

Iowa Tourism Office Marketing Follow-up Survey 2015

Q 1) Did you travel to/within Iowa during 2015?

	Total Respondents	Took a Trip	Target Market Took a Trip
Iowa	517	497	96.1%
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	328	269	82.0%
Target Market	845	766	90.7%
Other States	229	145	63.3%
Grand Total	1,074	911	84.8%

This report covers Iowa and their surrounding states, "Other States" did not meet the minimum threshold.

Q 2) In what state do you reside?

Surrounding States		Residence
Illinois	65	8.5%
Wisconsin	55	7.2%
Minnesota	54	7.0%
Nebraska	36	4.7%
Missouri	33	4.3%
Kansas	14	1.8%
South Dakota	12	1.6%
Total for Surrounding States	269	35.1%
Iowa	497	64.9%
Target Market	766	100.0%

Q 3) How many nights did you spend in Iowa on your most recent trip?

(Please check one.)

n=746	Daytrip	One Night	Two Nights	Three Nights	Four Nights	Five Nights	Six or More Nights	Average Number of Nights
Iowa	26.5%	19.0%	24.0%	9.0%	3.3%	3.8%	14.6%	2.1
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	19.9%	16.5%	29.7%	13.5%	6.8%	5.6%	7.9%	2.2
Target Market	24.1%	18.1%	26.0%	10.6%	4.6%	4.4%	12.2%	2.2

Q 4) What was your PRIMARY type of lodging?

(Please check one)

n=498	Hotel/ Motel	Family or Friends	Camping	Resort/ Cabins	Bed and Breakfast	Airbnb/ VRBO/ Personal Vacation Rentals	Time Share/ 2nd Home	Other	Personal Vehicle/ Parking Lot
Iowa	59.3%	9.8%	13.6%	5.8%	4.7%	3.1%	2.0%	1.4%	0.3%
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	60.1%	18.7%	11.8%	2.5%	3.4%	0.5%	2.0%	0.0%	1.0%
Target Market	59.6%	13.5%	12.9%	4.4%	4.2%	2.0%	2.0%	0.8%	0.6%

Q 5) Approximately how much did your travel party spend on your last trip to Iowa?

(Please enter numerical, whole dollar amounts, i.e. 100. Please avoid \$, decimals and commas. Thank you.)

n=559	Avg Lodging	Avg Entertainment	Avg Transportation	Avg Food	Avg Shopping	Total
Iowa	\$228.48	\$141.03	\$89.01	\$134.76	\$126.80	\$720.08
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	\$207.69	\$134.02	\$99.37	\$129.95	\$122.65	\$693.68
Target Market	\$220.62	\$138.48	\$92.67	\$132.94	\$125.22	\$709.93

Q 6) How many were in your travel party (including you)?

n=646	Avg.	1 Person	2 People	3 People	4 People	5 People	6 People
Iowa	2.9	5.3%	55.6%	9.3%	11.8%	6.8%	11.3%
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	2.4	11.7%	61.5%	10.5%	9.7%	2.8%	3.6%
Target Market	2.7	7.7%	57.9%	9.8%	11.0%	5.3%	8.4%

Q 7) What best describes your travel party?

n=642	Adults (no children under 18)	Business travelers	Family (with children under 18)	Group traveling by motorcoach
Iowa	73.2%	1.5%	23.3%	2.0%
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	84.8%	0.8%	12.8%	1.6%
Target Market	77.6%	1.2%	19.3%	1.9%

Q 8) What was the primary purpose of the last trip you took to Iowa?

n=649	Business/ convention	Other	Personal business (college visits, relocation visits, youth sports, etc.)	Vacation or leisure	Visit friends or family
Iowa	4.0%	5.7%	2.7%	71.1%	16.4%
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	3.2%	7.3%	3.2%	64.4%	21.9%
Target Market	3.7%	6.3%	2.9%	68.6%	18.5%

Q9) What is your gender?

n=630	Female	Male
Iowa	79.2%	20.8%
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	66.3%	33.8%
Target Market	74.3%	25.7%

Q10) What year were you born?

n=617	18-25	25-34	35-44	45-54	55-64	65-74	75+	Avg
Iowa	1.6%	7.6%	10.4%	23.0%	38.6%	15.4%	3.4%	54.6
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	1.3%	6.0%	8.5%	16.7%	36.8%	26.1%	4.7%	57.5
Target Market	1.5%	7.0%	9.7%	20.6%	37.9%	19.4%	3.9%	55.7

Q11) What did you experience during your trip? (Please check all that apply.)

n=630	Food & Drink	Outdoors & Parks	Scenic Byways	Shopping /Antiquing /Picking	Festivals & Events	History	Agriculture	Sports
Iowa	76.3%	55.2%	53.7%	44.0%	47.3%	43.0%	19.8%	9.9%
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	79.3%	51.1%	51.1%	52.3%	40.5%	48.5%	28.7%	6.8%
Target Market	77.5%	53.7%	52.7%	47.1%	44.8%	45.1%	23.2%	8.7%

Q12) We'd love to hear about your trip to Iowa, please share your story.

	Stories
Iowa	209
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	144
Target Market	353

Q13) Want to get Iowa travel ideas you can use? Please provide your e-mail below.

	E-mail Addresses
Iowa	299
Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin	198
Target Market	497

Two waves of sending emails.

Tuesday, October 13, 2015 at 11:00 am		Released	Clicked on Survey	Unsubscribed	Completed Survey
<i>Tested headlines:</i>					
Tell us about your Iowa Vacation		880	28	5	
Did You Travel to Iowa This Year?		874	39	9	
<i>Released:</i>					
Tell us about your Iowa Vacation		15,904	454	89	
Totals		17,658	521	103	483

Monday, October 19, 2015 at 7:00 pm		Released	Clicked on Survey	Unsubscribed	Completed Survey
<i>Tested headlines:</i>					
Win a Trip to Iowa: We Need Your Feedback		741	40	3	
Your Chance to Win a Trip to Iowa		732	34	1	
<i>Released:</i>					
Win a Trip to Iowa: We Need Your Feedback		13,466	552	55	
Totals		14,939	626	59	591

Grand Total of Completed Surveys

1,074

The second email (10/19) was sent to the same less, minus those that completed the survey. While the subject line varied between the two waves, the body copy remained the same for both emails.

Email addresses:

Travel Guide Orders	72.2%
Facebook	20.3%
Email Signups	5.4%
Other	2.2%



Thank you for your interest in Iowa! We hope our travel guide, website and social media channels are helpful to you and that you were able to take a trip to Iowa in the last year.

Please take a few minutes to [complete this short survey](#) to help us understand how our efforts can serve you better in 2016.

Take the survey now!

As a "Thank You" for your feedback, you can enter to win a getaway to The Bridges of Madison County - The Broadway Musical. The package includes two tickets to the national tour launch of the Tony® Award winning performance when it's in Des Moines, November 28-December 5, an overnight stay and dinner for two.

Wishing you safe and happy travels always,

Shawna Lode
Iowa Tourism Office



Questions? Contact our office at tourism@iowa.gov

[View in your browser](#)

Is this email going to your junk/bulk folder? Add amy.ziegler@iowa.gov