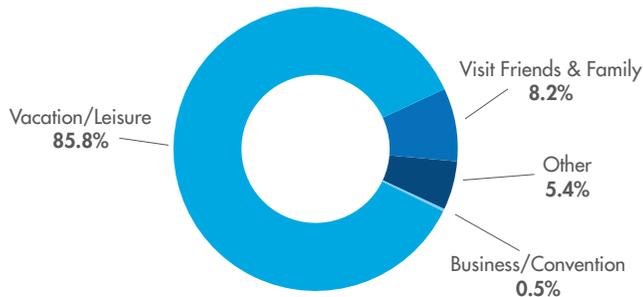
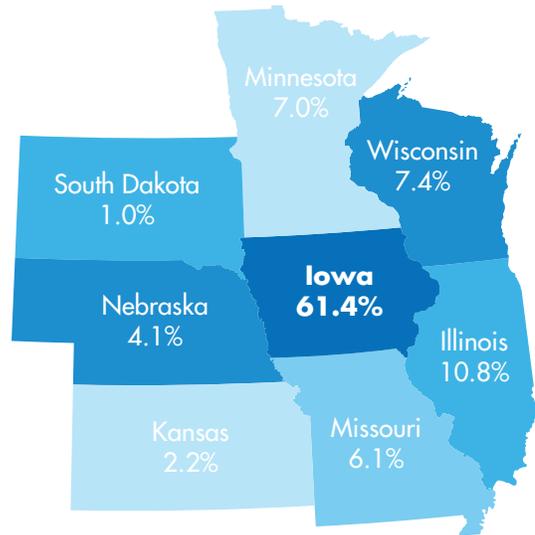


Trip Purpose



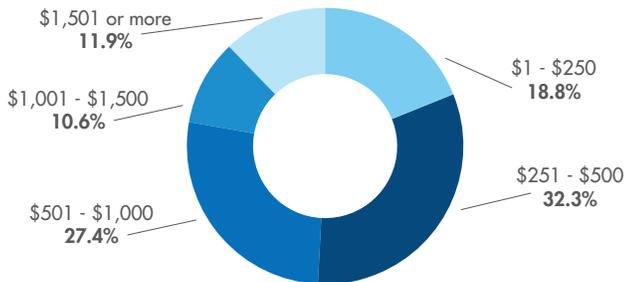
More than 85 percent are traveling Iowa for vacation and leisure. Those visiting friends and family constitute just over 8 percent.

Travelers' Places of Residence In Target Market



The Iowa Tourism Office's target markets are Iowa and the surrounding states of Illinois, Kansas, Minnesota, Nebraska, South Dakota and Wisconsin. These travelers ordered an Iowa Travel Guide in 2018 via traveliowa.com.

Trip Budget



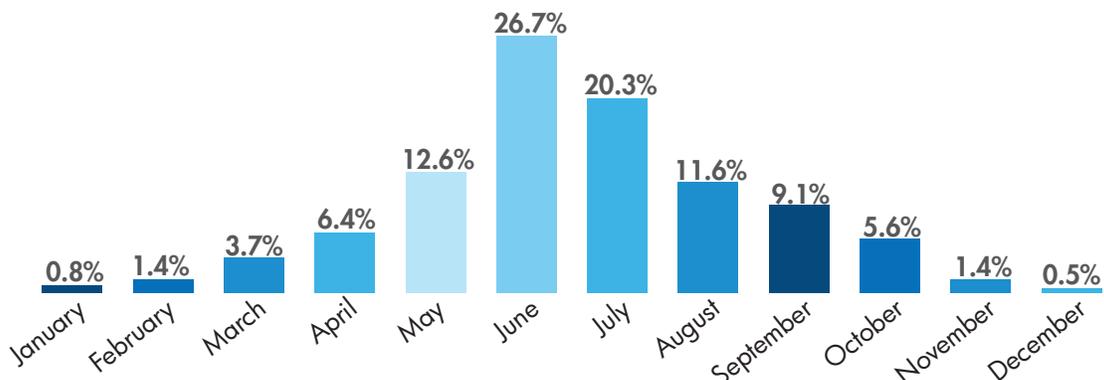
Most travelers, 66 percent, plan on spending between \$251 - \$1,000 on each trip.

Average Travel Party Size



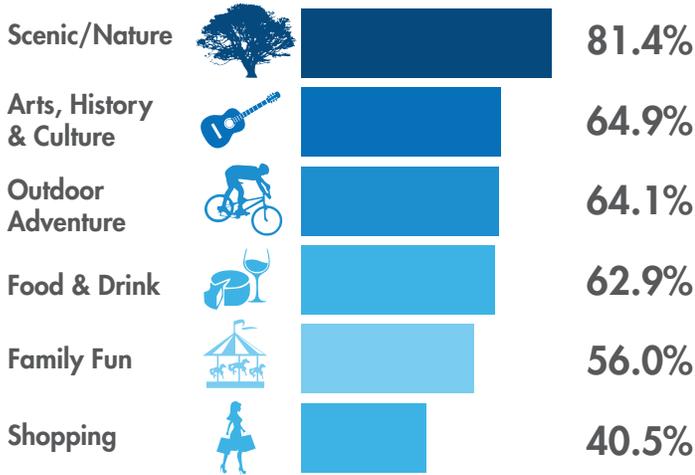
Month of Intended Travel

Over 71 percent plan to travel during May, June, July and August. Notably, nearly 15% plan to travel September and October.

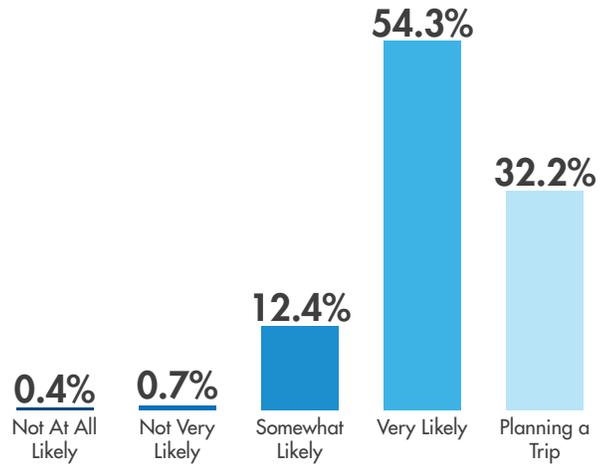


Traveler Interest Areas

Multiple Answers Accepted

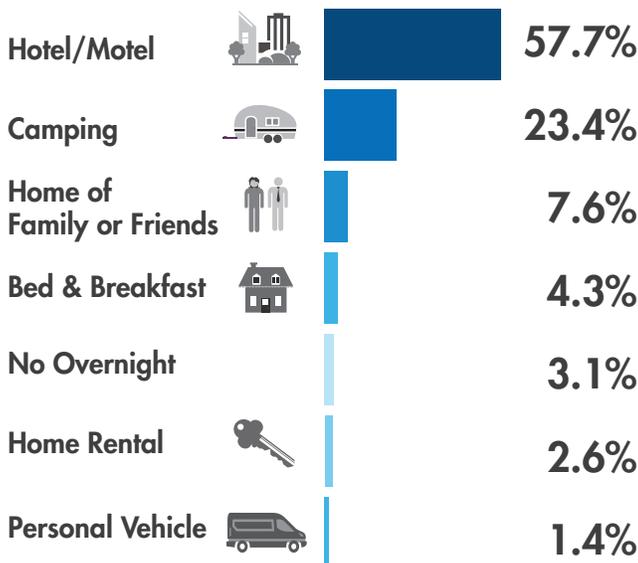


Likelihood to Travel to Iowa



Nearly 67 percent of the travelers are still deciding about traveling to Iowa, providing an opportunity to inspire and influence their travel plans.

Lodging



73.3 percent report an Household income between \$20,000 - \$100,000



63.4 percent of those order an Iowa Travel Guide are 55 or older.

Methodology

When ordering the 2018 Iowa Travel Guide via traveliowa.com, travelers were asked to participate in a survey to determine their travel planning characteristics. This group ordered an Iowa Travel Guide via traveliowa.com ordering page. Over 13,000 travelers participated in the survey.

Sources: Iowa Economic Development Authority/Tourism Office, U.S. Census 2018 Estimates, and 2018 Google Analytics for traveliowa.com.