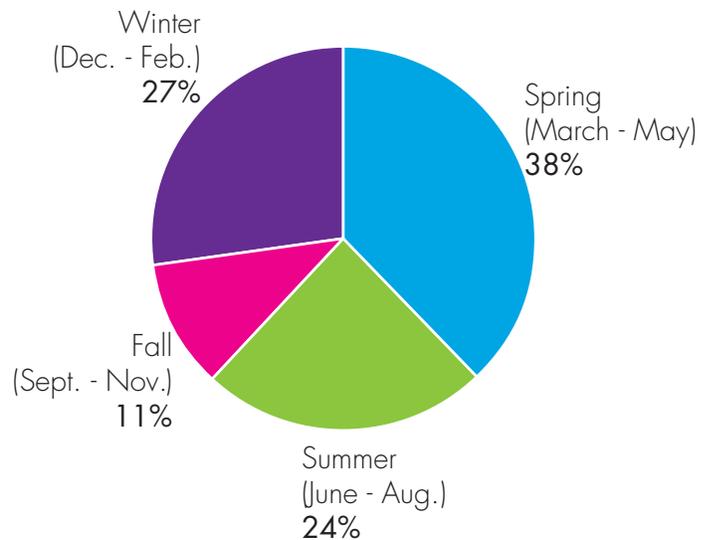
Iowans account for 21% of the people planning a trip to Iowa. Travel planners from our border states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin were 35% of the planners. Travelers from other states were 44% of the planners.



Travel Planners



When Are They Planning Their Trips?



How Are They Finding traveliowa.com?

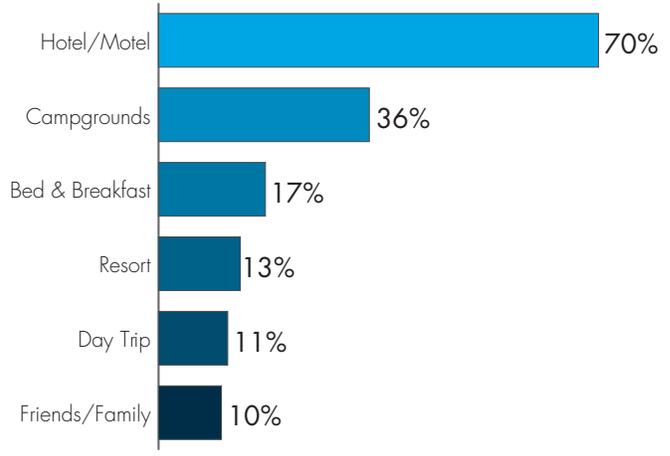


Reason For Traveling

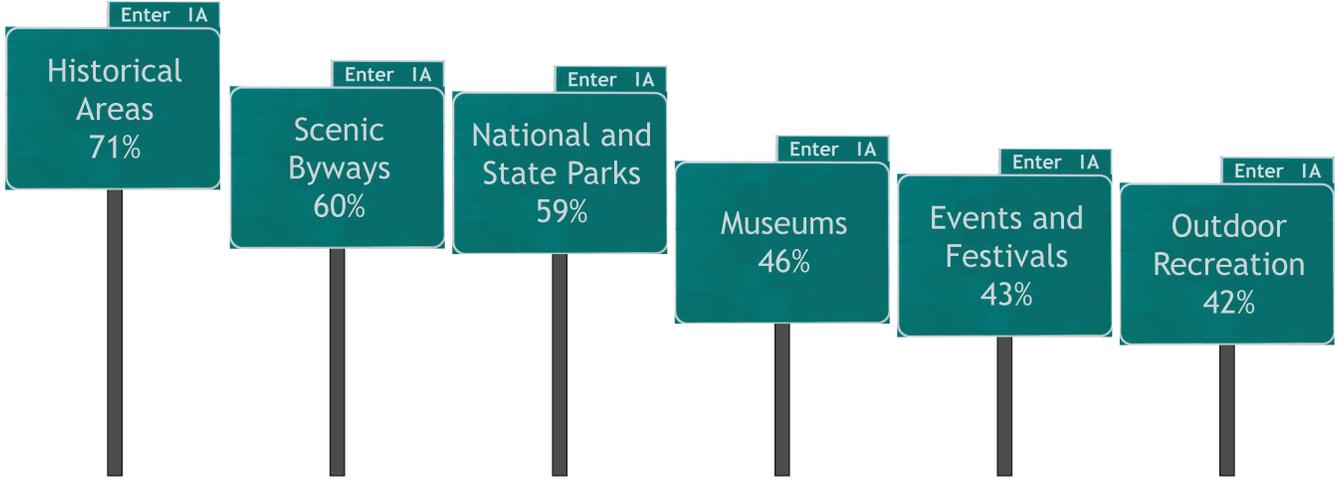


80% of the planners are seeking information for their vacation or weekend getaway.

Where Are They Planning to Stay?



The Top Interest Areas They Want to Visit



Other interest areas are as follows:

Shopping	29%	Casino Gaming	16%
Wineries	27%	Spectator Sports	8%
Visit Family/Friends	17%	Participatory Sports	4%
Water & Amusement Parks*	17%		

Multiple answers were accepted. * introduced response on 3/1/2011

The Pre-trip Survey 2011 consists of 10,701 completed surveys from 18,561 potential travelers that ordered the Iowa Travel Guide via traveliowa.com, a 58% response rate. This report was prepared by the Iowa Economic Development Authority, Tourism Office and can be obtained at traveliowa.com.

For more information, please contact: LuAnn Reinders | luann.reinders@iowa.gov | 515.725.3088