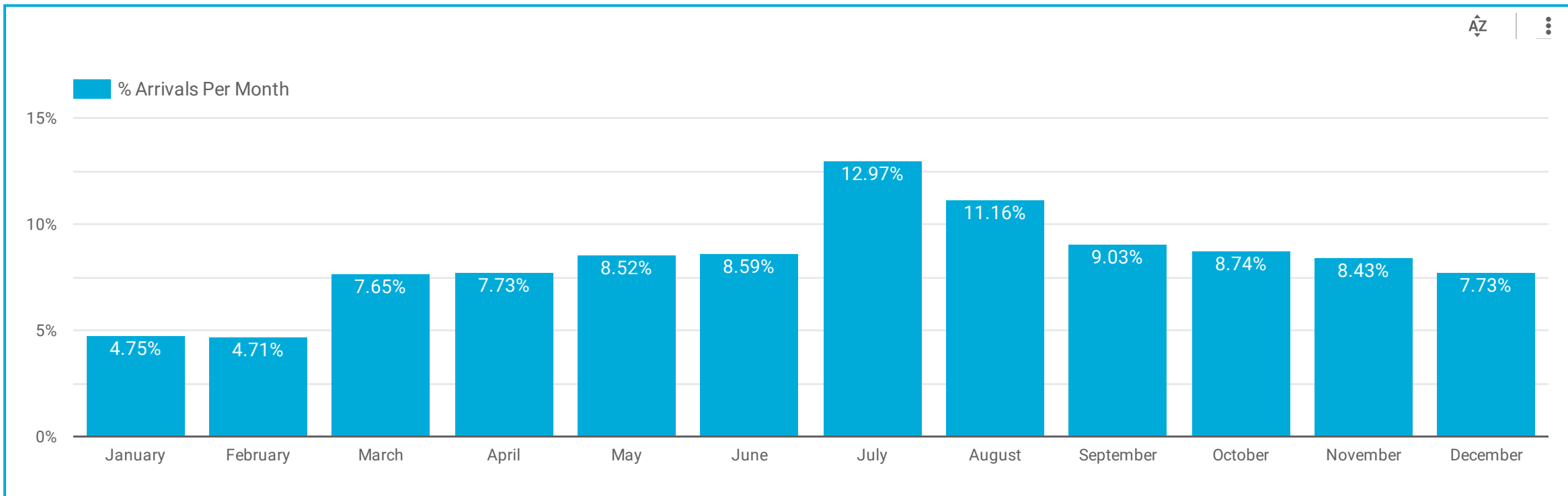
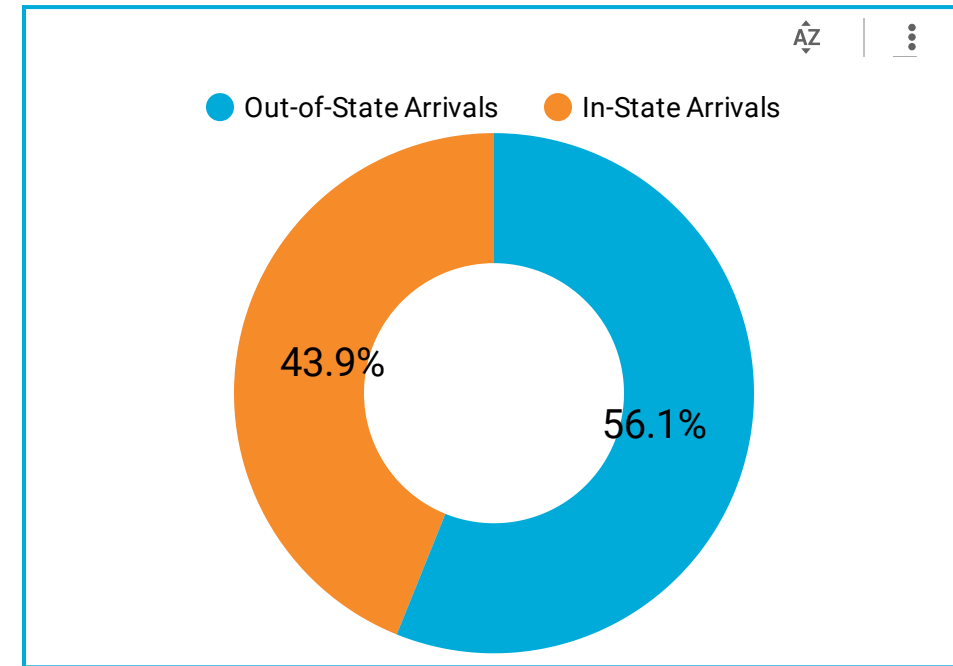


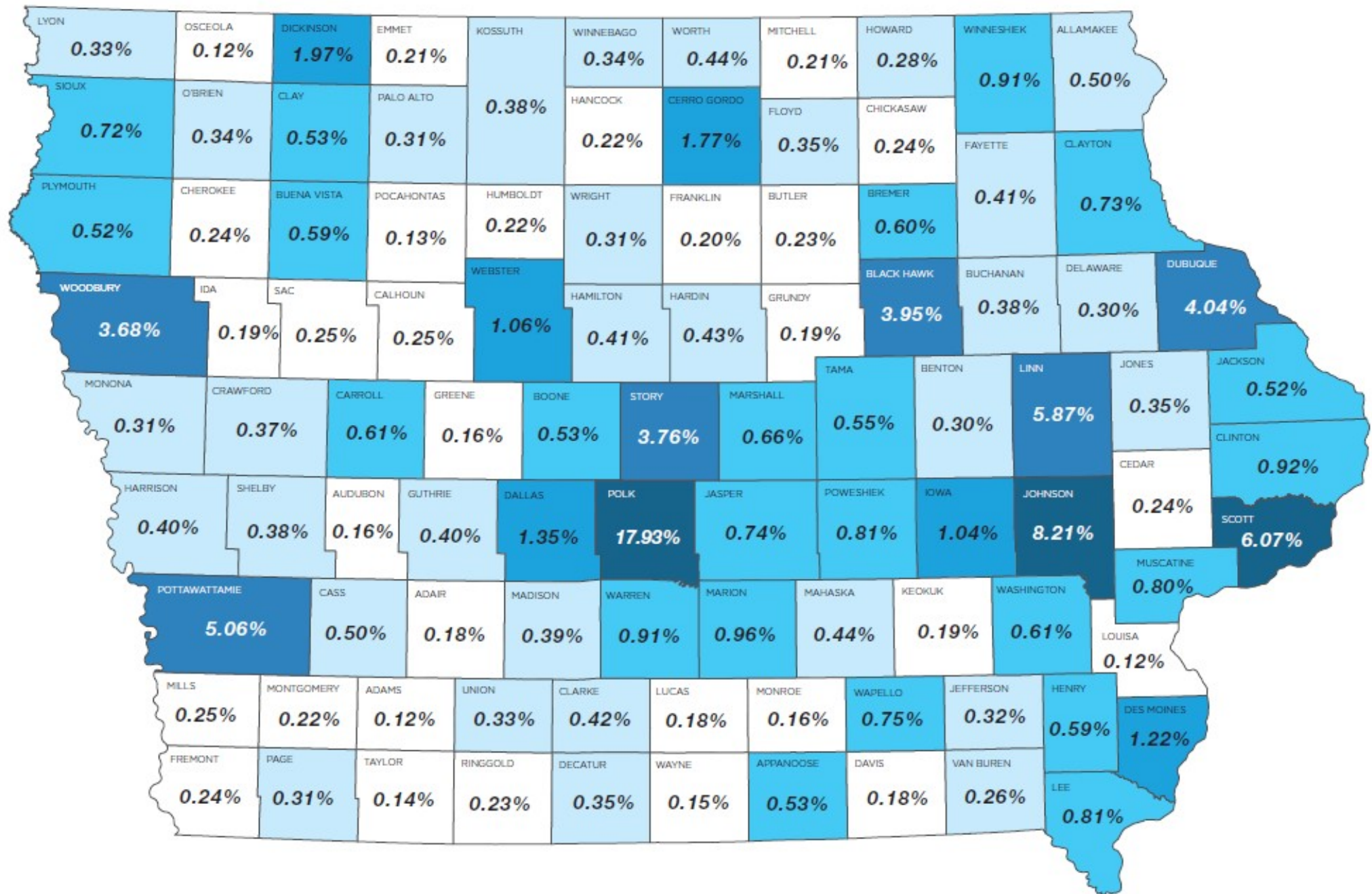
Updated February 2021

Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

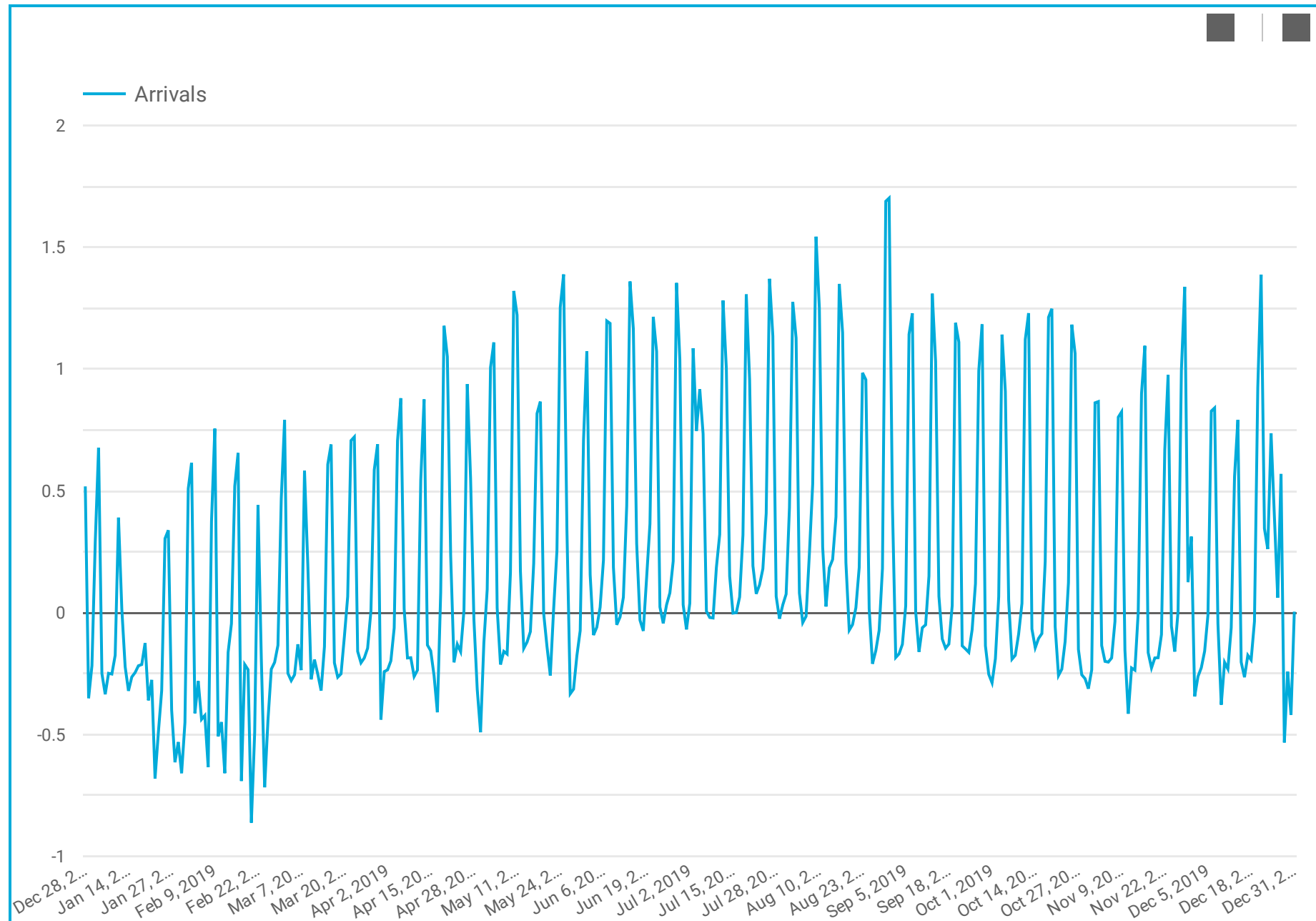


2019 Share of Traveler, By County

U.S. Balanced Panel



2019 Iowa's Daily Arrivals

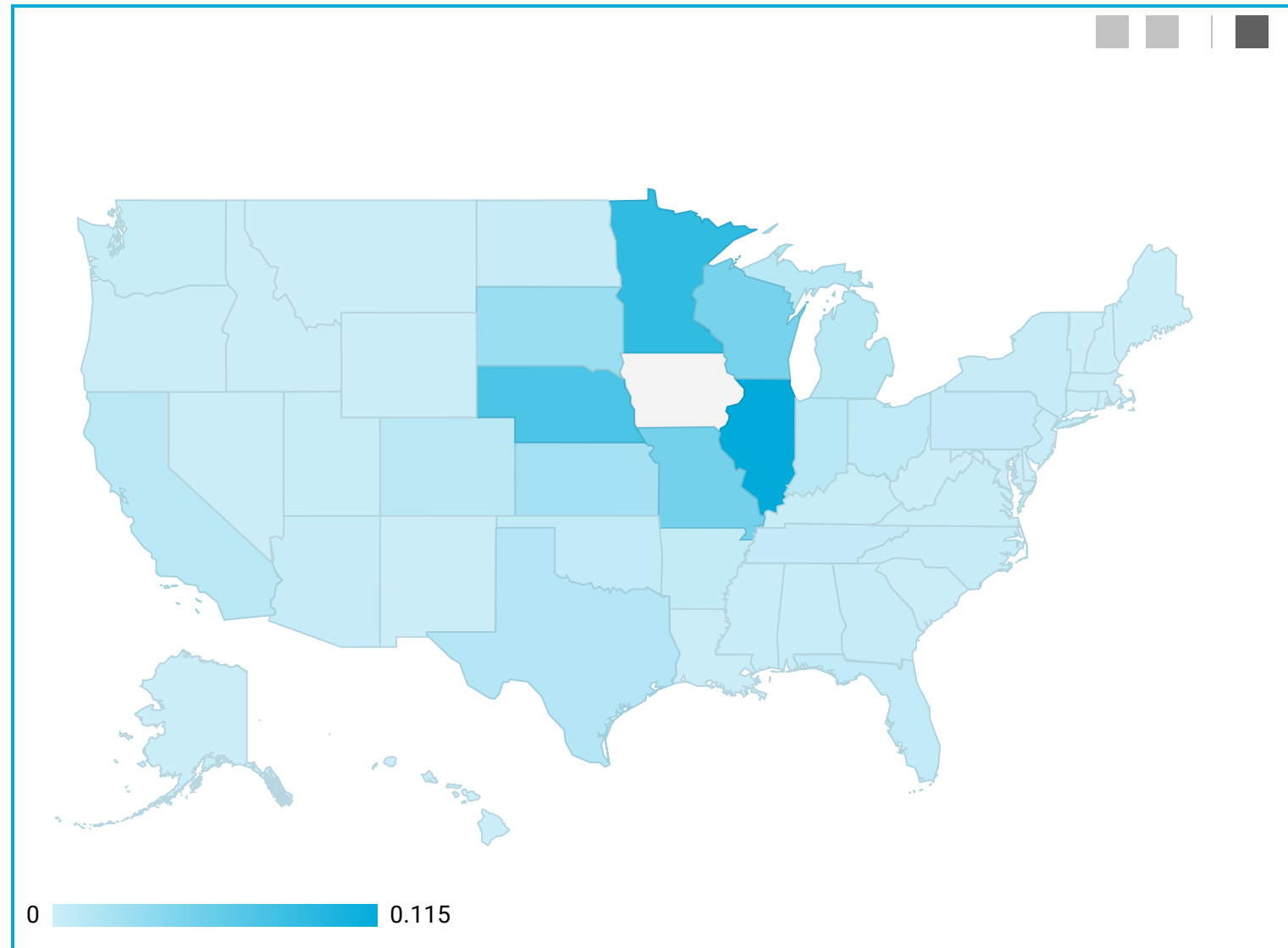


Daily drive market analysis of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours on their journey. The Daily Travel Index is the relative daily volume of travelers compared to the average number of daily travelers Feb 01, 2020 to Feb 28, 2020. The Daily Volume is a projection of trips taken by a weighted panelist cohort. Last Updated: January 31st, 2021

2019 Iowa Arrivals By State, U.S. Balanced Panel



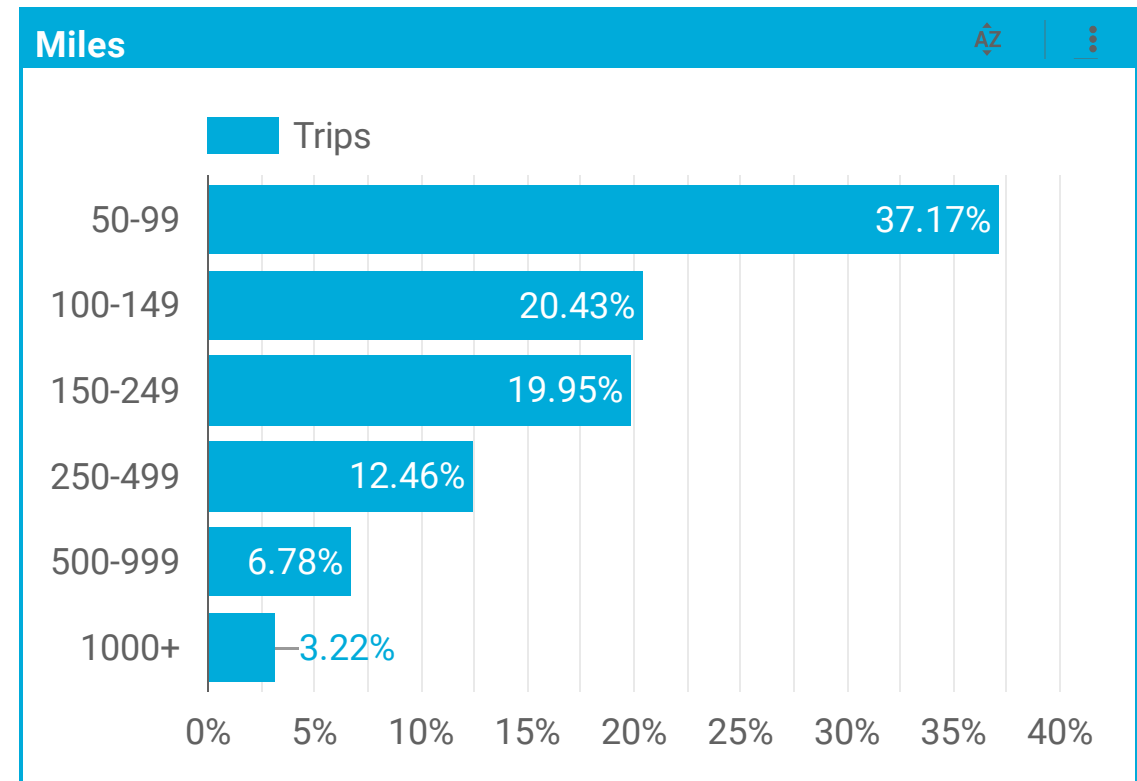
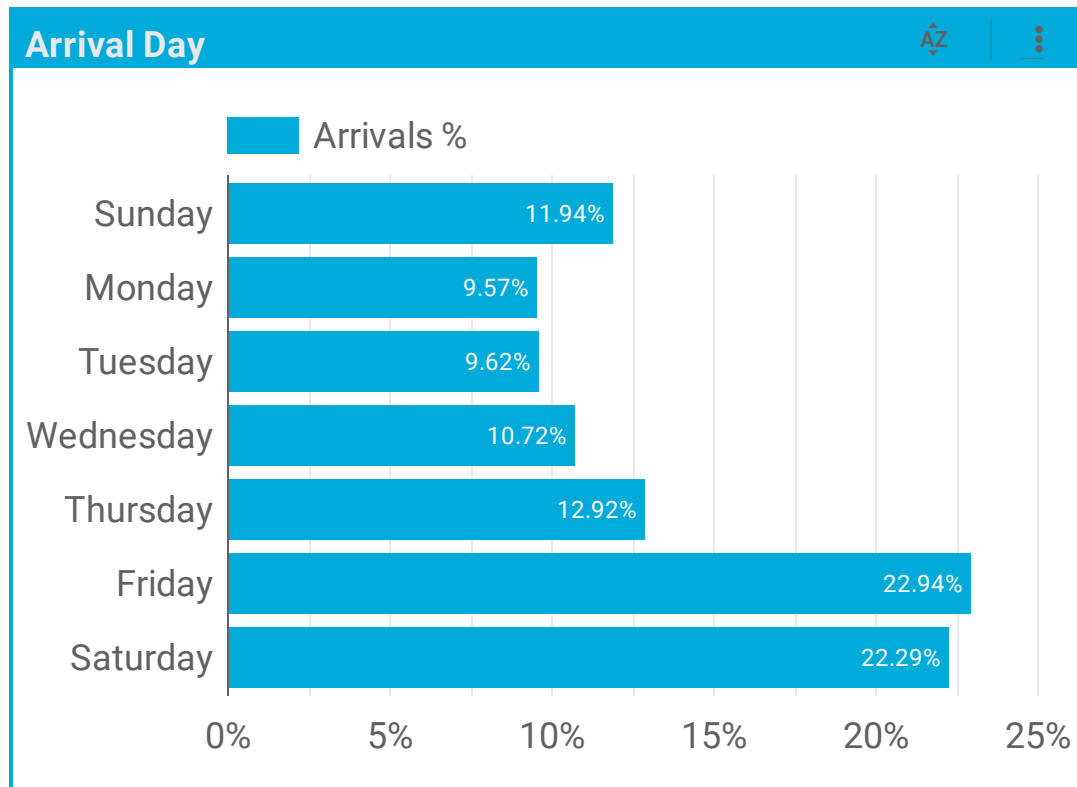
Rank	State	Market Share
1	Iowa	43.93%
2	Illinois	11.52%
3	Minnesota	8.81%
4	Nebraska	7.23%
5	Missouri	5.05%
6	Wisconsin	4.83%
7	South Dakota	2.84%
8	Kansas	2.21%
9	Texas	1.35%
10	Indiana	1.16%
11	Michigan	1.08%
12	Colorado	1.04%
13	California	1.01%
14	Ohio	0.75%
15	Oklahoma	0.54%
16	Florida	0.50%
17	Pennsylvania	0.47%
18	Tennessee	0.45%
19	Arkansas	0.44%
20	New York	0.42%
21	Georgia	0.41%
22	North Carolina	0.37%
23	Arizona	0.35%
24	North Dakota	0.32%
25	Washington	0.27%



Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

2019 Iowa Arrivals By Arrivals & Days

U.S. Balanced Panel

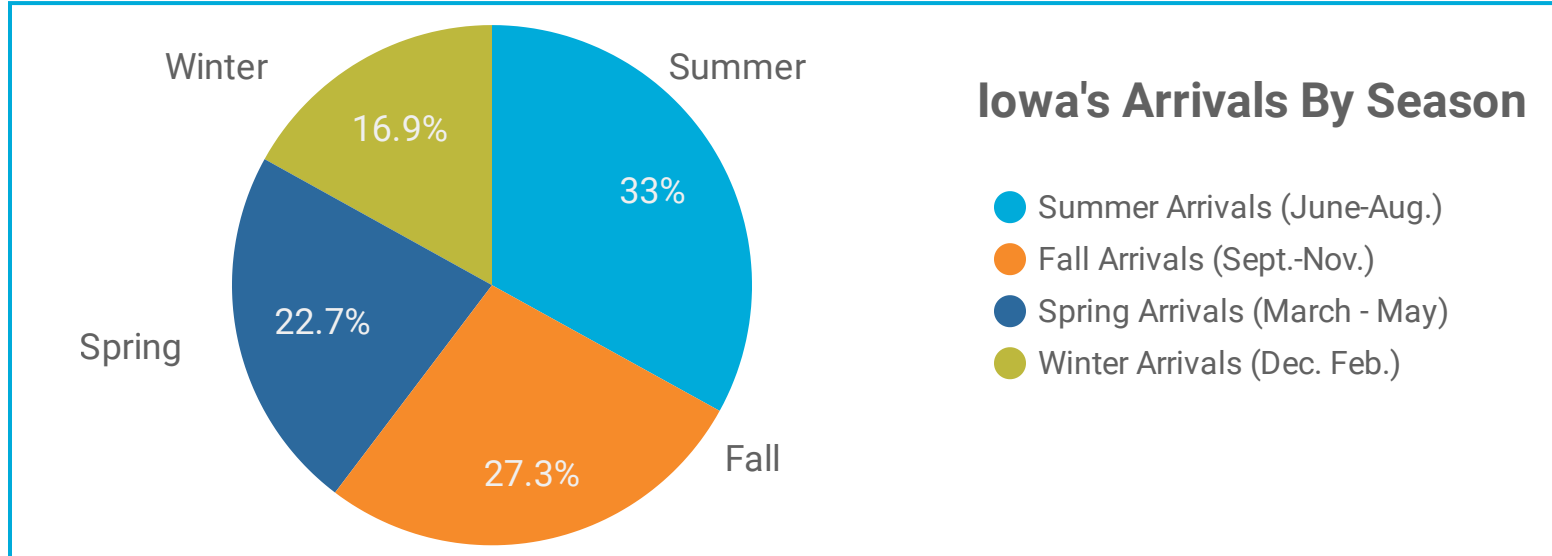


Arrival Day	Avg. Days
Sunday	1.91
Monday	2.14
Tuesday	1.99
Wednesday	2.1
Thursday	2.16
Friday	2.26
Saturday	1.7

Miles	Avg. Trip Days
50-99	1.48
100-149	1.96
150-249	2.27
250-499	2.62
500-999	2.98
1000-1999	3.04
2000+	4.7

2019 Iowa Arrivals By Season, Travel Areas

U.S. Balanced Panel



	Travel Region	Spring Arrivals (March - May)	Summer Arrivals (June - Aug.)	Fall Arrivals (Sept. - Nov.)	Winter Arrivals (Dec.-Feb.)
1.	Northwest	21.69%	36.32%	24.69%	17.3%
2.	West Central	23.64%	33.55%	25.06%	17.76%
3.	Southwest	21.48%	31.47%	28.56%	18.49%
4.	North Central	21.01%	34.43%	26.76%	17.8%
5.	Central	24.01%	32.94%	26.45%	16.6%
6.	South Central	21.4%	38.55%	25.5%	14.55%
7.	Northeast	20.96%	33.08%	29.69%	16.27%
8.	East	23.4%	32.36%	26.99%	17.25%
9.	East Central	22.84%	28.69%	31.12%	17.35%
10.	Southeast	21.56%	34.67%	26.78%	16.99%

Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

2019 Iowa Arrivals By County

Adair - Clay

U.S. Balanced Panel



▲	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Adair	5.4%	2.6%	5.6%	7.1%	6.4%	8.4%	18.5%	7.1%	12.0%	7.1%	8.6%	11.4%
Adams	4.1%	2.5%	4.7%	6.4%	8.8%	14.2%	17.0%	10.4%	9.5%	5.8%	5.3%	11.2%
Allamakee	2.6%	2.2%	3.9%	6.3%	7.4%	8.3%	18.0%	15.0%	11.1%	10.3%	8.1%	6.7%
Appanoose	2.3%	1.7%	4.5%	5.7%	8.1%	8.6%	30.4%	12.6%	9.0%	6.2%	5.6%	5.5%
Audubon	3.8%	4.1%	6.2%	7.3%	5.5%	3.1%	13.9%	7.9%	10.4%	8.8%	12.6%	16.3%
Benton	3.9%	7.3%	4.0%	6.5%	7.4%	9.5%	10.7%	8.5%	10.4%	10.7%	9.8%	11.3%
Black Hawk	4.8%	4.6%	7.7%	6.4%	7.1%	7.9%	11.7%	10.1%	10.3%	8.6%	12.9%	7.9%
Boone	3.6%	2.5%	4.8%	7.7%	7.8%	9.2%	14.0%	12.7%	15.0%	9.1%	5.8%	7.9%
Bremer	4.2%	3.4%	7.3%	7.1%	8.5%	7.0%	15.7%	9.3%	10.7%	10.4%	7.6%	8.7%
Buchanan	4.8%	3.4%	6.2%	7.4%	8.3%	6.3%	13.1%	10.3%	10.6%	9.8%	8.8%	11.0%
Buena Vista	5.7%	3.0%	8.6%	7.6%	6.7%	8.1%	15.2%	10.7%	10.0%	7.7%	7.2%	9.7%
Butler	3.7%	1.2%	6.9%	9.1%	7.1%	9.1%	12.4%	10.5%	7.5%	9.9%	10.7%	11.9%
Calhoun	4.6%	2.4%	4.1%	8.0%	8.6%	10.5%	18.3%	11.9%	8.3%	4.8%	10.3%	8.4%
Carroll	3.6%	4.3%	5.4%	7.3%	9.2%	6.8%	12.0%	9.8%	10.5%	9.7%	9.1%	12.3%
Cass	5.3%	3.5%	4.5%	5.3%	8.7%	7.7%	22.4%	8.4%	7.5%	8.2%	8.5%	9.9%
Cedar	3.8%	4.6%	5.4%	7.0%	7.1%	9.0%	14.7%	9.9%	8.3%	11.6%	8.9%	9.8%
Cerro Gordo	4.4%	4.2%	5.7%	6.6%	7.8%	8.2%	18.2%	12.4%	7.8%	8.0%	8.2%	8.4%
Cherokee	2.2%	4.5%	5.0%	6.4%	9.3%	8.5%	15.9%	9.5%	7.8%	10.3%	9.0%	11.7%
Chickasaw	4.3%	3.8%	5.2%	5.6%	11.2%	9.5%	15.5%	11.3%	8.7%	7.2%	7.6%	10.2%
Clarke	5.3%	4.4%	7.5%	7.4%	8.8%	9.5%	10.7%	11.1%	9.9%	9.3%	8.4%	7.7%
Clay	4.3%	3.4%	3.9%	5.3%	6.7%	7.1%	12.2%	8.9%	25.4%	7.3%	7.4%	8.1%

Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

2019 Iowa Arrivals By County Clayton - Hardin

U.S. Balanced Panel



County ^	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Clayton	2.9%	2.6%	4.4%	4.9%	7.7%	10.4%	19.3%	15.9%	9.8%	10.4%	5.3%	6.34%
Clinton	5.0%	4.4%	7.1%	7.2%	8.6%	9.3%	13.9%	10.2%	8.3%	8.8%	8.1%	9.24%
Crawford	3.7%	5.3%	5.0%	8.0%	8.7%	8.1%	13.3%	9.5%	9.8%	9.0%	9.9%	9.79%
Dallas	4.2%	3.6%	5.7%	8.2%	9.6%	8.1%	13.1%	9.7%	9.3%	9.7%	9.9%	8.74%
Davis	3.0%	2.8%	5.8%	5.6%	5.4%	6.7%	27.8%	10.7%	6.9%	6.9%	9.1%	9.31%
Decatur	3.6%	4.1%	5.6%	9.8%	6.7%	6.8%	12.7%	11.6%	8.5%	8.7%	10.9%	10.95%
Delaware	3.2%	3.7%	4.5%	6.1%	8.7%	11.4%	15.5%	11.5%	11.0%	7.9%	6.7%	9.8%
Des Moines	3.7%	5.0%	7.7%	7.2%	8.1%	10.5%	15.1%	8.8%	8.3%	9.5%	7.5%	8.54%
Dickinson	4.0%	2.5%	2.9%	3.6%	9.4%	13.1%	26.8%	19.0%	7.4%	4.1%	3.4%	3.73%
Dubuque	4.6%	4.0%	7.7%	7.4%	8.3%	9.0%	12.6%	10.8%	9.7%	9.1%	8.6%	8.25%
Emmet	4.3%	2.7%	5.0%	8.9%	9.1%	6.9%	13.0%	13.3%	9.2%	10.4%	5.6%	11.54%
Fayette	4.9%	3.8%	6.1%	7.1%	9.1%	7.0%	12.2%	11.3%	9.9%	9.3%	10.7%	8.76%
Floyd	4.6%	5.1%	6.2%	8.1%	7.8%	8.0%	12.8%	10.2%	8.2%	9.0%	10.0%	9.88%
Franklin	5.8%	4.1%	6.7%	7.1%	8.8%	9.6%	15.1%	9.3%	10.2%	6.9%	6.9%	9.51%
Fremont	9.3%	5.0%	7.1%	6.8%	6.5%	4.9%	6.6%	11.0%	10.1%	11.0%	11.5%	10.15%
Greene	4.0%	4.2%	7.1%	6.2%	10.7%	9.1%	11.0%	8.8%	9.0%	12.1%	7.4%	10.53%
Grundy	6.6%	3.3%	6.7%	6.2%	7.7%	7.5%	13.9%	10.3%	10.2%	7.1%	8.5%	11.95%
Guthrie	4.3%	2.2%	5.0%	3.9%	10.1%	9.4%	23.5%	12.4%	8.5%	8.6%	5.8%	6.25%
Hamilton	5.4%	4.6%	6.2%	7.2%	8.8%	7.9%	14.1%	9.0%	9.3%	10.2%	9.1%	8.09%
Hancock	2.3%	2.1%	3.3%	6.6%	10.9%	8.9%	11.9%	14.1%	6.4%	9.3%	10.9%	13.4%
Hardin	4.0%	4.4%	5.9%	6.4%	10.6%	8.5%	15.2%	13.4%	7.4%	8.3%	7.7%	8.16%

Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

2019 Iowa Arrivals By County Harrison - Marion U.S. Balanced Panel



County ^	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Harrison	4.6%	3.9%	4.4%	6.5%	10.1%	8.8%	12.4%	9.9%	10.7%	9.8%	10.1%	8.8%
Henry	2.9%	4.4%	5.6%	8.2%	6.2%	7.0%	12.7%	14.8%	10.5%	10.1%	8.1%	9.4%
Howard	4.7%	3.0%	4.8%	7.3%	7.9%	9.3%	15.5%	13.8%	9.4%	7.7%	8.9%	7.7%
Humboldt	4.8%	4.8%	6.2%	6.5%	9.3%	8.3%	12.1%	10.2%	8.9%	10.4%	7.3%	11.3%
Ida	5.9%	6.3%	7.4%	9.0%	6.4%	6.3%	9.4%	7.7%	10.0%	10.3%	9.9%	11.2%
Iowa	3.4%	2.9%	6.8%	6.3%	9.2%	9.0%	13.4%	11.6%	9.3%	9.6%	9.8%	8.7%
Jackson	2.8%	3.0%	5.1%	5.9%	6.5%	10.3%	17.0%	11.5%	11.3%	10.4%	7.8%	8.4%
Jasper	3.6%	3.0%	5.4%	6.3%	9.1%	10.5%	18.1%	9.7%	8.8%	7.9%	9.7%	7.7%
Jefferson	2.7%	3.8%	5.2%	5.9%	9.2%	7.5%	24.7%	10.3%	7.1%	7.5%	7.9%	8.2%
Johnson	4.3%	4.7%	8.0%	7.0%	7.2%	7.3%	9.9%	10.5%	10.6%	11.5%	11.2%	7.7%
Jones	3.6%	4.1%	5.4%	5.0%	6.9%	9.8%	22.7%	10.7%	8.6%	6.6%	8.9%	7.7%
Keokuk	4.6%	2.9%	2.9%	7.5%	9.2%	5.2%	12.4%	15.0%	9.1%	13.5%	8.8%	8.7%
Kossuth	3.7%	3.0%	5.5%	7.6%	7.4%	8.3%	17.7%	9.2%	7.6%	8.9%	10.2%	10.9%
Lee	4.8%	4.9%	7.0%	7.8%	7.0%	6.9%	15.2%	8.4%	12.7%	8.3%	7.9%	9.2%
Linn	4.8%	5.3%	7.9%	7.6%	8.5%	7.9%	11.3%	9.5%	10.5%	8.7%	10.2%	7.8%
Louisa	3.8%	4.7%	7.4%	6.1%	8.0%	7.3%	15.9%	8.7%	10.1%	6.2%	10.8%	11.0%
Lucas	3.9%	4.2%	3.6%	11.2%	8.7%	5.5%	26.5%	8.6%	7.4%	5.8%	6.9%	7.9%
Lyon	6.3%	6.1%	6.2%	7.8%	10.3%	9.4%	11.7%	9.5%	8.3%	8.2%	7.8%	8.4%
Madison	2.0%	2.5%	5.2%	6.0%	8.0%	7.0%	26.3%	13.6%	7.3%	10.8%	5.2%	6.0%
Mahaska	3.8%	5.2%	5.5%	7.8%	7.0%	10.5%	12.6%	9.1%	10.5%	9.4%	10.1%	8.4%
Marion	3.0%	2.7%	4.9%	5.8%	13.4%	8.2%	15.1%	14.8%	10.7%	8.0%	7.4%	5.9%

Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

2019 Iowa Arrivals By County Marshall - Sioux

U.S. Balanced Panel



County ^	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Marshall	5.4%	4.4%	7.2%	8.3%	7.8%	6.9%	12.7%	10.5%	9.1%	8.5%	10.4%	8.7%
Mills	7.8%	4.2%	4.7%	8.5%	10.0%	12.3%	12.3%	7.5%	10.3%	9.0%	6.9%	6.5%
Mitchell	4.9%	3.8%	3.9%	7.5%	7.9%	5.9%	13.8%	15.4%	8.8%	7.3%	11.2%	9.5%
Monona	3.1%	5.1%	7.8%	8.2%	10.0%	9.0%	13.3%	9.1%	9.9%	8.5%	6.7%	9.2%
Monroe	3.0%	1.9%	5.7%	7.9%	9.3%	7.8%	19.4%	11.2%	7.6%	8.5%	8.0%	9.7%
Montgomery	4.3%	3.6%	4.7%	9.6%	8.2%	9.5%	11.4%	8.4%	11.4%	8.6%	9.7%	10.6%
Muscatine	6.2%	6.1%	6.9%	7.2%	8.4%	8.3%	11.6%	9.0%	7.4%	10.3%	8.9%	9.5%
O'Brien	5.6%	3.1%	4.1%	8.9%	8.2%	12.4%	13.6%	10.5%	8.0%	7.9%	7.8%	9.9%
Osceola	4.1%	3.8%	4.2%	11.4%	8.3%	10.2%	9.1%	11.2%	11.0%	5.5%	9.6%	11.5%
Page	3.1%	5.4%	5.4%	8.2%	9.8%	5.3%	12.9%	8.7%	13.0%	8.7%	9.1%	10.4%
Palo Alto	5.9%	3.5%	5.3%	5.6%	6.8%	8.9%	17.5%	12.3%	10.8%	7.0%	7.3%	9.0%
Plymouth	5.0%	4.2%	5.9%	8.5%	8.4%	8.1%	13.8%	8.4%	8.4%	9.0%	9.9%	10.4%
Pocahontas	5.7%	4.0%	3.6%	6.7%	8.6%	9.1%	15.7%	9.3%	8.3%	5.7%	12.6%	10.7%
Polk	4.6%	5.0%	8.1%	7.8%	8.7%	8.1%	12.3%	13.5%	8.5%	8.6%	7.6%	7.1%
Pottawatta...	5.2%	5.3%	8.3%	8.5%	8.7%	11.8%	13.2%	8.5%	8.4%	7.7%	7.6%	6.8%
Poweshiek	4.4%	4.5%	6.9%	7.2%	8.7%	9.4%	13.7%	11.6%	10.2%	7.2%	8.6%	7.6%
Ringgold	1.7%	2.7%	3.1%	5.4%	8.3%	6.6%	21.9%	15.1%	9.8%	10.2%	6.9%	8.3%
Sac	3.7%	1.7%	6.2%	5.5%	9.8%	9.5%	16.1%	11.8%	10.5%	6.7%	9.8%	8.9%
Scott	4.8%	4.9%	7.8%	8.4%	8.2%	9.4%	11.7%	9.9%	8.7%	9.3%	9.0%	7.9%
Shelby	5.8%	4.9%	5.7%	7.7%	7.3%	7.0%	16.2%	8.7%	9.6%	8.5%	8.3%	10.3%
Sioux	6.6%	4.2%	5.6%	9.5%	10.0%	7.4%	9.9%	8.2%	8.8%	11.2%	9.7%	8.9%

Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

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County ^	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Story	4.5%	4.8%	6.5%	7.9%	8.5%	7.2%	11.1%	10.3%	11.5%	11.3%	10.0%	6.4%	
Tama	7.2%	4.6%	7.5%	9.0%	7.1%	6.5%	12.6%	9.6%	9.3%	8.9%	8.9%	8.7%	
Taylor	3.7%	2.5%	2.8%	6.6%	11.7%	7.3%	15.8%	9.5%	8.2%	10.2%	10.9%	10.7%	
Union	4.6%	4.2%	5.8%	8.3%	8.2%	6.2%	15.9%	8.8%	10.9%	9.3%	8.1%	9.5%	
Van Buren	1.5%	1.9%	5.4%	6.1%	7.9%	9.3%	21.2%	10.0%	9.3%	9.1%	9.3%	9.2%	
Wapello	4.0%	4.9%	6.1%	7.3%	7.8%	6.9%	14.8%	12.3%	9.3%	8.6%	9.0%	9.0%	
Warren	3.2%	3.0%	4.8%	7.4%	8.4%	9.8%	23.1%	10.0%	7.8%	8.2%	7.0%	7.1%	
Washington	3.9%	4.5%	6.6%	8.8%	7.6%	7.4%	13.6%	10.3%	9.9%	9.8%	9.1%	8.6%	
Wayne	4.3%	3.7%	5.2%	8.7%	10.8%	6.3%	12.7%	5.0%	9.0%	9.0%	12.1%	13.0%	
Webster	4.3%	3.8%	4.7%	6.7%	8.3%	7.4%	17.2%	9.9%	9.2%	10.1%	11.1%	7.3%	
Winnebago	4.6%	2.6%	5.9%	8.6%	10.9%	6.4%	12.8%	9.9%	9.3%	11.0%	8.5%	9.6%	
Winneshiek	3.4%	2.5%	7.5%	6.8%	9.8%	8.1%	14.1%	11.4%	10.6%	10.4%	7.6%	7.8%	
Woodbury	5.3%	4.9%	8.2%	8.4%	8.3%	8.0%	12.4%	9.9%	8.9%	8.0%	8.5%	9.1%	
Worth	6.4%	4.9%	6.2%	6.7%	9.1%	6.3%	10.4%	9.6%	8.9%	11.1%	9.8%	10.5%	
Wright	5.4%	4.3%	5.7%	6.0%	6.7%	7.3%	16.1%	10.6%	8.5%	7.3%	10.1%	12.1%	

													⋮
County	Jan. ▾	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Total	4.5%	4.4%	7.0%	7.4%	8.4%	8.5%	13.5%	11.1%	9.5%	9.0%	8.8%	8.0%	

Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.