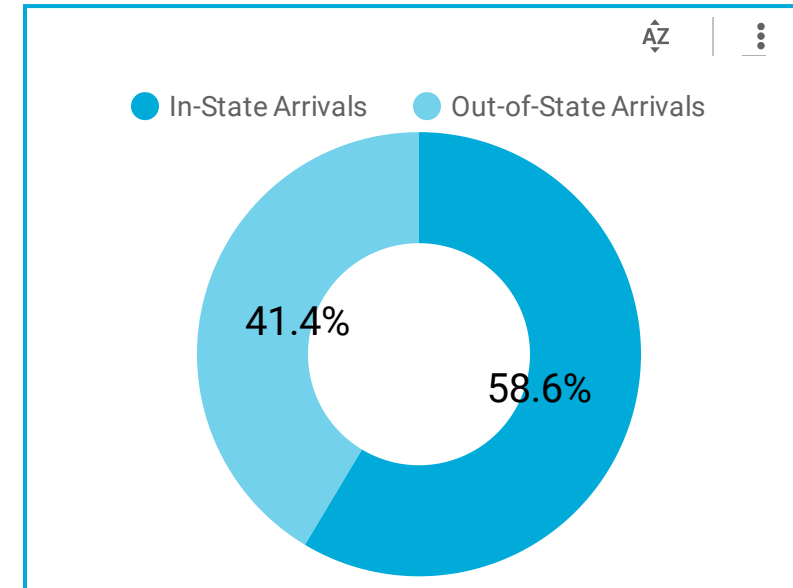
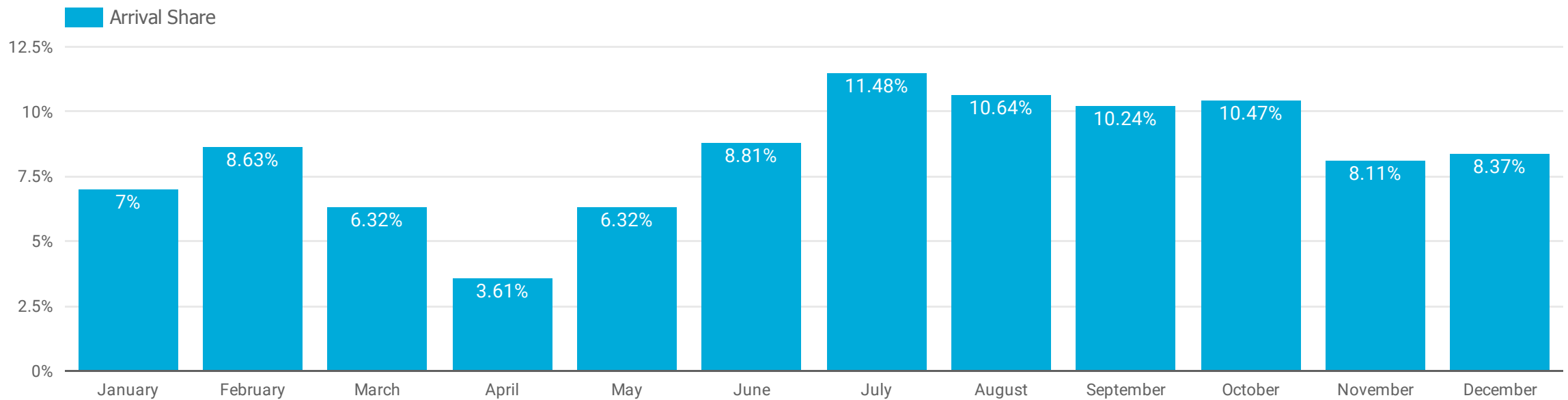


Arrivalist Methodology:

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.

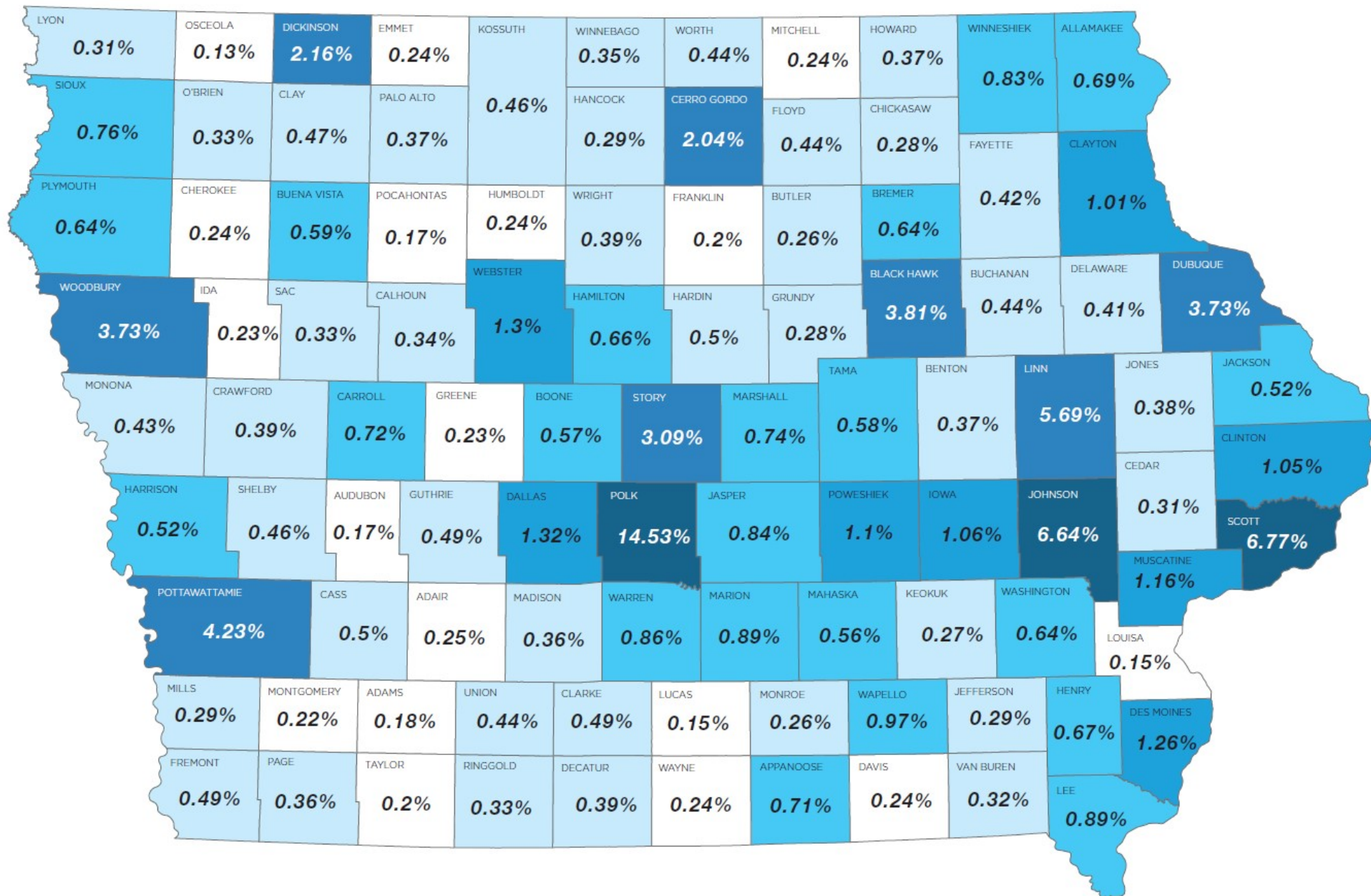


Iowa Arrivals Share By Month

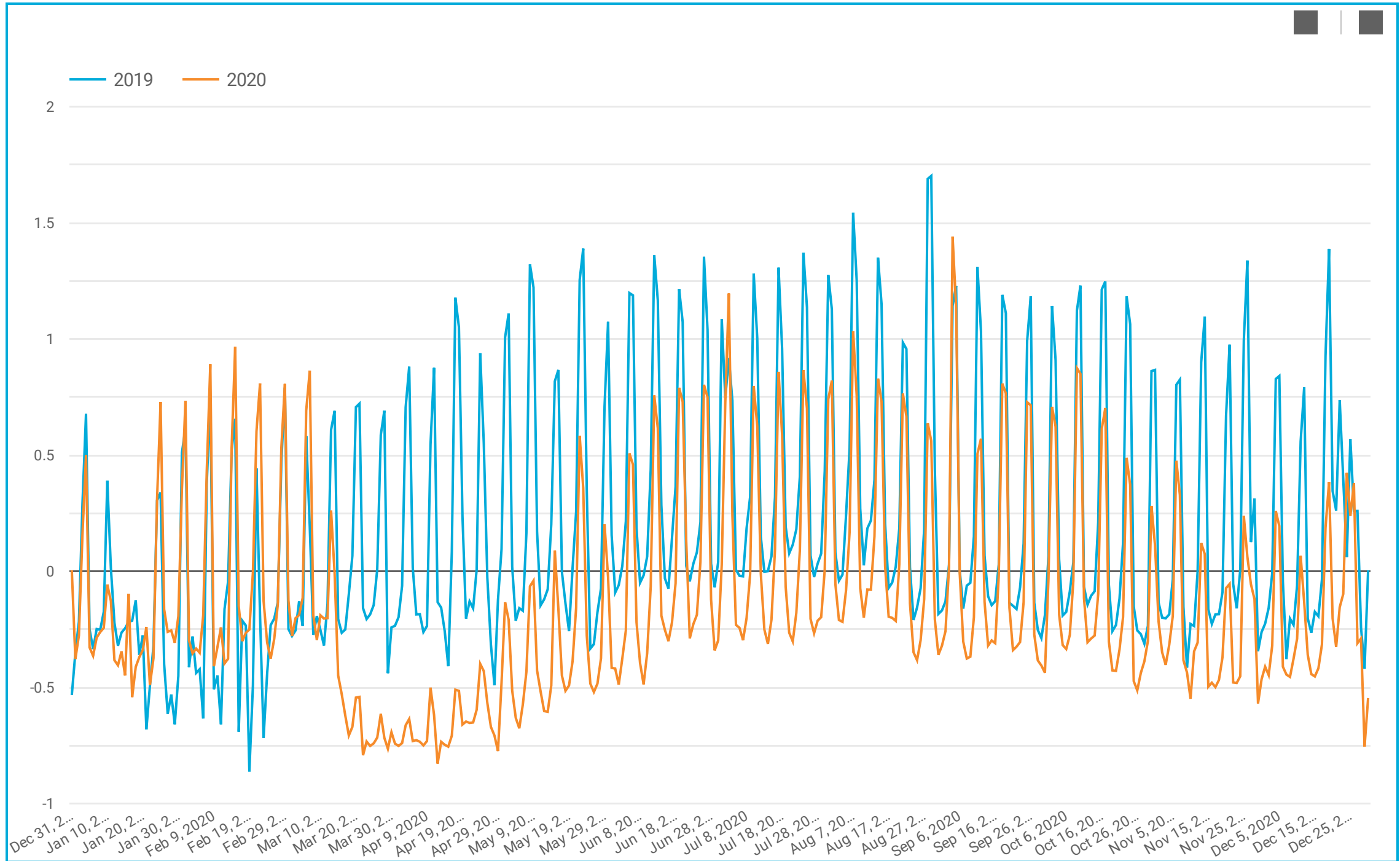


2020 Share of Travelers, By County

U.S. Balanced Panel



Arrivalist Daily Travel Index 2020 & 2019



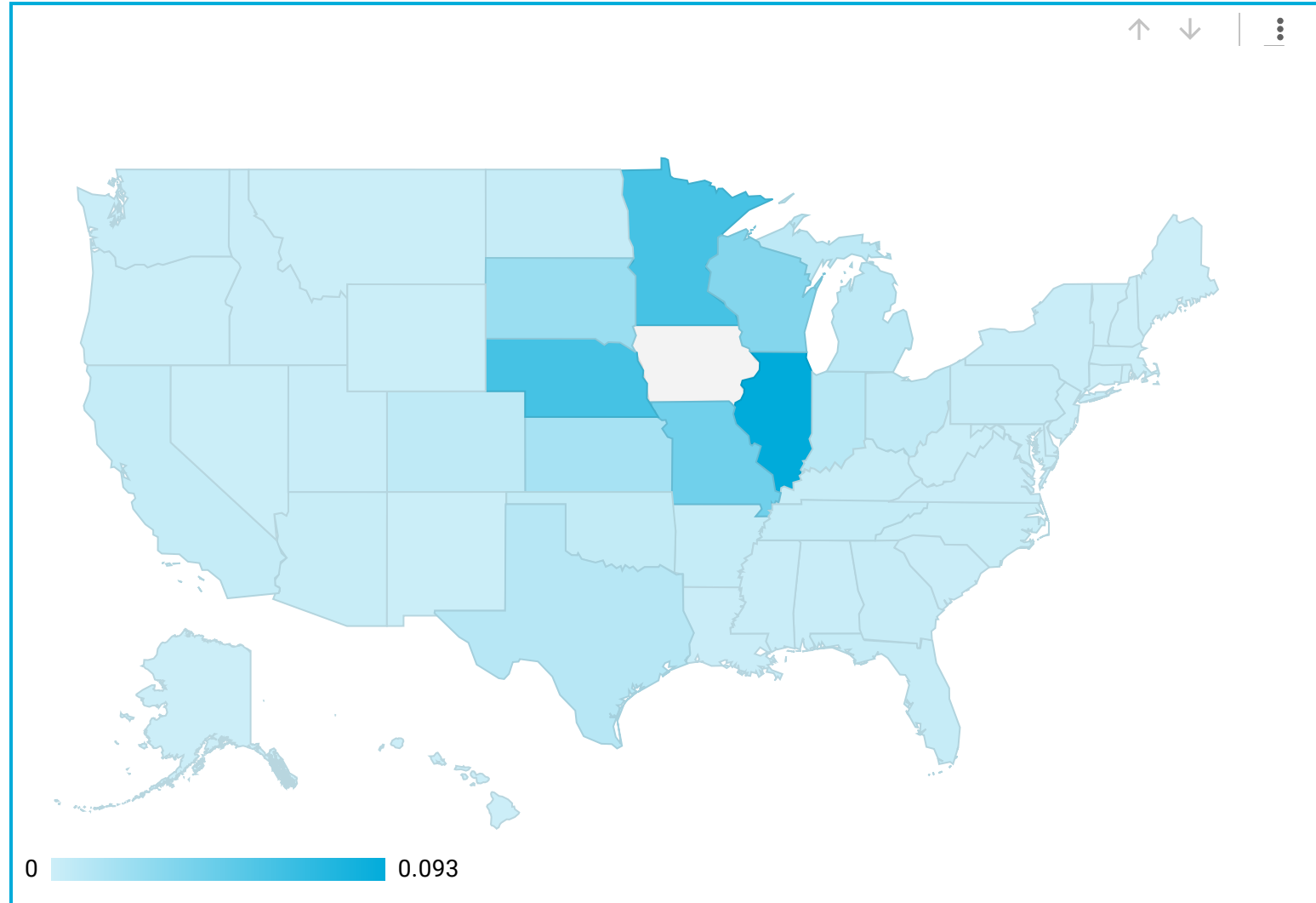
Daily drive market analysis of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours on their journey. The Daily Travel Index is the relative daily volume of travelers compared to the average number of daily travelers Feb 01, 2020 to Feb 28, 2020. The Daily Volume is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

Last Updated: January 31st, 2021

Top 25 Arrivals By State



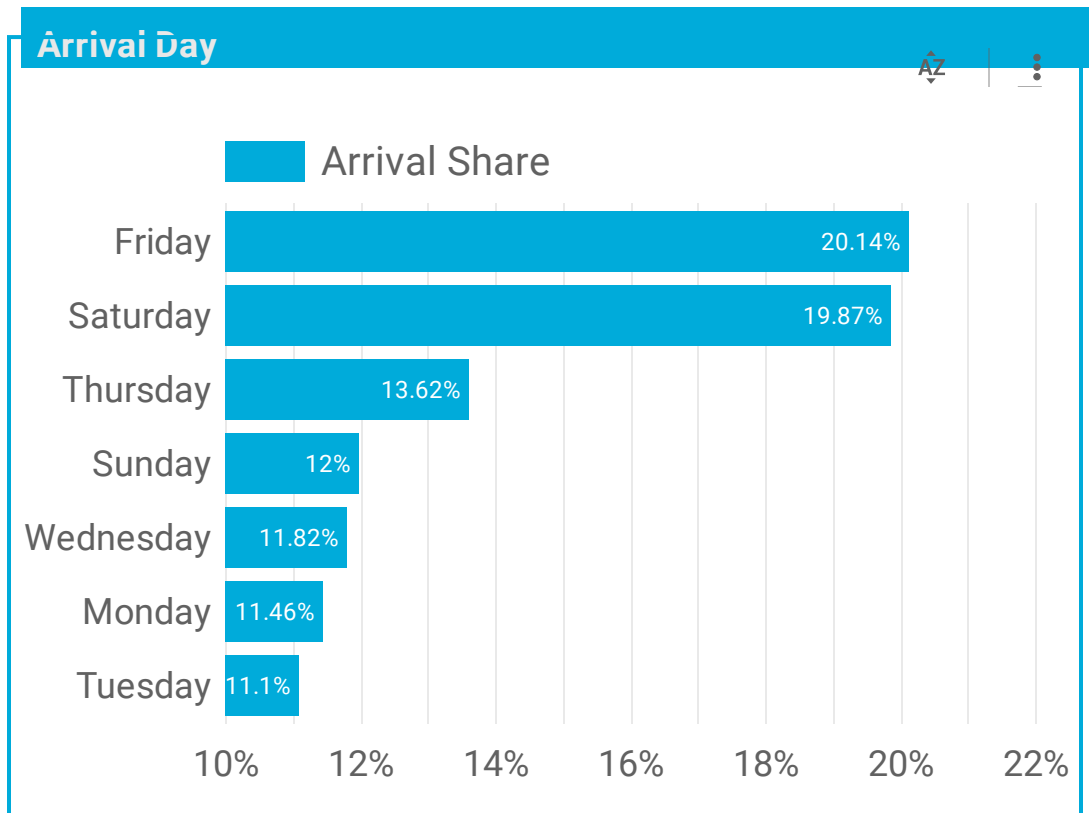
Rank	State	Arrival Share
1	Iowa	58.58%
2	Illinois	9.35%
3	Nebraska	6.17%
4	Minnesota	6.16%
5	Missouri	4.20%
6	Wisconsin	3.29%
7	South Dakota	2.28%
8	Kansas	1.71%
9	Texas	0.97%
10	Indiana	0.91%
11	Michigan	0.71%
12	Colorado	0.59%
13	Ohio	0.51%
14	Oklahoma	0.48%
15	Tennessee	0.34%
16	Arkansas	0.32%
17	California	0.32%
18	Florida	0.30%
19	North Dakota	0.26%
20	Georgia	0.25%
21	Pennsylvania	0.23%
22	Kentucky	0.21%
23	North Carolina	0.20%
24	Arizona	0.17%
25	Alabama	0.14%



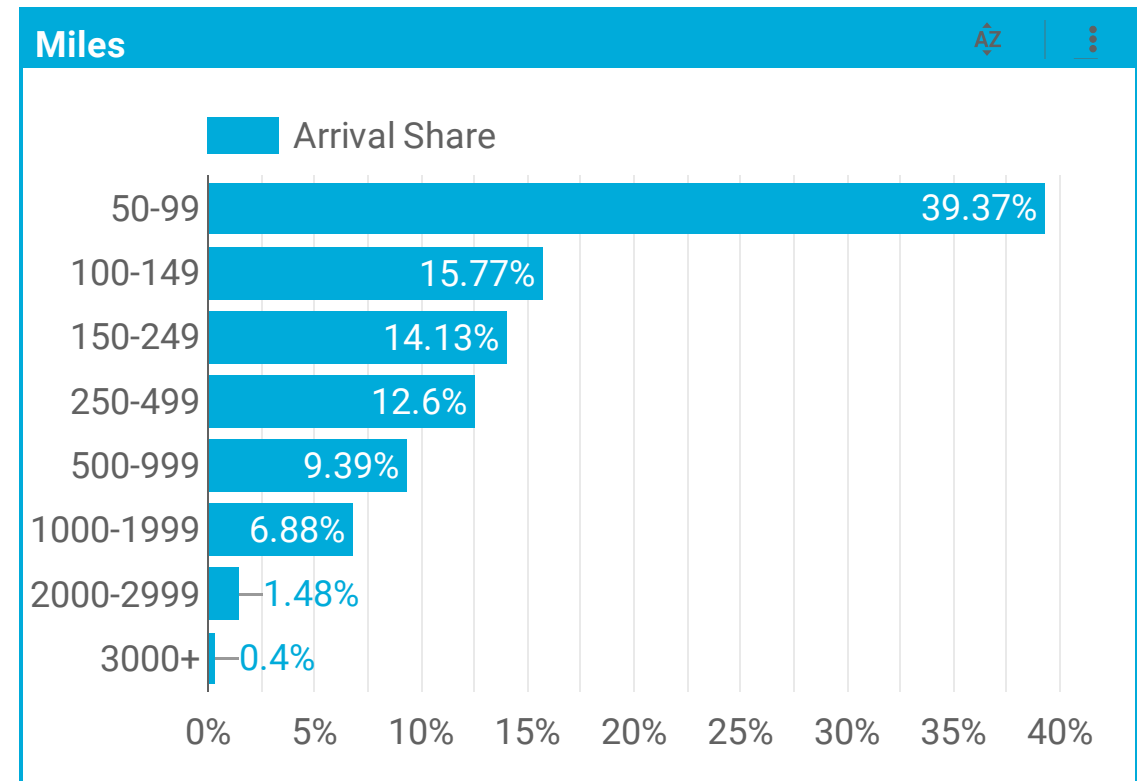
Arrivalist Methodology: Arrivals (domestic adults 18+), travel at least 50 miles from home, spend at least two hours in Iowa and take up to 14 days to complete a round-trip. Commuters are excluded. Devices include regular GPS pings and smart phones.

2020 Iowa Arrivals By Arrivals & Days

U.S. Balanced Panel



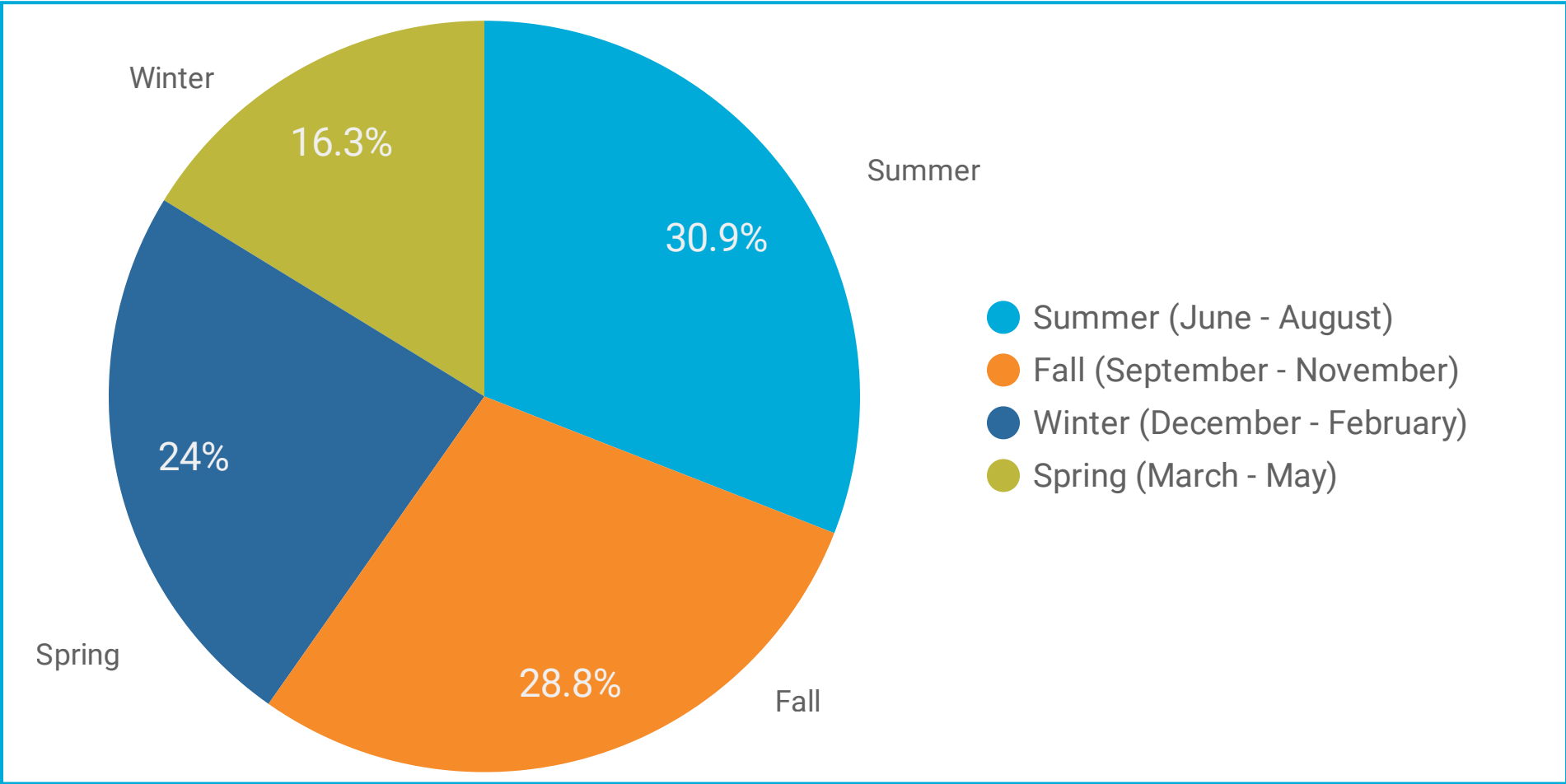
Arrival Day	Average Days
Sunday	1.85
Monday	2
Tuesday	1.78
Wednesday	1.86
Thursday	2.01
Friday	2.16
Saturday	1.61



Distance Traveled	Average Days
50-99	1.45
100-149	1.91
150-249	2.22
250-499	2.43
500-999	2.6
1000-1999	2.49
2000-2999	2.05
3000+	2.31

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.

Iowa's Arrivals By Season



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.

2020 Iowa Arrivals By County

Adair - Clay

U.S. Balanced Panel



County ^	January	February	March	April	May	June	July	August	September	October	November	December
Adair	6.2%	7.8%	7.5%	5.0%	6.5%	8.6%	8.1%	9.8%	11.1%	11.3%	8.6%	9.3%
Adams	5.5%	2.6%	3.1%	3.6%	10.5%	13.1%	13.7%	11.5%	11.3%	9.6%	5.6%	9.9%
Allamakee	2.9%	3.1%	3.0%	3.8%	9.2%	10.6%	15.3%	12.2%	14.6%	12.6%	6.5%	6.2%
Appanoose	3.6%	4.5%	3.5%	4.8%	9.1%	10.5%	17.7%	12.4%	12.0%	8.1%	6.5%	7.2%
Audubon	5.3%	7.9%	4.8%	4.0%	8.7%	10.5%	9.8%	7.3%	9.1%	11.5%	8.9%	12.2%
Benton	5.7%	6.1%	4.9%	4.0%	6.4%	10.0%	10.7%	13.0%	10.8%	11.8%	7.9%	8.8%
Black Hawk	7.6%	8.9%	7.5%	3.0%	5.2%	7.8%	10.0%	11.1%	10.7%	9.8%	10.2%	8.1%
Boone	6.3%	6.0%	4.4%	3.1%	6.4%	8.8%	13.3%	13.5%	15.2%	9.8%	5.2%	8.1%
Bremer	7.1%	10.0%	6.5%	2.9%	5.8%	6.2%	8.6%	10.8%	10.8%	15.2%	7.5%	8.4%
Buchanan	5.6%	7.2%	5.3%	3.9%	6.6%	10.4%	12.1%	10.2%	10.9%	11.2%	7.7%	8.8%
Buena Vista	6.7%	10.1%	7.0%	4.7%	6.8%	6.7%	10.4%	10.9%	10.6%	10.0%	8.6%	7.6%
Butler	5.5%	6.5%	4.6%	4.5%	8.7%	11.2%	9.0%	10.1%	10.5%	10.6%	8.3%	10.6%
Calhoun	7.3%	6.1%	5.5%	5.6%	8.2%	9.2%	11.5%	9.3%	9.3%	9.1%	8.4%	10.5%
Carroll	7.2%	8.4%	5.6%	3.8%	6.4%	8.0%	11.6%	8.7%	10.2%	10.5%	8.9%	10.9%
Cass	6.7%	7.5%	6.5%	5.8%	8.2%	8.9%	10.8%	8.9%	8.8%	10.8%	8.5%	8.6%
Cedar	7.7%	6.1%	4.7%	4.5%	7.5%	9.7%	10.9%	8.6%	12.0%	10.5%	8.5%	9.1%
Cerro Gordo	6.7%	7.2%	5.8%	4.8%	8.1%	11.0%	12.9%	10.8%	9.7%	8.8%	6.7%	7.8%
Cherokee	7.3%	9.1%	5.9%	3.7%	5.3%	7.3%	10.5%	8.9%	12.2%	10.6%	9.2%	10.0%
Chickasaw	5.9%	6.5%	5.8%	5.0%	9.4%	8.0%	9.9%	9.6%	10.3%	10.6%	8.1%	10.9%
Clarke	7.5%	7.0%	7.0%	3.9%	6.0%	8.2%	10.2%	10.5%	10.7%	10.3%	8.4%	10.1%
Clay	6.5%	7.1%	6.0%	4.2%	7.4%	9.5%	10.0%	9.4%	11.8%	10.5%	8.7%	8.8%

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.

2020 Iowa Arrivals By County Clayton - Hardin

U.S. Balanced Panel



County ^	January	February	March	April	May	June	July	August	September	October	November	December
Clayton	2.9%	3.3%	3.9%	3.5%	9.5%	10.9%	15.8%	12.7%	12.5%	14.3%	5.5%	5.2%
Clinton	6.2%	7.2%	6.1%	4.0%	7.3%	11.5%	10.9%	9.4%	10.0%	10.2%	8.3%	9.0%
Crawford	8.1%	7.6%	6.0%	4.3%	7.1%	9.3%	10.8%	10.4%	9.8%	10.3%	8.1%	8.1%
Dallas	6.6%	8.2%	5.7%	3.1%	5.9%	9.4%	12.6%	11.0%	10.8%	10.0%	8.3%	8.4%
Davis	4.3%	5.0%	5.0%	6.0%	10.6%	8.9%	9.9%	7.8%	11.9%	12.6%	8.4%	9.6%
Decatur	4.8%	7.1%	5.9%	4.9%	7.5%	7.5%	9.3%	9.8%	10.4%	12.1%	9.4%	11.3%
Delaware	5.5%	5.5%	4.1%	3.9%	8.8%	11.0%	14.8%	11.5%	11.6%	10.3%	6.1%	6.9%
Des Moines	7.0%	9.5%	6.5%	3.3%	6.0%	9.3%	10.9%	8.4%	9.9%	12.3%	8.0%	8.9%
Dickinson	4.5%	3.5%	2.8%	3.6%	10.9%	13.2%	21.2%	15.9%	11.2%	5.8%	3.3%	4.1%
Dubuque	8.1%	9.4%	5.5%	2.8%	5.7%	8.7%	11.7%	10.9%	10.6%	11.0%	7.6%	8.1%
Emmet	9.2%	5.1%	4.9%	3.1%	7.3%	8.3%	12.0%	8.7%	11.0%	12.1%	7.2%	11.1%
Fayette	5.0%	7.0%	5.5%	3.3%	7.2%	7.9%	11.8%	12.5%	12.1%	11.2%	7.6%	8.8%
Floyd	7.4%	6.7%	6.3%	5.7%	8.6%	9.5%	10.8%	8.4%	10.1%	10.2%	7.7%	8.8%
Franklin	6.4%	6.9%	4.2%	4.8%	8.8%	11.6%	10.8%	9.0%	10.0%	10.3%	7.8%	9.3%
Fremont	5.9%	5.8%	7.0%	7.1%	7.0%	9.6%	10.1%	11.0%	10.3%	8.6%	8.8%	8.8%
Greene	6.5%	7.1%	4.8%	3.9%	6.1%	7.4%	12.9%	7.3%	12.5%	13.9%	7.9%	9.7%
Grundy	5.5%	8.4%	5.2%	3.8%	5.6%	8.8%	11.0%	9.4%	11.9%	12.6%	8.1%	9.6%
Guthrie	5.7%	6.0%	5.1%	4.9%	8.3%	11.5%	11.5%	10.8%	9.9%	11.9%	6.9%	7.6%
Hamilton	6.2%	6.8%	5.9%	5.9%	8.4%	8.1%	10.2%	8.9%	10.7%	10.2%	9.5%	9.2%
Hancock	7.3%	5.5%	4.8%	4.7%	8.0%	8.6%	10.1%	8.4%	11.6%	11.5%	9.7%	9.9%
Hardin	6.5%	7.6%	4.8%	5.1%	7.4%	10.0%	10.3%	10.4%	9.7%	10.5%	8.1%	9.5%

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.

2020 Iowa Arrivals By County Harrison - Marion U.S. Balanced Panel



County ^	January	February	March	April	May	June	July	August	September	October	November	December
Harrison	7.3%	7.1%	6.7%	5.3%	6.6%	8.7%	9.8%	9.8%	10.8%	10.1%	9.0%	8.7%
Henry	5.9%	8.6%	6.6%	5.7%	6.5%	8.3%	9.5%	9.1%	10.3%	10.7%	9.2%	9.6%
Howard	5.5%	6.0%	3.9%	4.6%	9.1%	9.8%	11.7%	10.2%	10.7%	10.7%	7.0%	10.8%
Humboldt	4.8%	5.3%	5.2%	4.5%	8.0%	8.4%	11.9%	7.9%	14.2%	13.1%	7.5%	9.2%
Ida	9.4%	6.5%	6.5%	5.8%	6.2%	7.1%	9.0%	7.2%	9.3%	12.3%	10.3%	10.3%
Iowa	5.0%	6.3%	5.1%	2.7%	5.4%	9.7%	11.9%	13.0%	11.7%	12.5%	8.2%	8.6%
Jackson	5.3%	6.2%	5.0%	3.8%	9.2%	12.5%	12.5%	11.4%	9.7%	10.2%	6.6%	7.5%
Jasper	6.2%	7.2%	6.8%	4.4%	6.5%	9.8%	11.8%	11.5%	9.9%	9.4%	7.3%	9.1%
Jefferson	7.3%	7.8%	6.6%	5.3%	6.9%	6.9%	9.3%	8.5%	10.2%	11.6%	8.5%	11.2%
Johnson	8.6%	11.3%	6.8%	2.4%	5.2%	8.5%	9.8%	11.3%	9.5%	10.0%	8.3%	8.3%
Jones	6.4%	7.9%	4.7%	3.2%	7.1%	10.9%	14.1%	11.5%	10.5%	9.8%	6.6%	7.3%
Keokuk	5.1%	7.8%	5.6%	5.2%	8.3%	6.9%	9.9%	8.9%	10.1%	13.6%	8.5%	10.0%
Kossuth	4.9%	7.6%	5.6%	4.9%	7.2%	9.8%	13.4%	7.9%	11.4%	10.2%	7.7%	9.6%
Lee	6.1%	7.1%	6.6%	5.2%	7.1%	10.7%	10.2%	8.4%	10.0%	10.9%	8.5%	9.1%
Linn	7.9%	9.5%	6.4%	3.6%	5.1%	8.4%	10.1%	9.7%	11.9%	10.2%	9.3%	8.0%
Louisa	3.7%	4.4%	4.7%	3.4%	8.7%	10.9%	13.2%	9.0%	11.6%	10.5%	10.4%	9.4%
Lucas	6.3%	6.7%	5.2%	5.6%	8.2%	9.7%	9.7%	7.5%	9.2%	11.6%	8.7%	11.5%
Lyon	6.8%	7.0%	5.2%	2.3%	4.9%	11.5%	13.8%	11.8%	10.5%	9.8%	7.7%	8.7%
Madison	4.0%	7.4%	4.0%	2.8%	7.9%	9.0%	13.2%	10.3%	12.8%	13.9%	7.9%	6.7%
Mahaska	6.6%	8.0%	5.9%	4.5%	7.4%	9.2%	9.2%	11.4%	9.7%	11.3%	8.8%	8.1%
Marion	4.9%	7.9%	4.9%	3.8%	9.0%	10.9%	12.5%	13.0%	10.4%	8.4%	7.1%	7.1%

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.

2020 Iowa Arrivals By County Marshall - Sioux

U.S. Balanced Panel



County ^	January	February	March	April	May	June	July	August	September	October	November	December
Marshall	7.0%	9.0%	6.9%	3.3%	5.3%	7.8%	8.6%	10.0%	11.6%	13.2%	9.4%	8.0%
Mills	5.5%	7.0%	6.2%	4.0%	8.1%	7.5%	11.5%	15.0%	10.4%	11.6%	6.4%	7.0%
Mitchell	6.6%	8.4%	4.5%	4.4%	7.0%	11.1%	10.7%	10.0%	9.9%	11.6%	7.6%	8.2%
Monona	4.9%	7.0%	5.0%	5.4%	8.4%	9.5%	12.1%	9.8%	11.8%	10.8%	7.9%	7.3%
Monroe	4.5%	6.9%	4.0%	5.7%	10.0%	9.0%	13.9%	8.1%	10.5%	10.6%	6.5%	10.2%
Montgomery	6.8%	9.3%	6.2%	5.3%	9.0%	8.5%	8.5%	8.5%	11.1%	10.2%	8.5%	7.9%
Muscatine	6.4%	6.2%	6.3%	4.0%	5.7%	13.4%	12.2%	8.5%	11.3%	10.9%	8.2%	7.0%
O'Brien	7.6%	7.5%	5.5%	3.8%	8.5%	8.7%	10.0%	10.4%	9.3%	9.8%	9.1%	9.7%
Osceola	5.8%	7.6%	7.1%	4.2%	9.8%	8.2%	8.7%	8.8%	9.1%	9.4%	7.5%	13.9%
Page	7.7%	8.3%	7.1%	4.8%	7.4%	8.2%	11.4%	8.0%	9.3%	9.9%	8.6%	9.2%
Palo Alto	7.6%	6.5%	7.2%	2.9%	6.7%	9.1%	13.0%	10.2%	11.1%	9.9%	7.1%	8.7%
Plymouth	6.0%	7.9%	5.2%	4.7%	6.5%	9.2%	11.4%	9.0%	11.1%	9.8%	9.0%	10.1%
Pocahontas	6.9%	5.3%	5.6%	5.3%	7.9%	8.6%	12.8%	7.6%	11.9%	9.4%	9.6%	9.1%
Polk	7.8%	11.2%	8.5%	2.7%	4.9%	7.4%	11.8%	11.1%	8.8%	9.7%	7.9%	8.1%
Pottawatta...	8.1%	10.9%	6.6%	3.6%	5.6%	8.0%	12.1%	10.5%	9.5%	9.7%	7.8%	7.7%
Poweshiek	6.5%	7.1%	6.2%	5.6%	8.0%	8.8%	11.3%	9.9%	9.6%	10.7%	8.3%	8.0%
Ringgold	3.7%	4.6%	4.3%	6.1%	10.2%	9.7%	14.3%	12.6%	11.1%	9.4%	5.7%	8.3%
Sac	6.0%	5.5%	5.9%	4.4%	8.5%	9.8%	13.5%	10.7%	10.1%	9.2%	8.3%	8.2%
Scott	7.0%	8.5%	6.0%	3.3%	5.8%	10.7%	11.3%	10.0%	9.8%	10.8%	8.3%	8.5%
Shelby	7.0%	6.3%	5.7%	5.1%	8.4%	10.2%	10.0%	10.1%	9.4%	11.9%	7.7%	8.3%
Sioux	8.4%	8.7%	4.9%	3.5%	5.2%	7.7%	10.6%	9.1%	9.9%	12.8%	8.6%	10.7%

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.

2020 Iowa Arrivals By County Story - Wright

U.S. Balanced Panel



County ^	January	February	March	April	May	June	July	August	September	October	November	December
Story	7.2%	11.0%	7.8%	3.1%	5.2%	7.0%	9.8%	14.4%	8.4%	10.9%	7.9%	7.3%
Tama	7.3%	10.2%	5.6%	2.8%	4.7%	5.1%	7.7%	10.6%	12.6%	11.6%	10.1%	11.7%
Taylor	6.0%	5.7%	6.4%	5.1%	8.0%	9.2%	12.9%	9.7%	9.1%	8.8%	9.2%	9.9%
Union	7.2%	6.9%	6.0%	5.3%	8.5%	7.7%	10.9%	8.8%	10.9%	10.6%	8.3%	8.8%
Van Buren	3.4%	3.5%	3.9%	4.7%	10.9%	8.8%	10.2%	8.1%	11.9%	14.2%	10.0%	10.3%
Wapello	7.1%	7.6%	6.2%	5.1%	7.9%	7.5%	10.5%	8.3%	10.4%	10.9%	9.2%	9.3%
Warren	5.6%	8.1%	6.0%	2.7%	6.9%	9.5%	13.0%	10.5%	9.9%	12.3%	7.2%	8.4%
Washington	7.3%	8.5%	5.7%	3.5%	6.4%	8.3%	10.0%	10.6%	11.5%	11.2%	7.7%	9.4%
Wayne	6.5%	6.8%	5.7%	7.8%	7.4%	7.0%	9.1%	11.3%	9.3%	9.4%	9.2%	10.7%
Webster	6.5%	7.1%	4.5%	3.6%	6.5%	7.3%	16.6%	8.1%	9.9%	15.4%	8.1%	6.6%
Winnebago	6.3%	6.6%	6.2%	5.2%	6.9%	8.3%	9.7%	10.4%	12.3%	10.6%	8.3%	9.0%
Winneshiek	5.1%	6.2%	4.4%	2.7%	8.0%	9.9%	13.3%	13.8%	10.9%	12.4%	6.1%	7.0%
Woodbury	8.5%	9.4%	7.1%	3.7%	5.0%	6.8%	10.0%	9.4%	10.0%	10.1%	9.6%	10.4%
Worth	7.6%	7.3%	4.8%	2.7%	4.3%	8.2%	11.0%	9.3%	11.5%	11.3%	10.5%	11.4%
Wright	5.7%	5.8%	6.2%	5.9%	7.7%	7.2%	10.2%	10.0%	10.9%	10.7%	9.6%	9.8%

County	January ^	February	March	April	May	June	July	August	September	October	November	December
All Counties	7.0%	8.6%	6.3%	3.6%	6.3%	8.8%	11.5%	10.6%	10.2%	10.5%	8.1%	8.4%

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.