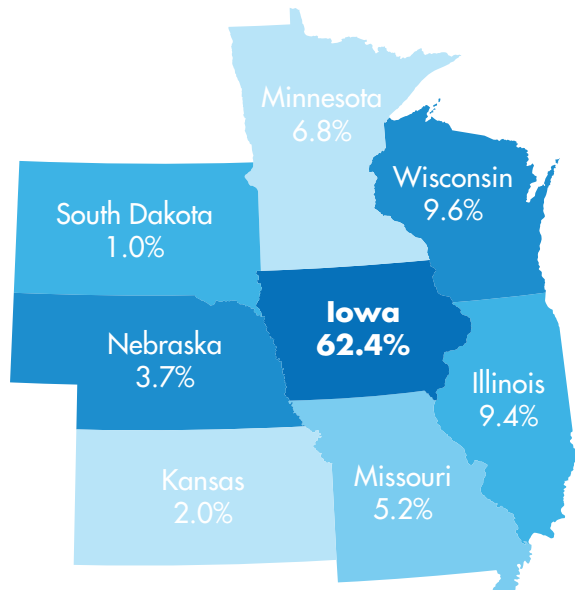
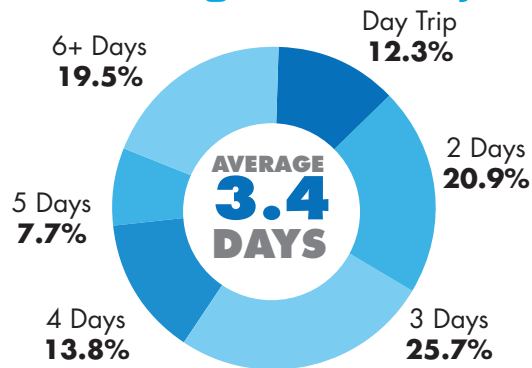


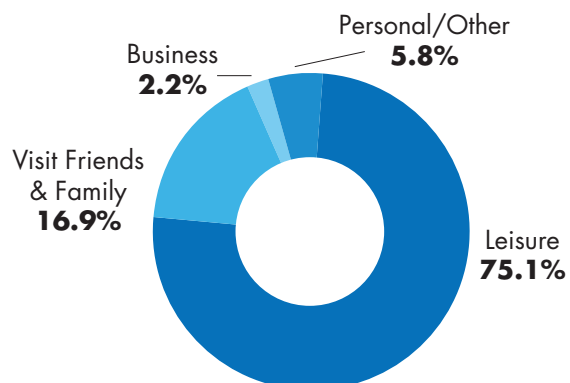
## Traveler Places of Residence



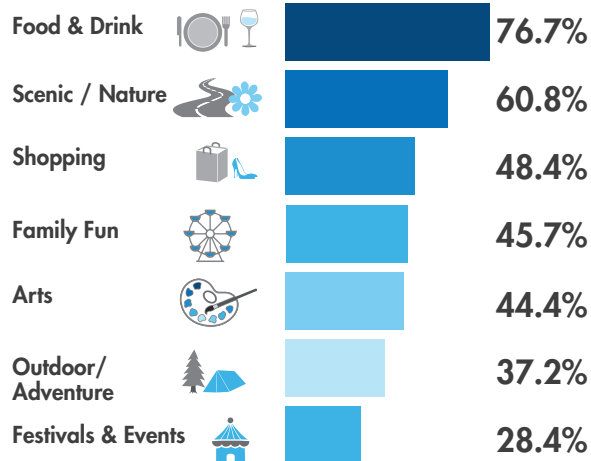
## Length of Stay



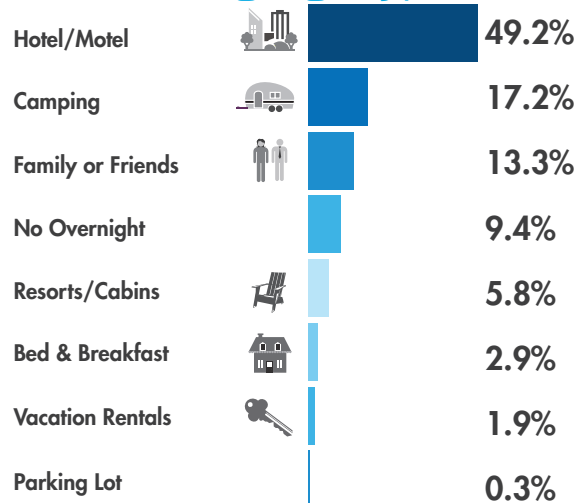
## Reason for Travel



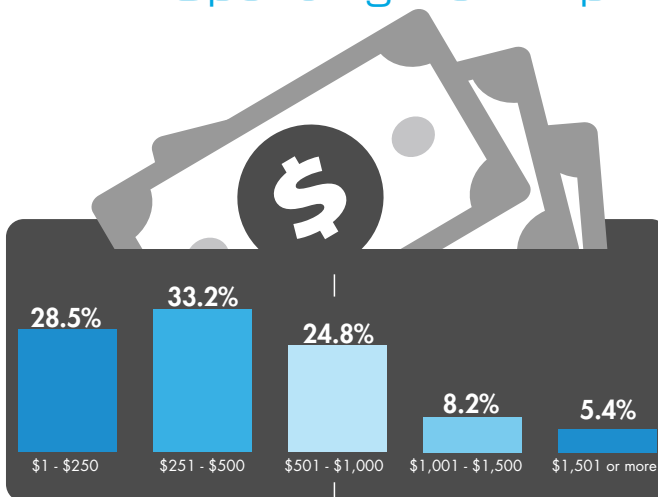
## Interest Areas



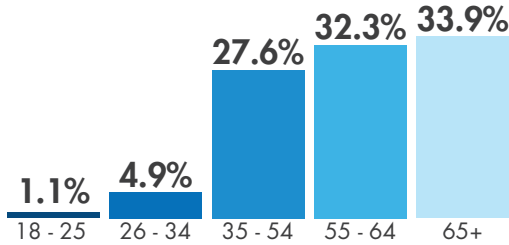
## Lodging Type



## Spending Per Trip



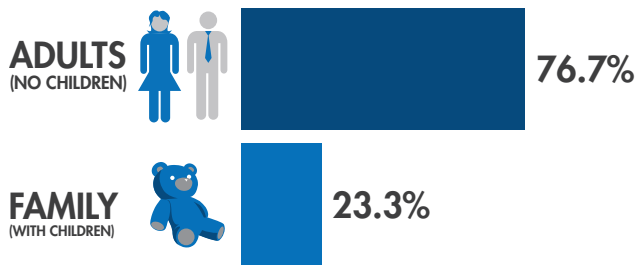
### Traveler Age



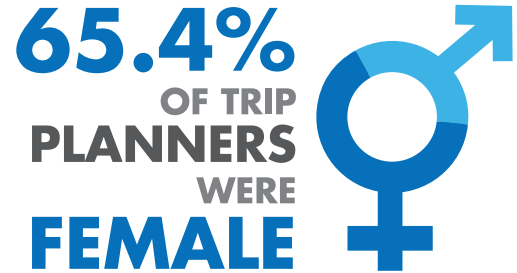
### AVERAGE AGE OF TRAVELERS



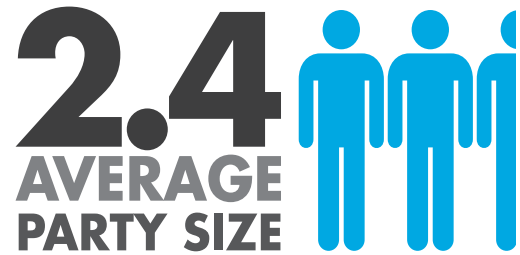
### Travel Party Types



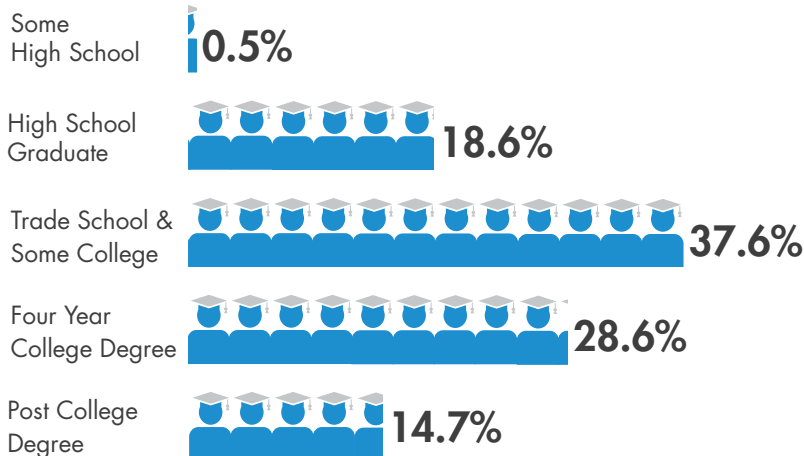
### Gender



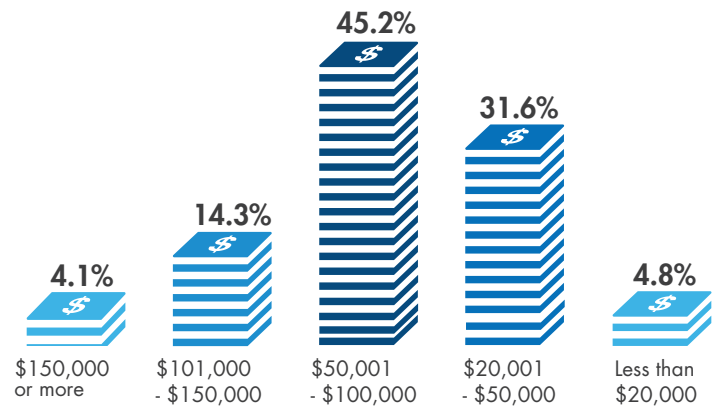
### Average Travel Party Size



### Education



### Household Income



### 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.