

Iowa Welcome Centers

2013 Survey Results



Iowa Economic Development Authority

Tourism Office

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Table of Contents	
Executive Summary	3
Methodology	4
Five-Year Trends	4
Summaries	5
Length of Stay and Number of Trips	6
Extended the Stay of the Traveler	7
Travel Party Size and Type	8
Average Daily Spending Per Travel Party	9
Traveler's Place of Residence	10-11
Traveler's Destination	12-13
Trip Purpose	14
Lodging	15
Age of the Traveler	16
Purpose of Stopping	17
Main Areas of Interest	18-19
Profiles by Interest Area	20-21
2013 Iowa Welcome Center Survey	22
Iowa Welcome Center Visitation	23

Iowa Welcome Center Survey Report Executive Summary

Iowa Welcome Centers serve the travelers visiting our state by providing travel information and encouraging travelers to extend their stay in Iowa.

During 2013, 19 Iowa Welcome Centers served over 160,000 travel parties and over 440,000 travelers.

Per day spending increased 8.5% from \$263.20 per day in 2012 to \$285.47 per day in 2013.

Iowa Welcome Center travel counselors influenced 35% of the travelers to extend their stay.



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Methodology

The survey report covers January through December 2013.

To determine the trip characteristics of the visitors stopping at the centers, travelers were asked to complete a survey through a random sample process. A total of 13 centers administered surveys. Iowa Welcome Centers needed 200 surveys to be included in the final report. The surveys were conducted by the individual Iowa Welcome Centers. The results were tabulated and reported by the Iowa Economic Development Authority, Tourism Office.

Due to rounding, all totals may not equal 100%.

Five-Year Trends

Iowa Welcome Centers

	2008	2009	2010	2011	2012	2013
Interviews Conducted	4,184	4,903	4,768	3,993	3,784	3,342
Average Days in Iowa	3.9	4.3	3.9	4.1	3.3	3.5
Average Number of Trips to Iowa	3.1	2.8	3.1	3.2	2.9	3.4
Travelers that Extended Their Stay	35%	32%	29%	35%	30%	35.5%
Average Party Size	2.5	2.5	2.5	2.5	2.5	2.5
Average Spending Per Day	\$257.93	\$219.60	\$227.38	\$248.62	\$263.20	\$285.47
Travelers with Iowa Residence	13%	13%	13%	13%	13%	13%
Travelers with Iowa Destination	40%	43%	40%	40%	41%	41%
Travelers on Vacation	48%	48%	51%	48%	48%	52%
Average Age	56.0	56.2	56.6	55.7	56.8	56.1
Hotel/Motel Lodging	54%	53%	54%	55%	55%	55%

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Iowa Welcome Center Summary

2013 January - December

	Number of Travel Parties	Number of Surveys	Avg. Days in Iowa	Avg. # Trips To Iowa	Extended Their Stay In Iowa	Avg. Party Size	Avg. Party Spending Per Day	(millions) Estimated Total Spending
Burlington	4,282	202	5.3	3.0	32.8%	2.8	\$286.54	\$6.5
Danish Windmill	6,871	222	2.4	2.5	25.1%	2.6	\$246.04	\$4.5
Davis City	19,110	423	4.1	4.1	45.2%	2.5	\$300.25	\$23.5
Dubuque	7,788	202	2.6	1.9	36.7%	2.5	\$340.44	\$6.8
Harrison County	4,786	209	3.4	2.1	36.2%	2.3	\$248.45	\$4.0
Okoboji Spirit Center	8,643	212	5.6	7.3	31.8%	3.3	\$340.97	\$16.5
Sergeant Bluff	9,100	208	1.9	4.4	52.2%	2.3	\$254.49	\$4.4
Sergeant Floyd	6,385	218	4.6	3.0	21.8%	2.6	\$292.82	\$4.6
Top of Iowa	31,852	275	3.0	3.3	14.2%	2.3	\$259.20	\$24.8
Underwood	13,755	300	2.5	3.4	42.3%	2.3	\$246.86	\$8.4
Wilton	21,746	515	3.2	2.9	44.6%	2.3	\$230.97	\$16.0
Other Centers*	7,285	356	4.2	3.1	28.5%	2.4	\$405.21	\$12.3
All Surveyed Centers	141,603	3,342	3.5	3.4	35.5%	2.5	\$285.47	\$132.3

*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

	Travelers with Iowa Residence	Travelers with Iowa Destination	Trip of Leisure or Vacation	Travelers with Children under 18	Adult Only Travelers	Average Age	Hotel/ Motel Lodging	Purpose of Stop was for Information
Burlington	7.4%	76.2%	54.0%	25.4%	71.5%	53.9	57.8%	54.0%
Danish Windmill	18.1%	44.8%	51.9%	36.8%	59.4%	52.8	58.8%	51.9%
Davis City	16.4%	34.0%	42.0%	26.3%	61.7%	58.4	45.1%	42.0%
Dubuque	9.9%	64.2%	66.7%	25.8%	67.7%	54.1	74.7%	66.7%
Harrison County	6.7%	43.5%	59.8%	20.1%	77.5%	59.4	51.5%	59.8%
Okoboji Spirit Center	39.8%	94.7%	67.0%	38.1%	59.8%	51.8	25.9%	67.0%
Sergeant Bluff	8.3%	15.9%	56.1%	10.1%	86.9%	62.3	75.5%	56.1%
Sergeant Floyd	11.4%	15.9%	62.5%	25.9%	68.1%	53.8	48.6%	62.5%
Top of Iowa	12.4%	25.1%	37.5%	20.6%	72.3%	60.3	55.0%	37.5%
Underwood	9.3%	22.9%	41.6%	22.3%	69.3%	55.2	53.9%	41.6%
Wilton	6.6%	34.8%	48.8%	24.2%	67.8%	56.7	59.2%	48.8%
Other Centers*	20.6%	28.5%	52.6%	27.4%	67.1%	52.6	59.6%	52.6%
All Surveyed Centers	13.3%	41.1%	51.6%	25.1%	68.5%	56.1	55.1%	51.6%

*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Length of Stay and Number of Trips

2013 – January through December

Iowa Welcome Center	Days in Iowa	Total Days	Number of Trips in Iowa
Burlington	5.3	7.7	3.0
Danish Windmill	2.4	8.4	2.5
Davis City	4.1	8.4	4.1
Dubuque	2.6	7.9	1.9
Harrison County	3.4	16.2	2.1
Okoboji Spirit Center	5.6	7.1	7.3
Sergeant Bluff	1.9	13.1	4.4
Sergeant Floyd	4.6	17.1	3.0
Top of Iowa	3.0	11.0	3.3
Underwood	2.5	14.3	3.4
Wilton	3.2	16.3	2.9
Other Centers*	4.2	18.1	3.1
All Surveyed Centers	3.5	12.6	3.4

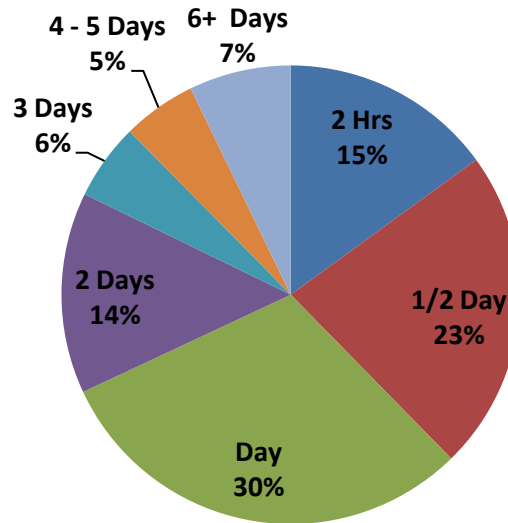
*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Extended the Stay of the Traveler

2013 – January through December

Extended the Stay of the Traveler



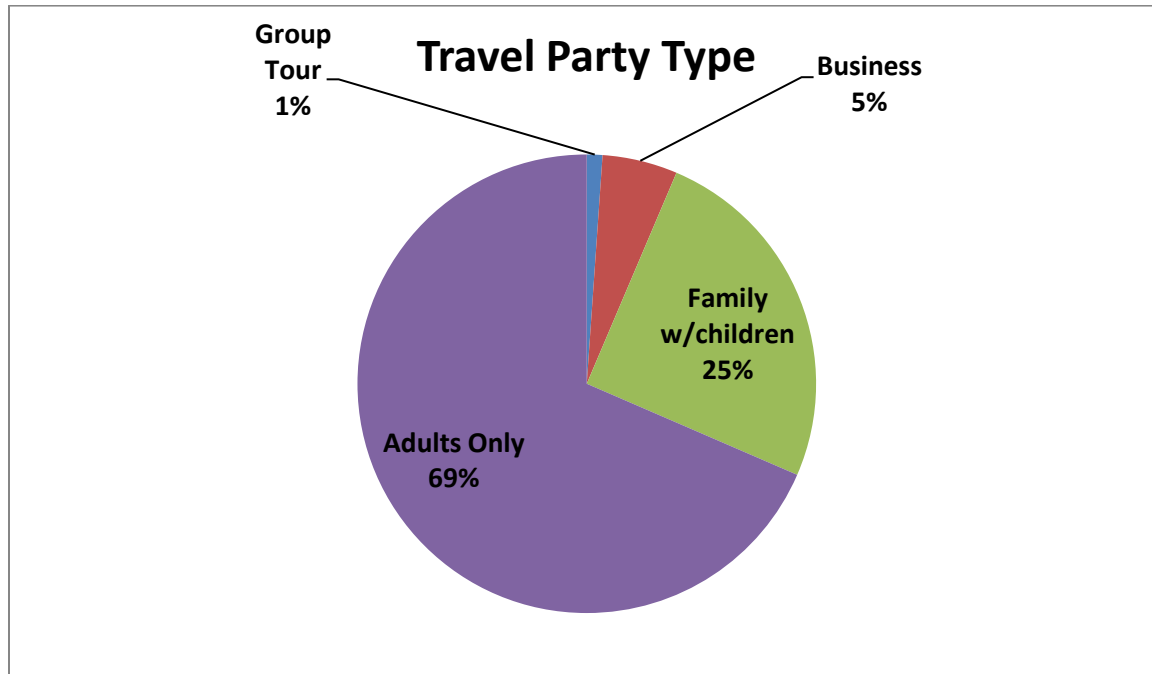
Iowa Welcome Center	Extended Stay Yes	Extended Stay No	2 Hours	½ Day	1 Day	2 Days	3 Days	4 Days	5 Days	6 + Days
Burlington	32.8%	67.2%	13.8%	20.7%	27.6%	12.1%	3.4%	6.9%	3.4%	12.1%
Danish Windmill	25.1%	74.9%	20.4%	32.7%	16.3%	8.2%	6.1%	4.1%	2.0%	10.2%
Davis City	45.2%	54.8%	7.4%	14.4%	32.4%	23.4%	6.4%	2.1%	2.7%	11.2%
Dubuque	36.7%	63.3%	11.3%	38.0%	33.8%	12.7%	4.2%	0.0%	0.0%	0.0%
Harrison County	36.2%	63.8%	13.0%	32.5%	19.5%	19.5%	2.6%	2.6%	3.9%	6.5%
Okoboji Spirit Center	31.8%	68.2%	6.8%	6.8%	22.0%	13.6%	8.5%	16.9%	8.5%	16.9%
Sergeant Bluff	52.2%	47.8%	1.9%	37.7%	49.1%	9.4%	0.9%	0.0%	0.0%	0.9%
Sergeant Floyd	21.8%	78.2%	54.3%	28.3%	10.9%	6.5%	0.0%	0.0%	0.0%	0.0%
Top of Iowa	14.2%	85.8%	9.4%	9.4%	34.4%	25.0%	6.3%	6.3%	3.1%	6.3%
Underwood	42.3%	57.7%	22.3%	19.0%	28.1%	11.6%	9.1%	2.5%	1.7%	5.8%
Wilton	44.6%	55.4%	17.3%	18.3%	36.6%	12.9%	5.4%	2.5%	1.0%	5.9%
Other Centers*	28.5%	71.5%	21.1%	24.4%	23.3%	8.9%	7.8%	3.3%	1.1%	10.0%
All Surveyed Centers	35.5%	64.5%	15.0%	22.7%	30.4%	14.2%	5.4%	3.2%	2.0%	7.2%

*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs)

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Travel Party Size and Type

2013 – January through December



Iowa Welcome Center	Average Party Size	Adults with no children	Family with children under 18	Business	Group Tour
Burlington	2.8	71.5%	25.4%	2.6%	0.5%
Danish Windmill	2.6	59.4%	36.8%	3.3%	0.5%
Davis City	2.5	61.7%	26.3%	9.6%	2.5%
Dubuque	2.5	67.7%	25.8%	5.6%	1.0%
Harrison County	2.3	77.5%	20.1%	2.0%	0.5%
Okoboji Spirit Center	3.3	59.8%	38.1%	1.6%	0.5%
Sergeant Bluff	2.3	86.9%	10.1%	2.5%	0.5%
Sergeant Floyd	2.6	68.1%	25.9%	4.6%	1.4%
Top of Iowa	2.3	72.3%	20.6%	6.7%	0.4%
Underwood	2.3	69.3%	22.3%	7.1%	1.4%
Wilton	2.3	67.8%	24.2%	6.9%	1.0%
Other Centers*	2.4	67.1%	27.4%	4.4%	1.2%
All Surveyed Centers	2.5	68.5%	25.1%	5.3%	1.1%

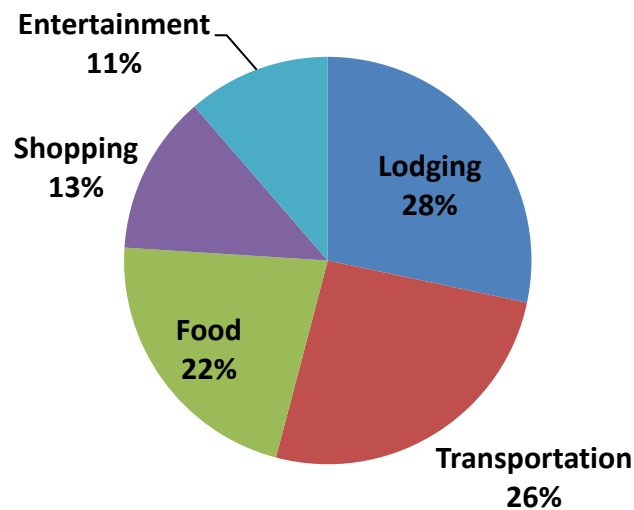
*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Average Daily Spending Per Travel Party

2013 – January through December

Average Daily Spending Per Travel Party is \$286 Per Day



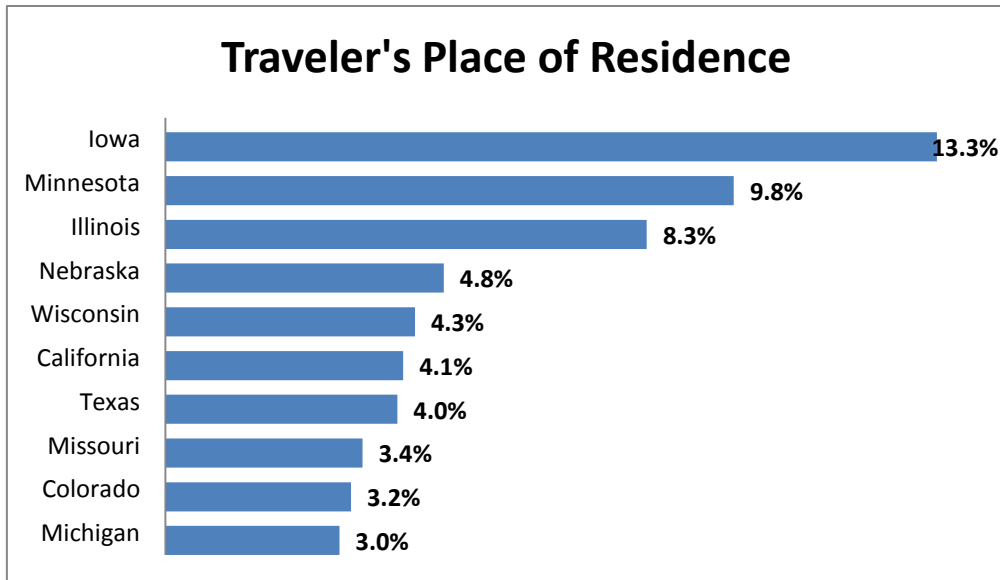
Iowa Welcome Center	Lodging	Transportation	Food	Shopping	Entertainment	Total
Burlington	\$85.53	\$56.11	\$62.52	\$38.10	\$44.27	\$286.54
Danish Windmill	\$73.89	\$55.37	\$51.68	\$37.49	\$27.61	\$246.04
Davis City	\$72.06	\$81.55	\$59.29	\$52.63	\$34.73	\$300.25
Dubuque	\$102.61	\$58.89	\$75.08	\$43.57	\$60.29	\$340.44
Harrison County	\$78.96	\$56.98	\$58.30	\$30.12	\$24.08	\$248.45
Okoboji Spirit Center	\$82.44	\$48.79	\$80.73	\$61.93	\$67.08	\$340.97
Sergeant Bluff*	\$69.82	\$63.54	\$78.12	\$13.91	\$29.10	\$254.49
Sergeant Floyd	\$77.70	\$80.61	\$62.42	\$38.97	\$33.12	\$292.82
Top of Iowa	\$81.64	\$74.33	\$60.17	\$21.67	\$21.39	\$259.20
Underwood	\$77.24	\$78.90	\$52.60	\$15.65	\$22.45	\$246.86
Wilton	\$69.64	\$76.25	\$49.22	\$16.84	\$19.01	\$230.97
Other Centers*	\$106.29	\$108.11	\$74.47	\$65.74	\$50.60	\$405.21
All Surveyed Centers	\$80.28	\$73.06	\$62.13	\$35.81	\$32.19	\$285.47

*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Traveler's Place of Residence

2013 – January through December



Traveler's Place of Residence

2013 -- January - December

		Danish	Davis		Harrison	Okoboji	Sgt.	Sgt.	Top of	Under-			
	Burlington	Windmill	City	Dubuque	County	Spirit	Bluff	Floyd	Iowa	wood	Wilton	Other	Total
Iowa	7.4%	18.1%	16.4%	9.9%	6.7%	39.8%	8.3%	11.4%	12.4%	9.3%	6.6%	20.6%	13.3%
Minnesota	2.5%	3.6%	17.4%	5.9%	3.8%	18.4%	6.3%	7.1%	29.4%	4.6%	1.2%	12.6%	9.8%
Illinois	17.8%	5.4%	3.1%	14.4%	5.7%	1.9%	2.4%	2.4%	1.8%	9.3%	22.7%	3.7%	8.3%
Nebraska	3.7%	14.0%	0.2%	1.0%	1.4%	14.6%	3.9%	11.0%	1.4%	8.5%	1.8%	4.3%	4.8%
Wisconsin	5.5%	1.8%	7.5%	15.3%	1.4%	1.5%	1.0%	2.9%	5.7%	3.2%	4.2%	1.4%	4.3%
California	6.7%	7.2%	1.9%	3.0%	7.6%	0.5%	2.9%	5.7%	3.9%	10.3%	2.4%	1.7%	4.1%
Texas	9.2%	1.4%	13.0%	1.5%	2.9%	0.5%	4.9%	1.0%	6.0%	2.1%	1.0%	2.3%	4.0%
Missouri	6.7%	1.8%	10.6%	0.5%	3.3%	1.5%	4.9%	5.7%	2.5%	0.7%	1.0%	0.9%	3.4%
Colorado	4.3%	5.4%	1.0%	3.5%	5.7%	2.9%	1.0%	1.9%	2.5%	10.0%	2.6%	0.9%	3.2%
Michigan	1.2%	0.9%	0.7%	0.5%	1.4%	1.0%	2.9%	3.3%	1.1%	3.6%	11.2%	0.6%	3.0%
Other Foreign	1.8%	3.2%	0.5%	9.9%	6.7%	1.9%	1.5%	1.9%	2.1%	0.4%	1.4%	6.9%	2.9%
Kansas	1.8%	0.9%	9.9%	0.5%	3.8%	1.5%	1.5%	3.3%	2.1%	2.5%	1.0%	1.4%	2.8%
South Dakota	0.6%	0.9%	0.2%	0.5%	1.9%	5.3%	16.1%	6.2%	2.1%	0.4%	0.8%	2.9%	2.7%
Ohio	7.4%	3.2%	0.2%	2.0%	1.4%	0.0%	1.5%	0.0%	2.5%	4.3%	6.4%	1.1%	2.6%
Florida	0.6%	1.8%	1.0%	5.0%	2.9%	0.0%	3.4%	2.4%	2.8%	2.5%	1.8%	6.6%	2.6%
Canada	0.6%	0.5%	1.4%	0.5%	4.3%	0.0%	7.3%	3.8%	3.5%	3.9%	3.0%	0.3%	2.4%
Indiana	3.7%	4.1%	0.2%	1.0%	1.4%	1.0%	1.0%	2.4%	1.1%	1.4%	4.0%	0.9%	1.9%
Pennsylvania	0.6%	2.3%	0.0%	2.0%	2.4%	0.5%	2.0%	1.4%	0.4%	2.5%	3.6%	2.0%	1.7%
Arizona	1.2%	1.4%	3.6%	2.5%	2.4%	1.0%	2.9%	0.5%	2.1%	0.4%	0.4%	1.7%	1.7%
Washington	1.8%	0.9%	0.5%	2.0%	1.9%	0.5%	2.9%	2.9%	1.1%	1.8%	1.6%	1.4%	1.5%

Notes: "Other" Includes Western Historic Trails and Nashua Welcome Centers

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Traveler's Place of Residence

2013 -- January - December

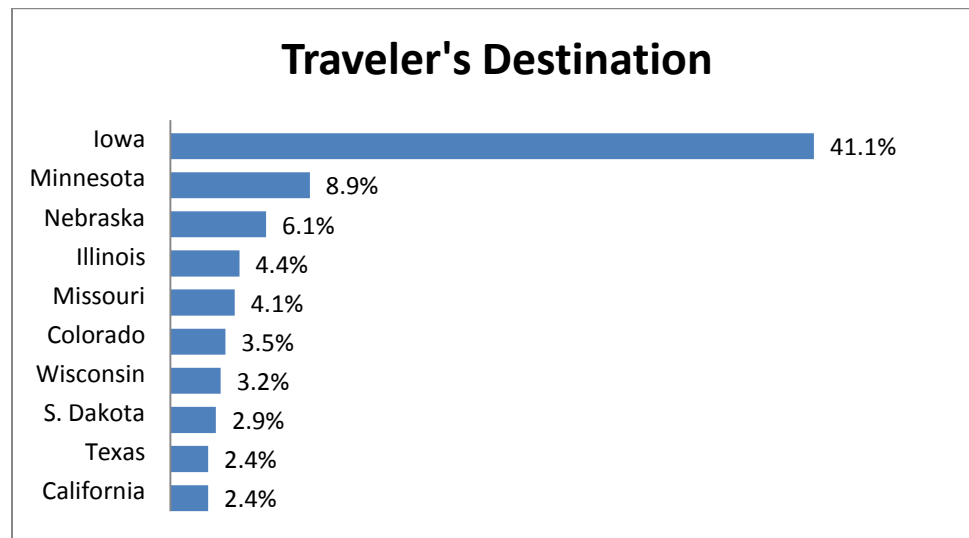
		Danish	Davis		Harrison	Okoboji	Sgt.	Sgt.	Top of	Under-			
	Burlington	Windmill	City	Dubuque	County	Spirit	Bluff	Floyd	Iowa	wood	Wilton	Other	Total
New York	1.2%	0.9%	0.0%	4.5%	1.4%	0.5%	0.0%	1.0%	0.4%	2.5%	2.6%	1.1%	1.4%
Virginia	0.6%	3.2%	0.5%	0.5%	1.0%	1.5%	2.0%	1.0%	0.7%	0.7%	3.0%	0.9%	1.4%
North Carolina	1.8%	0.5%	0.2%	1.0%	3.3%	0.0%	1.0%	2.9%	1.1%	0.4%	1.8%	0.6%	1.1%
Oregon	0.6%	0.9%	0.2%	0.0%	2.9%	0.0%	0.0%	1.9%	0.4%	2.8%	1.0%	1.4%	1.0%
Tennessee	0.6%	0.5%	0.0%	0.5%	1.9%	0.0%	1.5%	1.9%	0.0%	1.1%	0.6%	3.4%	1.0%
Georgia	1.8%	0.9%	0.2%	1.0%	2.9%	0.0%	0.5%	1.0%	0.4%	0.0%	1.0%	1.4%	0.9%
Utah	0.0%	3.6%	0.2%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	1.4%	1.0%	2.3%	0.9%
North Dakota	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.9%	3.8%	1.4%	0.0%	0.2%	0.9%	0.8%
Oklahoma	0.6%	0.9%	2.9%	0.5%	1.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.7%	0.8%
Arkansas	0.6%	0.5%	2.2%	1.0%	1.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%
Kentucky	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.0%	2.4%	0.4%	0.7%	1.4%	0.6%	0.7%
Idaho	0.6%	0.0%	0.0%	0.5%	1.0%	1.0%	1.0%	0.0%	0.4%	2.1%	0.6%	0.6%	0.6%
New Mexico	1.2%	0.5%	1.0%	0.5%	1.4%	0.0%	0.5%	0.0%	0.0%	1.4%	0.0%	1.1%	0.6%
Alabama	0.0%	0.0%	0.5%	1.0%	0.5%	0.5%	2.9%	0.5%	0.4%	0.0%	0.2%	1.1%	0.6%
Connecticut	0.0%	0.0%	0.0%	1.0%	0.5%	0.5%	0.0%	0.5%	2.8%	0.4%	1.0%	0.0%	0.6%
Massachusetts	0.0%	0.9%	0.0%	0.5%	1.4%	0.0%	0.0%	0.5%	0.0%	0.4%	1.2%	1.1%	0.6%
South Carolina	1.8%	0.0%	0.5%	1.0%	0.5%	1.0%	0.5%	0.5%	0.4%	0.4%	0.0%	0.6%	0.5%
Wyoming	0.0%	1.4%	0.2%	0.5%	0.5%	0.0%	0.0%	0.5%	0.4%	1.1%	0.2%	1.1%	0.5%
Alaska	0.0%	0.9%	0.2%	0.5%	1.0%	0.0%	0.0%	0.0%	1.4%	0.4%	0.2%	0.9%	0.5%
Montana	0.0%	0.5%	0.0%	0.5%	1.0%	0.0%	2.9%	0.5%	0.0%	0.0%	0.4%	0.6%	0.5%
New Jersey	0.6%	0.5%	0.0%	0.5%	0.5%	0.0%	0.0%	1.4%	0.7%	0.4%	0.4%	0.6%	0.4%
Maine	0.0%	0.5%	0.0%	1.0%	1.0%	0.0%	0.5%	0.0%	0.0%	0.4%	1.2%	0.0%	0.4%
Mississippi	0.0%	0.5%	0.2%	0.0%	2.9%	0.0%	0.0%	1.0%	1.1%	0.0%	0.0%	0.0%	0.4%
Nevada	0.6%	1.8%	0.0%	0.5%	0.0%	0.5%	0.0%	0.0%	0.4%	1.4%	0.0%	0.3%	0.4%
Louisiana	0.6%	0.5%	0.7%	0.0%	1.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.2%	0.3%	0.3%
West Virginia	0.0%	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%	1.0%	0.4%	0.0%	0.8%	0.6%	0.3%
Vermont	0.0%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.7%	0.2%	0.6%	0.2%
Delaware	0.6%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.2%
Maryland	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%
Hawaii	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.1%
New Hampshire	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.4%	0.0%	0.1%
Rhode Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
D.C.	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Puerto Rico	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Notes: "Other" Includes Western Historic Trails and Nashua Welcome Centers

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Traveler's Destination

2013 – January through December



Traveler's Destination

2013 -- January - December

		Danish	Davis		Harrison	Okoboji	Sgt.	Sgt.	Top Of	Under-			
	Burlington	Windmill	City	Dubuque	County	Spirit	Bluff	Floyd	Iowa	wood	Wilton	Other	Total
Iowa	76.2%	44.8%	34.0%	64.2%	43.5%	94.7%	15.9%	15.9%	25.1%	22.9%	34.8%	28.5%	41.1%
Minnesota	0.6%	3.3%	9.4%	5.7%	5.2%	1.0%	9.0%	9.0%	30.6%	5.9%	4.1%	19.8%	8.9%
Nebraska	1.7%	13.2%	0.0%	1.7%	13.0%	0.0%	10.4%	10.4%	4.1%	7.3%	7.5%	6.8%	6.1%
Illinois	12.7%	4.2%	3.4%	1.7%	1.6%	0.5%	4.0%	4.0%	3.7%	7.6%	4.7%	6.5%	4.4%
Missouri	3.3%	0.0%	14.5%	1.1%	2.6%	0.0%	10.9%	10.9%	3.7%	0.7%	0.6%	3.1%	4.1%
Colorado	0.6%	4.2%	0.2%	0.6%	5.7%	0.0%	1.0%	1.0%	2.2%	8.7%	9.1%	1.9%	3.5%
Wisconsin	0.0%	2.8%	6.0%	14.8%	1.6%	0.5%	0.0%	0.0%	4.1%	4.9%	0.6%	3.4%	3.2%
South Dakota	0.0%	3.3%	0.2%	4.0%	4.1%	0.0%	9.5%	9.5%	3.0%	1.7%	5.3%	3.1%	2.9%
Texas	0.0%	0.9%	9.4%	0.0%	0.0%	0.0%	3.0%	3.0%	5.5%	0.3%	1.0%	2.5%	2.4%
California	0.0%	2.8%	0.7%	1.7%	0.5%	0.0%	3.5%	3.5%	1.1%	4.5%	5.9%	1.9%	2.4%
Kansas	0.6%	0.0%	7.7%	0.6%	0.5%	0.5%	1.5%	1.5%	0.7%	1.0%	1.4%	0.6%	1.8%
Wyoming	0.0%	1.4%	0.2%	0.0%	3.6%	0.0%	6.0%	6.0%	0.4%	2.8%	2.6%	0.9%	1.5%
Arizona	0.0%	1.4%	3.9%	0.0%	0.0%	0.0%	2.0%	2.0%	4.1%	1.4%	0.8%	0.9%	1.5%
Washington	0.0%	0.9%	0.0%	0.0%	3.6%	0.0%	2.0%	2.0%	0.7%	2.8%	1.8%	1.9%	1.3%
Montana	0.0%	0.9%	0.0%	0.0%	2.1%	0.0%	4.0%	4.0%	0.7%	2.1%	2.8%	0.6%	1.3%
Canada	0.0%	0.5%	1.2%	0.0%	0.5%	0.0%	2.0%	2.0%	2.6%	1.0%	0.4%	3.1%	1.1%
Michigan	1.1%	0.9%	0.2%	1.1%	0.5%	0.0%	1.5%	1.5%	1.1%	4.2%	1.4%	0.6%	1.1%
North Dakota	0.0%	0.5%	0.2%	0.0%	1.0%	0.5%	1.5%	1.5%	0.4%	0.0%	0.6%	1.2%	0.9%
Indiana	1.1%	1.4%	0.0%	0.0%	1.0%	1.0%	1.0%	1.0%	0.0%	1.4%	1.0%	1.5%	0.8%
New York	0.0%	0.5%	0.0%	0.0%	2.1%	0.0%	0.5%	0.5%	0.0%	3.8%	0.4%	0.6%	0.7%

Notes: "Other" Includes Western Historic Trails and Nashua Welcome Centers

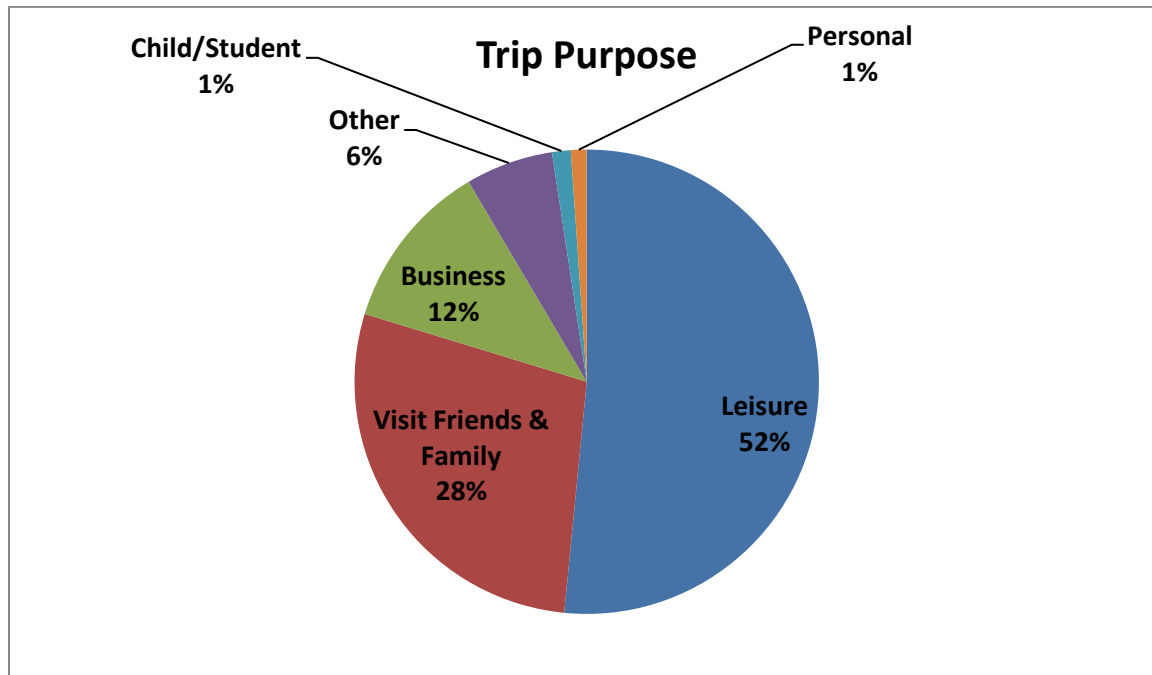
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Traveler's Destination													
2013 -- January - December													
		Danish	Davis		Harrison	Okoboji	Sgt.	Sgt.	Top Of	Under-			
	Burlington	Windmill	City	Dubuque	County	Spirit	Bluff	Floyd	Iowa	wood	Wilton	Other	Total
Oklahoma	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	1.5%	1.5%	1.1%	0.0%	0.4%	0.0%	0.7%
Utah	0.0%	1.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	2.4%	1.8%	0.0%	0.7%
Ohio	0.0%	0.9%	0.5%	0.6%	0.0%	0.0%	0.5%	0.5%	0.0%	2.1%	0.4%	1.2%	0.6%
Oregon	0.0%	0.5%	0.0%	0.6%	1.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.4%	1.2%	0.6%
Florida	0.0%	0.9%	0.2%	0.0%	0.0%	0.0%	2.5%	2.5%	1.5%	0.7%	0.6%	0.6%	0.6%
Nevada	0.0%	1.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.7%	1.8%	0.3%	0.5%
Arkansas	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.7%	0.0%	0.6%	0.5%
Pennsylvania	0.0%	1.4%	0.0%	0.0%	0.5%	0.5%	0.5%	0.5%	0.0%	1.0%	0.6%	0.0%	0.4%
Kentucky	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.3%	0.2%	1.5%	0.4%
Tennessee	0.0%	0.0%	0.5%	0.6%	0.0%	0.0%	1.0%	1.0%	0.4%	0.3%	0.4%	0.0%	0.4%
Virginia	0.0%	0.9%	0.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.0%	0.7%	0.8%	0.0%	0.3%
Maine	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.4%	0.6%	0.0%	0.3%
Idaho	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.3%	0.3%
Alaska	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.3%	0.4%	0.0%	0.3%
Georgia	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	0.5%	0.0%	0.3%	0.0%	1.2%	0.2%
Other Foreign	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	1.2%	0.2%
New Mexico	0.0%	0.0%	0.7%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.3%	0.2%
Maryland	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%
Louisiana	0.6%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.6%	0.2%
Mississippi	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.2%
Vermont	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.3%	0.2%
D.C.	0.0%	0.9%	0.0%	0.0%	1.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%
Massachusetts	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.7%	0.2%	0.0%	0.2%
New Jersey	0.0%	0.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.2%
Connecticut	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.1%
North Carolina	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.4%	0.0%	0.0%	0.0%	0.1%
New Hampshire	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.0%	0.1%
West Virginia	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.1%
Alabama	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.4%	0.0%	0.0%	0.0%	0.1%
South Carolina	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Rhode Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Delaware	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawaii	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Puerto Rico	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Notes: "Other" Includes Western Historic Trails and Nashua Welcome Centers													
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Trip Purpose

2013 – January through December

Based on those answering. One answer accepted.



Iowa Welcome Center	Vacation or Leisure	Visit Friends & Relatives	Business or Convention	Child/Student Activities	Personal Business	Other
Burlington	54.0%	32.5%	9.0%	0.5%	1.0%	3.0%
Danish Windmill	51.9%	28.0%	10.3%	2.3%	0.0%	7.5%
Davis City	42.0%	30.2%	19.6%	0.7%	0.5%	7.0%
Dubuque	66.7%	21.1%	5.6%	0.5%	5.6%	0.5%
Harrison County	59.8%	30.4%	2.5%	0.0%	2.5%	4.9%
Okoboji Spirit Center	67.0%	18.5%	6.0%	0.5%	1.5%	6.5%
Sergeant Bluff	56.1%	29.8%	9.1%	0.5%	0.5%	4.0%
Sergeant Floyd	62.5%	18.5%	12.5%	0.9%	0.0%	5.6%
Top of Iowa	37.5%	43.1%	12.3%	0.7%	0.0%	6.3%
Underwood	41.6%	29.0%	17.1%	3.1%	0.3%	8.9%
Wilton	48.8%	25.6%	15.0%	2.8%	15.0%	6.5%
Other Centers*	52.6%	27.9%	9.9%	0.9%	0.9%	7.8%
All Surveyed Centers	51.6%	28.2%	11.8%	1.3%	1.1%	6.1%

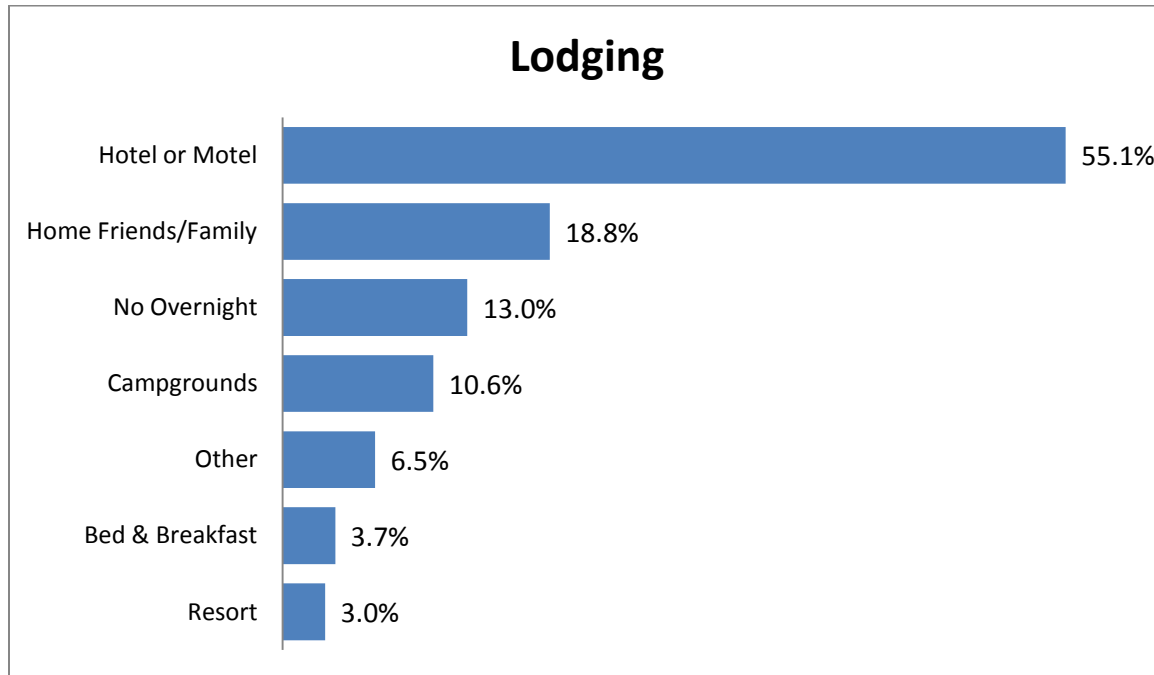
*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Lodging

2013 – January through December

Multiple answers accepted.



Iowa Welcome Center	Hotel or Motel	Home of Friends or Family	No Overnights In Iowa	Camp-grounds	Other	Bed & Breakfast	Resort
Burlington	57.8%	20.0%	9.2%	9.2%	3.8%	5.9%	2.7%
Danish Windmill	58.8%	19.1%	13.7%	6.4%	5.4%	4.4%	1.0%
Davis City	45.1%	23.4%	17.7%	8.0%	10.5%	2.5%	4.0%
Dubuque	74.7%	9.6%	2.5%	9.6%	2.5%	17.2%	3.5%
Harrison County	51.5%	23.7%	12.9%	12.9%	5.7%	2.6%	2.1%
Okoboji Spirit Center	25.9%	33.5%	4.6%	10.7%	11.7%	4.6%	24.4%
Sergeant Bluff	75.5%	8.0%	6.9%	10.6%	2.1%	2.1%	0.5%
Sergeant Floyd	48.6%	14.8%	24.5%	11.6%	1.4%	0.5%	0.0%
Top of Iowa	55.0%	20.2%	19.3%	8.4%	6.7%	0.4%	0.0%
Underwood	53.9%	13.0%	17.6%	15.5%	9.2%	2.8%	0.7%
Wilton	59.2%	12.4%	10.1%	14.0%	7.7%	2.9%	1.1%
Other Centers*	59.6%	27.6%	11.9%	8.8%	5.0%	3.1%	0.6%
All Surveyed Centers	55.1%	18.8%	13.0%	10.6%	6.5%	3.7%	3.0%

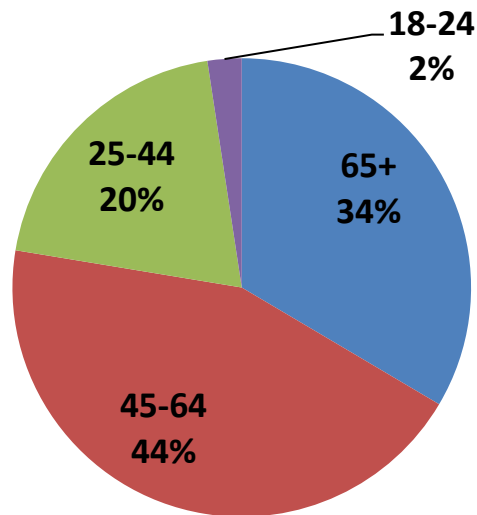
*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Age of the Traveler

2013 – January through December

Average Age of the Traveler is 56



Iowa Welcome Center	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65-74 Years	75 Years or More	Average Age
Burlington	4.5%	9.0%	13.5%	18.0%	27.5%	21.3%	6.2%	53.9
Danish Windmill	4.8%	16.2%	7.6%	18.6%	26.2%	17.6%	9.0%	52.8
Davis City	3.0%	5.3%	8.0%	19.0%	25.1%	25.1%	14.5%	58.4
Dubuque	2.2%	12.9%	12.9%	21.0%	23.7%	18.8%	8.6%	54.1
Harrison County	1.6%	5.2%	6.2%	15.5%	31.1%	31.6%	8.8%	59.4
Okoboji Spirit Center	3.7%	12.7%	12.2%	22.8%	29.6%	16.4%	2.6%	51.8
Sergeant Bluff	1.0%	2.6%	4.1%	14.5%	27.5%	44.6%	5.7%	62.3
Sergeant Floyd	0.5%	10.7%	17.2%	19.1%	25.6%	24.7%	2.3%	53.8
Top of Iowa	0.8%	5.7%	11.5%	13.0%	22.2%	31.8%	14.9%	60.3
Underwood	2.9%	10.4%	10.7%	17.9%	25.7%	25.4%	7.1%	55.2
Wilton	2.5%	5.4%	10.7%	19.9%	27.2%	28.3%	6.0%	56.7
Other Centers*	1.9%	12.4%	20.5%	16.8%	23.6%	20.2%	4.7%	52.6
All Surveyed Centers	2.4%	8.6%	11.4%	18.1%	26.0%	25.6%	7.9%	56.1

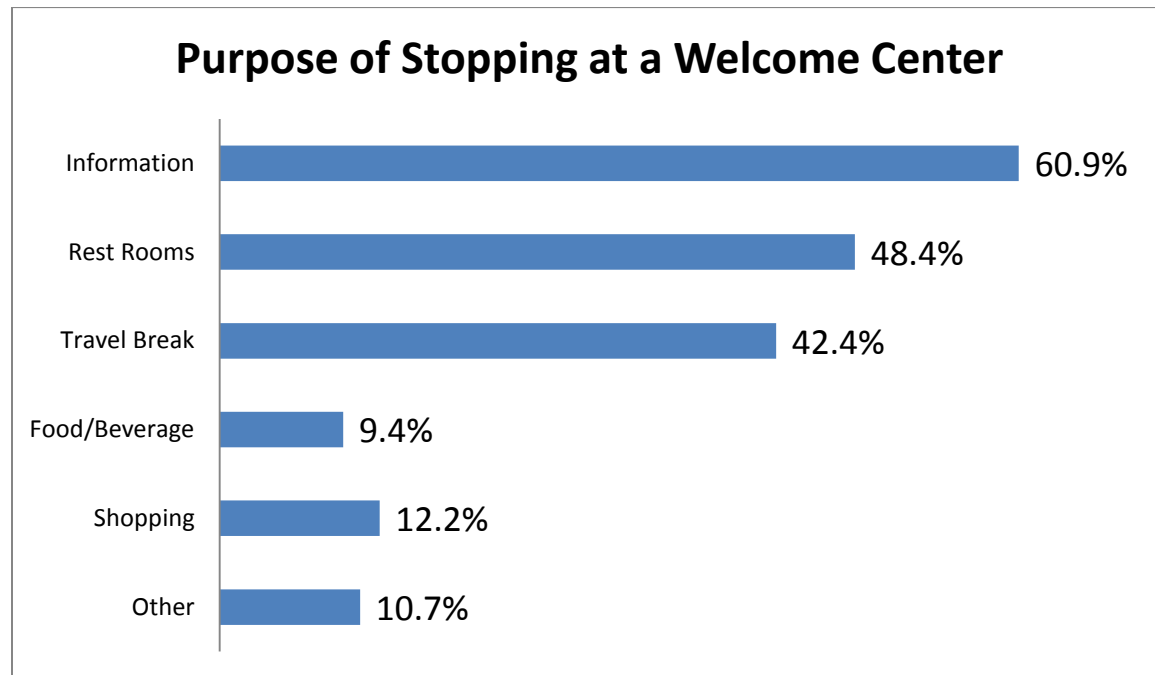
*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Purpose of Stopping at an Iowa Welcome Center

2013 – January through December

Multiple answers accepted.



	Information	Rest Rooms	Travel Break	Food/Beverage	Shopping	Other
Iowa Welcome Center						
Burlington	67.3%	15.6%	27.6%	8.5%	18.6%	12.6%
Danish Windmill	40.4%	14.9%	35.1%	13.0%	24.5%	36.1%
Davis City	48.3%	68.9%	44.2%	8.3%	2.4%	6.8%
Dubuque	91.3%	23.5%	20.9%	3.1%	9.7%	3.6%
Harrison County	77.9%	35.3%	38.2%	4.4%	15.7%	11.8%
Okoboji Spirit Center	56.4%	9.7%	14.4%	6.7%	44.1%	14.4%
Sergeant Bluff	83.0%	59.5%	67.0%	13.0%	1.0%	3.0%
Sergeant Floyd	81.0%	43.1%	39.8%	1.9%	25.0%	15.3%
Top of Iowa	30.2%	67.5%	61.9%	29.1%	7.1%	10.8%
Underwood	64.8%	62.1%	49.8%	9.2%	3.1%	8.2%
Wilton	64.4%	59.6%	41.3%	5.8%	0.6%	5.0%
Other Centers*	50.3%	61.95	51.5%	9.9%	19.5%	11.9%
All Surveyed Centers	60.9%	48.4%	42.4%	9.4%	12.2%	10.7%

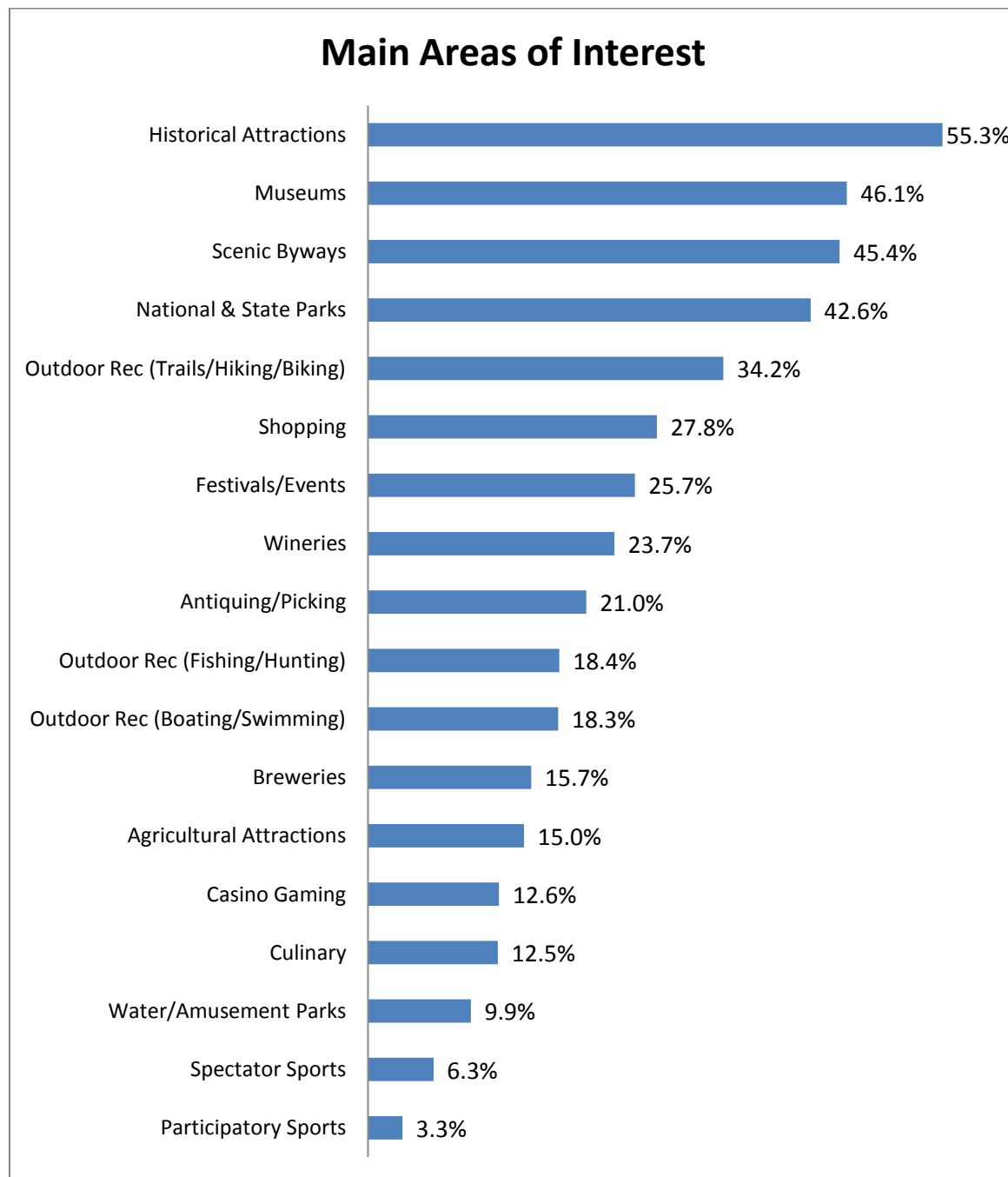
*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Main Areas of Interest

2013 – January through December

Multiple answers accepted.



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Main Areas of Interest

2013 – January through December

Multiple answers accepted.

Iowa Welcome Center	Historical Attractions	Museums	Scenic Byways	National & State Parks	Outdoor Recreation Trails/Hiking/ Biking	Shopping	Festivals/ Events	Wineries	Antiquing/ Picking
Burlington	58.3%	43.2%	51.6%	42.2%	35.9%	32.3%	28.1%	16.7%	17.7%
Danish Windmill	75.1%	57.9%	49.8%	34.4%	28.7%	40.7%	29.2%	32.1%	24.4%
Davis City	40.4%	30.0%	35.5%	35.5%	28.8%	21.9%	27.3%	18.2%	24.1%
Dubuque	61.4%	72.5%	55.6%	42.3%	59.3%	15.3%	7.9%	39.2%	18.0%
Harrison County	62.0%	48.0%	65.0%	46.0%	31.5%	18.5%	21.5%	20.5%	16.0%
Okoboji Spirit Center	41.4%	50.5%	26.8%	31.8%	48.5%	55.1%	27.8%	32.3%	30.8%
Sergeant Bluff*	62.2%	35.2%	48.5%	54.6%	30.6%	16.3%	37.8%	21.9%	23.0%
Sergeant Floyd	68.7%	72.4%	42.1%	39.7%	27.1%	20.6%	15.9%	11.2%	10.3%
Top of Iowa	53.6%	39.2%	42.4%	48.0%	34.4%	26.0%	20.4%	20.8%	21.6%
Underwood	57.9%	41.8%	49.6%	52.1%	36.4%	23.9%	27.9%	22.9%	22.5%
Wilton	58.9%	46.0%	45.1%	49.5%	39.9%	29.6%	34.0%	26.8%	20.0%
Other Centers*	41.3%	39.1%	44.0%	34.9%	19.6%	34.3%	21.7%	25.1%	20.8%
All Surveyed Centers	55.3%	46.1%	45.4%	42.6%	34.2%	27.8%	25.7%	23.7%	21.0%

Iowa Welcome Center	Outdoor Recreation Wildlife/ Fishing	Outdoor Recreation Boating/ Swimming	Breweries	Agricultural Attractions	Casino Gaming	Culinary	Water Amusement Parks	Spectator Sports	Participatory Sports Youth/Adult
Burlington	10.9%	19.8%	15.6%	16.7%	15.6%	8.9%	14.1%	8.3%	2.6%
Danish Windmill	14.4%	9.1%	17.2%	15.8%	6.2%	18.7%	8.6%	3.3%	2.4%
Davis City	15.5%	15.5%	10.3%	14.5%	18.0%	8.9%	10.6%	9.9%	5.4%
Dubuque	39.7%	37.0%	36.5%	7.4%	14.8%	11.6%	10.1%	2.1%	1.1%
Harrison County	11.5%	8.0%	12.0%	26.5%	3.5%	8.5%	3.0%	3.0%	1.5%
Okoboji Spirit Center	28.8%	49.0%	21.7%	10.1%	7.1%	11.6%	33.8%	4.5%	3.0%
Sergeant Bluff*	13.5%	18.4%	6.1%	10.7%	17.9%	19.9%	2.6%	5.6%	1.5%
Sergeant Floyd	23.5%	12.1%	7.9%	11.2%	9.3%	7.5%	6.5%	3.3%	3.7%
Top of Iowa	11.7%	17.6%	19.6%	14.4%	11.2%	14.8%	6.4%	7.6%	4.0%
Underwood	16.4%	12.1%	16.4%	18.6%	14.3%	16.8%	8.2%	6.8%	2.1%
Wilton	17.1%	20.4%	14.1%	17.8%	12.0%	14.6%	10.3%	8.9%	4.5%
Other Centers*	13.5%	11.0%	17.4%	12.8%	15.6%	9.8%	7.6%	5.5%	3.7%
All Surveyed Centers	18.4%	18.3%	15.7%	15.0%	12.6%	12.5%	9.9%	6.3%	3.3%

*Includes: Gateway to NE Iowa (Nashua) and Western Historic Trails (Council Bluffs).

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Profiles by Interest Area								
2013 - January through December								
Multiple answers accepted.								
	All	Historical	Scenic	National &	Outdoor			
	Surveys	Attractions	Byways	State Parks	Recreation			
					Trails/Hiking	Museums	Wineries	Shopping
					Biking			
Number of Surveys	3,342	1,706	1,401	1,315	1,057	1,422	731	857
Average Age of Visitor	56.1	57.2	57.6	56.0	52.1	55.7	55.1	53.6
Average Days in Iowa	3.5	3.2	3.7	3.7	3.3	3.9	3.1	4.0
Average Number of Trips In Iowa	3.4	3.3	2.8	3.5	3.9	3.3	3.4	3.6
Average Travel Party Size	2.5	2.4	2.4	2.5	2.5	2.5	2.4	2.6
Extended the Stay of Travelers	35.5%	36.4%	39.7%	38.4%	40.1%	35.7%	37.2%	33.8%
Travel Party Type								
Adults/Children	25.1%	21.6%	20.8%	23.8%	30.3%	24.9%	21.4%	29.3%
Adults Only	68.5%	72.4%	74.2%	70.2%	63.3%	68.9%	72.7%	67.1%
Average Daily Spending								
Per Travel Party Per Day	\$ 285.47	\$ 264.76	\$ 266.02	\$ 274.30	\$ 289.16	\$ 278.75	\$ 304.91	\$ 326.30
Trip Purpose								
Vacation/Leisure	51.6%	52.5%	56.3%	53.7%	54.3%	53.7%	52.3%	51.9%
Visit Friends/Relatives	28.2%	28.0%	27.0%	26.8%	25.6%	27.3%	28.4%	29.9%
Business/Convention	11.8%	11.4%	9.8%	11.7%	12.7%	11.1%	10.7%	9.3%
Personal	1.3%	1.0%	1.1%	0.8%	1.0%	1.2%	1.7%	1.2%
Children's Activities	1.1%	1.2%	0.9%	1.3%	1.3%	1.1%	1.2%	1.6%
Other	6.1%	5.8%	5.0%	5.7%	5.1%	5.6%	5.6%	6.1%
Lodging (multiple answers accepted)								
Hotel/motel	55.1%	57.4%	56.8%	54.3%	49.7%	56.2%	55.5%	51.8%
Bed & Breakfast	3.7%	4.8%	5.4%	4.4%	6.5%	5.1%	7.6%	3.7%
Campgrounds	10.6%	10.9%	12.7%	15.2%	15.1%	10.6%	8.7%	8.1%
Resort	3.0%	2.4%	2.7%	3.2%	4.6%	3.1%	3.6%	4.3%
No overnight in Iowa	13.0%	13.3%	12.6%	13.1%	13.2%	12.4%	12.6%	14.0%
Friends/family	18.8%	15.6%	17.7%	16.1%	19.3%	18.0%	20.4%	25.6%
Other	6.5%	5.8%	5.8%	6.4%	6.9%	6.0%	6.4%	5.3%
Interests (multiple answers accepted)								
Agriculture		17.8%	17.7%	17.9%	17.1%	17.4%	16.0%	13.7%
Casino		10.6%	10.8%	11.6%	10.2%	10.3%	20.4%	15.8%
Culinary		14.5%	14.4%	15.5%	16.5%	14.6%	26.7%	19.7%
Wineries		26.3%	26.8%	25.3%	27.3%	25.3%		32.1%
Breweries		16.6%	18.3%	18.5%	20.8%	18.8%	44.0%	18.3%
Outdoor: Trails/Hiking/Biking		35.2%	39.8%	48.1%		38.5%	39.5%	33.4%
Outdoor: Boating/Swimming		16.8%	17.6%	23.2%	39.5%	19.9%	23.0%	21.0%
Outdoor: Wildlife/Fishing		18.8%	21.1%	26.3%	37.5%	19.7%	23.5%	17.6%
National/State Parks		51.5%	57.4%		59.8%	50.5%	45.6%	38.6%
Scenic Byways		56.9%		61.1%	52.7%	53.6%	51.4%	42.2%
Historical Attractions			69.3%	66.8%	56.8%	76.7%	61.3%	55.4%
Museums		64.0%	54.4%	54.6%	51.8%		49.2%	51.0%
Festivals & Events		29.5%	28.8%	30.6%	30.7%	31.8%	34.1%	38.0%
Shopping		27.8%	25.8%	25.2%	27.1%	30.7%	37.6%	
Antiques/Picking		24.7%	23.1%	22.9%	22.7%	25.2%	31.3%	34.7%
Participatory Sports		2.9%	3.0%	4.2%	5.5%	3.3%	4.1%	5.6%
Spectator Sports		6.2%	5.3%	7.1%	9.4%	6.5%	7.3%	9.3%
Water & Amusement Parks		8.6%	7.9%	12.1%	16.1%	10.8%	10.8%	15.9%
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Profiles by Interest Area									
2013 - January through December									
Multiple answers accepted.									
	Agricultural Attractions	Boating/ Swimming	Festivals/ Events	Casinos/ Gaming	Wildlife/ Fishing	Breweries	Antiquing/ Picking	Culinary	Water & Amusement Parks
Number of Surveys	462	566	792	390	567	485	647	387	303
Average Age of Visitor	59.4	49.7	53.9	56.6	51.9	51.1	57.2	54.1	45.1
Average Days in Iowa	3.3	3.6	3.5	3.1	3.5	4.9		4.5	4.3
Average Number of Trips In Iowa	4.6	5.2	3.3	3.0	4.6	4.4		3.2	4.3
Average Travel Party Size	2.4	2.7	2.5	2.4	2.5	2.4	2.4	2.4	3.3
Extended the Stay of Travelers	45.4%	41.3%	38.7%	35.9%	44.7%	37.2%	38.9%	35.5%	39.3
Travel Party Type									
Families with Children	22.8%	36.7%	24.2%	17.3%	30.4%	23.3%	20.8%	22.8%	57.2%
Adults Only	68.4%	56.2%	68.9%	76.2%	62.2%	68.1%	73.4%	70.9%	36.4%
Average Daily Spending Per Travel Party Per Day	\$ 252.48	\$ 305.00	\$ 304.49	\$ 344.29	\$ 289.06	\$ 306.82	\$ 295.71	\$ 282.36	\$ 355.66
Trip Purpose									
Vacation/Leisure	47.0%	52.6%	48.7%	52.7%	51.9%	51.3%	50.7%	47.5%	57.2%
Visit Friends/Relatives	27.6%	26.7%	30.2%	25.7%	25.8%	25.8%	30.1%	32.7%	22.4%
Business/Convention	15.9%	12.7%	12.3%	12.3%	14.0%	14.0%	12.1%	10.6%	10.9%
Personal	1.5%	0.5%	1.4%	0.8%	0.5%	2.3%	0.9%	1.3%	0.3%
Children's Activities	1.3%	1.4%	0.9%	1.3%	1.8%	1.6%	1.1%	1.6%	2.3%
Other	6.7%	6.1%	6.6%	7.2%	6.0%	4.9%	5.1%	6.2%	6.9%
Lodging (multiple answers accepted)									
Hotel/motel	54.8%	45.5%	50.9%	60.6%	48.6%	54.1%	55.3%	55.5%	44.6%
Bed & Breakfast	4.8%	6.2%	3.3%	4.5%	7.4%	8.2%	6.4%	5.7%	3.4%
Campgrounds	11.9%	14.2%	11.8%	9.4%	16.3%	8.6%	9.8%	5.5%	9.2%
Resort	1.4%	7.1%	2.8%	3.7%	4.8%	1.9%	3.1%	3.3%	11.2%
No overnight in Iowa	8.7%	11.9%	13.6%	11.5%	12.8%	10.1%	12.7%	15.0%	12.9%
Friends/family	18.7%	23.5%	23.3%	15.7%	19.6%	22.4%	21.4%	18.9%	21.8%
Other	8.9%	8.6%	6.8%	6.8%	6.7%	8.4%	5.9%	7.7%	8.8%
Interests (multiple answers accepted)									
Agriculture		15.9%	17.8%	11.5%	17.8%	20.2%	20.6%	21.2%	11.4%
Casino	9.7%	12.4%	14.6%		13.2%	19.4%	18.7%	17.6%	16.0%
Culinary	17.7%	15.9%	20.3%	17.4%	14.8%	27.6%	19.8%		19.2%
Wineries	25.3%	29.7%	31.4%	38.2%	30.3%	66.4%	35.4%	50.4%	25.7%
Breweries	21.2%	25.4%	19.3%	24.1%	25.2%		22.1%	34.6%	16.3%
Outdoor: Trails/Hiking/Biking	39.2%	73.7%	40.9%	27.7%	69.8%	45.4%	37.1%	45.0%	55.4%
Outdoor: Boating/Swimming	19.5%		24.5%	17.9%	56.4%	29.7%	22.1%	23.3%	49.5%
Outdoor: Wildlife/Fishing	21.9%	56.5%	22.2%	19.2%		29.5%	22.6%	21.7%	38.1%
National/State Parks	50.9%	53.9%	50.8%	39.0%	61.0%	50.1%	46.5%	52.7%	52.4%
Scenic Byways	53.7%	43.6%	51.0%	38.7%	52.0%	52.8%	50.1%	52.2%	36.2%
Historical Attractions	65.6%	50.7%	63.6%	46.4%	56.6%	58.6%	65.1%	61.4%	47.9%
Museums	53.5%	50.0%	57.1%	37.4%	49.4%	55.1%	55.3%	53.7%	50.2%
Festivals & Events	30.5%	34.3%		29.7%	31.0%	31.5%	40.0%	41.6%	35.2%
Shopping	25.3%	31.8%	41.2%	34.6%	26.6%	32.4%	45.9%	43.7%	44.3%
Antiques/Picking	28.8%	25.3%	32.7%	31.0%	25.7%	29.5%		33.1%	21.8%
Participatory Sports	4.3%	8.1%	4.7%	5.9%	7.6%	5.4%	4.0%	6.2%	12.1%
Spectator Sports	9.1%	12.4%	11.7%	9.5%	12.0%	9.3%	9.4%	9.6%	17.6%
Water & Amusement Parks	7.6%	26.9%	13.6%	12.6%	20.6%	10.3%	10.4%	15.2%	
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For office use only:Welcome Center Code _____
Person Entering Survey _____Date of Survey _____
Survey Number _____**2013 Iowa Welcome Center Survey**A trip is traveling 50 miles or more from home.In what state or country do you presently reside?
_____What state is (or was) your destination?
_____How many days will you spend on this trip?
_____ *In Iowa?*
*(Iowa residents just include days away from home.)*How many trips will you take in Iowa this year?
_____Will your stay in Iowa be extended because of the information provided? *(Please check one.)*☐ Yes ☐ NoIf "yes", how long? *(Please check one.)*☐ 2 hours ☐ 3 days
☐ 1/2 day ☐ 4 days
☐ 1 day ☐ 5 days
☐ 2 days ☐ 6 or moreHow many are in your travel party? *(including you)*1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ More than 5 ☐What best describes your travel party? *(Please check one.)*☐ Family (with children under 18)
☐ Adults (no children under 18)
☐ Business individual(s)
☐ Group traveling by motor coach

On this trip, what is your travel party's average DAILY spending for:

Lodging \$ _____

Entertainment \$ _____

Transportation \$ _____

Food \$ _____

Shopping \$ _____

Other \$ _____

What is your birth date?

_____/_____/_____
(Month) (Day) (Year)What is the main purpose for this trip? *(Please check one)*☐ Vacation/leisure ☐ Personal business
☐ Business/convention ☐ Student/child
☐ Visit friends/family activities/competitions
☐ Other _____What overnight accommodations did you or will you use while in Iowa? *(Please check all that apply.)*☐ Hotel/motel
☐ Bed & breakfast
☐ Campgrounds
☐ Resort
☐ Will not stay overnight in Iowa
☐ Home of family/friends
☐ Other _____What was the purpose of your stop? *(Please check all that apply.)*☐ Information ☐ Travel break
☐ Shopping ☐ Restrooms
☐ Food/beverage ☐ Other _____What are your main area of interests? *(Please check all that apply.)*☐ Agricultural Attractions
☐ Casino gaming
☐ Culinary
☐ Wineries
☐ Breweries
☐ Outdoor recreation (trails/hiking/biking)
☐ Outdoor recreation (boating/swimming)
☐ Outdoor recreation (wildlife/fishing)
☐ National & State Parks
☐ Scenic byways
☐ Historical Attractions
☐ Museums
☐ Festivals/events
☐ Shopping
☐ Antiquing/Picking
☐ Participatory Sports (youth & adult)
☐ Spectator Sports
☐ Water/Amusement Parks
☐ Other _____*Thank you for stopping at our Iowa
Welcome Center and for traveling Iowa!*

12/3/2012

Iowa Welcome Center Visitation

2013 – January through December

2013 Iowa Welcome Center Visitation													
January													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Travel Parties													
Bloomfield, Davis County	115	115	153	161	272	248	278	225	286	231	161	207	2,452
Burlington, Port of	195	280	261	240	401	343	735	498	383	365	341	240	4,282
Clayton County	36	20	27	108	158	242	319	211	131	700	37	16	2,005
Danish Windmill	125	256	256	307	1,850	800	865	648	607	495	464	198	6,871
Davis City	952	886	1,629	1,716	1,956	2,112	2,199	2,247	1,810	1,619	1,098	886	19,110
Dows Depot	29	28	33	42	86	118	122	128	95	60	13	20	774
Dubuque	61	192	378	475	759	969	1,253	1,147	910	1,032	359	253	7,788
Emmetsburg	17	21	57	29	50	44	54	39	42	31	16	17	417
Harrison County	127	132	155	286	550	696	738	648	573	463	249	169	4,786
Okoboji Spirit Center	225	45	87	71	707	1,109	1,601	2,051	2,110	270	207	160	8,643
Northeast, Nashua *	92	92	154	173	290	1,325	391	378	258	310	64	80	3,607
Sergeant Bluff	389	422	514	576	827	1,100	1,288	1,182	1,096	801	473	432	9,100
Sgt. Floyd, Sioux City	174	204	334	473	691	393	1,281	1,037	848	493	278	179	6,385
Southern Iowa, Lamoni	1,101	570	1,296	1,110	1,716	1,560	1,595	1,350	1,230	1,260	825	646	14,259
Top of Iowa	1,665	2,775	2,265	2,310	2,925	3,240	3,810	3,055	3,015	2,880	2,040	1,872	31,852
Underwood	458	426	858	1,069	1,512	1,938	2,096	1,876	1,539	995	555	433	13,755
Western Historic Trails	345	315	360	349	343	355	269	393	279	248	220	202	3,678
Wilton	753	850	1,409	1,535	2,222	2,945	3,259	2,922	2,128	1,676	1,096	951	21,746
Other													
Same Centers-January	6,859	7,629	10,226	11,030	17,315	19,537	22,153	20,035	17,340	13,929	8,496	6,961	161,510
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Individuals													
Bloomfield, Davis County	146	146	192	238	399	422	464	379	469	359	231	248	3,693
Burlington, Port of	314	367	466	460	709	696	1,218	1,156	1,078	703	578	352	8,097
Clayton County	261	71	73	341	769	816	1,081	628	492	2,179	90	89	6,890
Danish Windmill	277	423	786	980	7,776	2,025	2,595	1,963	1,521	1,411	1,133	478	21,368
Davis City	2,717	2,475	5,176	5,177	5,822	6,460	6,928	7,356	5,615	4,988	4,052	2,933	59,699
Dows Depot	39	45	65	65	159	240	230	256	151	66	27	31	1,374
Dubuque	118	283	646	762	1,331	1,758	2,439	2,152	1,497	1,863	584	375	13,808
Emmetsburg	24	25	74	36	62	66	97	66	76	48	19	19	612
Harrison County	270	247	332	755	2,117	1,695	1,626	1,326	1,251	999	477	330	11,425
Okoboji Spirit Center	806	127	306	188	2,169	2,905	12,255	8,794	3,883	584	494	941	33,452
Northeast, Nashua *	215	230	340	386	659	7,320	950	1,010	593	635	202	149	12,689
Sergeant Bluff	821	1,239	1,457	1,465	3,367	3,224	3,573	2,849	2,865	2,098	1,445	1,193	25,596
Sgt. Floyd, Sioux City	358	436	903	1,553	2,680	1,136	3,271	2,737	2,112	1,194	820	431	17,631
Southern Iowa, Lamoni	1,280	1,219	2,602	2,306	2,839	4,041	4,815	3,778	2,757	4,330	1,932	1,559	33,458
Top of Iowa	3,217	4,488	6,192	5,809	6,514	9,274	11,538	10,695	8,146	8,477	5,041	4,594	83,985
Underwood	1,020	875	1,916	2,159	3,273	4,581	5,386	4,332	3,463	2,184	1,167	954	31,310
Western Historic Trails	1,190	1,004	1,636	2,136	2,291	3,413	2,463	2,336	2,084	1,524	1,486	1,124	22,687
Wilton	1,690	2,009	3,704	3,561	5,187	7,583	8,832	7,285	4,527	3,659	2,614	2,504	53,155
	14,763	15,709	26,866	28,377	48,123	57,655	69,761	59,098	42,580	37,301	22,392	18,304	440,929
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