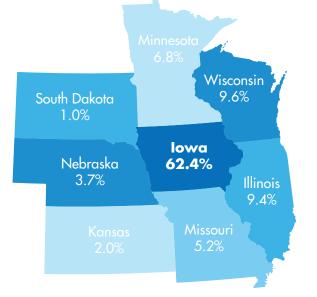
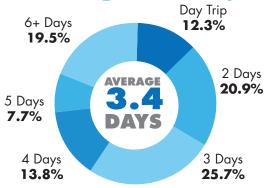
2018

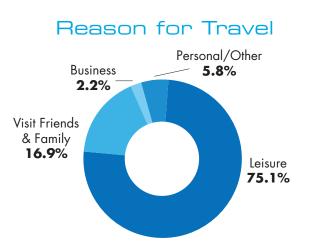
MARKETING FOLLOW-UP SURVEY TARGET MARKET | TRAVEL GUIDE ORDERS & EMAIL DATABASE

Traveler Places of Residence



Length of Stay



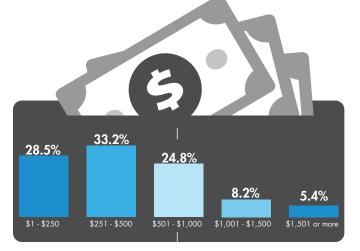


Interest Areas				
Food & Drink			76.7 %	
Scenic / Nature	* <u>* * *</u>		60.8%	
Shopping			48.4%	
Family Fun			45.7%	
Arts			44.4%	
Outdoor/ Adventure			37.2%	
Festivals & Events			28.4%	

Lodging Type

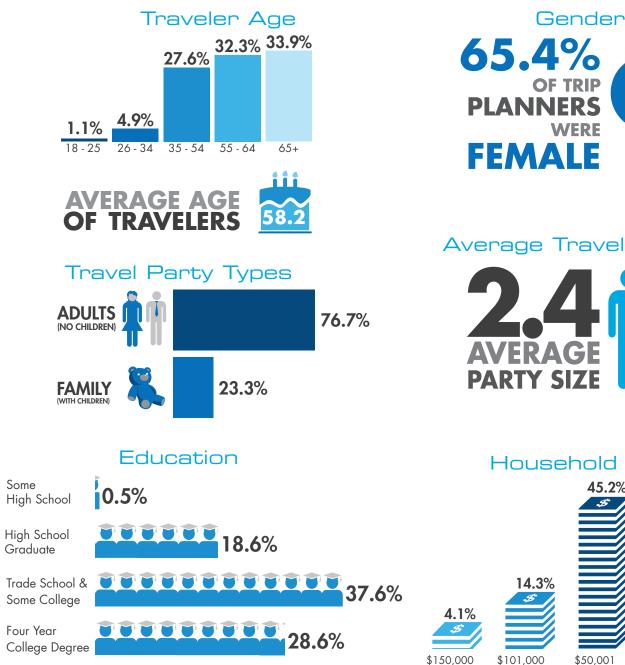
Hotel/Motel		49.2%
Camping		17.2%
Family or Friends	n i	13.3%
No Overnight		9.4%
Resorts/Cabins	₽	5.8 %
Bed & Breakfast		2.9 %
Vacation Rentals	R	1 .9 %
Parking Lot		0.3%

Spending Per Trip



IOWA ECONOMIC DEVELOPMENT AUTHORITY 200 East Grand Avenue Des Moines, Iowa 50309 USA

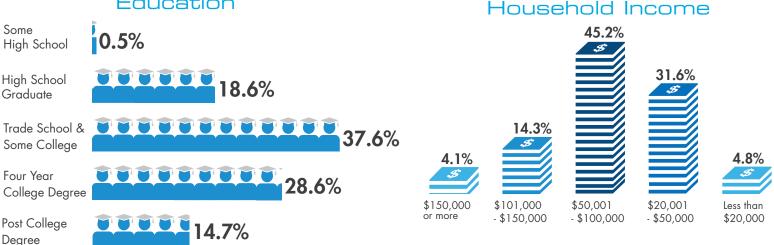
1.800.345.4692



65.4% **OF TRIP** PLANNERS FEMAL F

Average Travel Party Size





Methodology

During October and November 2018, the Iowa Tourism Office e-mailed surveys to potential travelers who provided e-mail addresses via Iowa Travel Guide orders, social media, special promotions, subscriptions, etc. The travelers from the target market completed 1,022 surveys.

The Iowa Tourism Office's target market is defined as Iowa and the surrounding states of Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin.

