

Iowa Tourism Monthly Metrics
Iowa Economic Development Authority, Tourism Office

As of January 11, 2014

Google Analytics

www.traveliowa.com

Source: Google Analytics

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV*	DEC	TOTAL**
All Visits	14,560	25,019	30,246	37,135	62,157	67,927	67,689	52,985	43,755	39,736	26,297	25,429	492,935
Unique Visitors	10,814	18,681	21,646	28,270	49,844	52,590	50,732	38,932	32,256	29,658	21,974	19,185	352,954
Page Views	133,670	221,985	264,914	296,228	440,748	296,955	288,836	240,788	187,818	166,933	93,856	93,371	2,726,102
Avg Visit	3:32	3:45	4:23	3:38	3:03	3:20	3:58	4:22	3:50	3:35	3:08	3:09	3:39
Mobile/Tablet	2,174	3,358	4,405	5,291	10,865	14,190	17,323	13,931	11,128	9,929	7,331	7,038	108,713
Returning Visitors	28.6%	30.1%	32.7%	27.7%	23.1%	25.9%	29.5%	31.8%	32.8%	31.4%	31.0%	29.8%	29.0%
New Visitors	71.4%	69.9%	67.3%	72.3%	76.9%	74.1%	70.5%	68.2%	67.7%	68.6%	69.0%	70.2%	71.0%
Bounce Rate	2.5%	3.5%	3.3%	3.8%	4.5%	46.2%	48.3%	44.7%	47.2%	46.5%	50.9%	49.8%	32.3%

*Adjustments for Mobile Coding

** Metrics for the entire year, not just monthly added together.

All Travel Guide Requests*

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2010	22,260	4,226	8,172	13,808	14,174	16,881	10,257	20,768	5,006	4,490	3,613	6,702	130,357
2011	4,948	5,451	7,437	9,631	12,876	9,887	6,815	7,718	4,851	6,838	3,941	11,301	91,694
2012	15,016	7,754	11,998	13,361	17,712	13,412	10,848	9,750	6,743	6,004	3,419	2,683	118,700
2013	5,894	3,556	3,990	22,959	17,459	11,605	15,892	7,748	7,027	8,284	3,086	1,133	108,633
Mthly % Chg	-60.7%	-54.1%	-66.7%	71.8%	-1.4%	-13.5%	46.5%	-20.5%	4.2%	38.0%	-9.7%	-57.8%	-8.5%
YTD % Chg												-8.5%	

*includes welcome centers and special promotions

Note: December 2013, Travel Guides held for distribution for CDS

Web Requests for Travel Guide

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2010	2,490	2,063	2,604	2,632	2,992	2,309	1,877	1,492	939	823	645	581	21,447
2011	2,294	1,819	2,339	2,409	2,303	1,885	1,528	1,265	805	778	542	593	18,560
2012	2,951	1,929	2,195	2,605	2,732	2,704	1,855	1,411	961	779	544	621	21,287
2013	1,615	1,629	1,319	2,484	2,336	2,014	2,052	1,386	988	754	532	560	17,669
Mthly % Chg	-45.3%	-15.6%	-39.9%	-4.6%	-14.5%	-25.5%	10.6%	-1.8%	2.8%	-3.2%	-2.2%	-9.8%	-17.0%
YTD % Chg												-17.0%	

Online/Digital Travel Guide Unique Visitors

Source: Walsworth Digital Editions

Monthly Unique Issue Visit	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
2011	603	617	775	1,129	2,718	3,391	911	676	569	520	305	323	12,537
2012	948	1,018	1,536	1,506	11,126	7,922	1,738	1,308	1,083	856	518	406	29,965
2013	323	1,195	1,730	1,305	1,542	2,263	2,733	1,492	1,057	922	654	623	15,839
Mthly % Chg	-65.9%	17.4%	12.6%	-13.3%	-86.1%	-71.4%	57.2%	14.1%	-2.4%	7.7%	26.3%	53.4%	-47.1%
YTD % Chg	New Site											-47.1%	

Twitter Followers

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2010	4,250	4,410	4,620	4,810	4,990	5,170	5,360	5,630	5,787	5,976	6,135	6,180
2011	6,360	6,490	6,615	6,760	6,887	7,010	7,180	7,300	7,470	7,520	7,813	7,980
2012	8,176	8,380	8,629	8,660	9,036	9,254	9,260	9,611	9,742	10,001	10,157	10,360
2013	10,682	10,987	11,234	11,560	11,799	11,997	12,201	12,435	12,532	12,835	12,967	13,075
% Chg	30.7%	31.1%	30.2%	33.5%	30.6%	29.6%	31.8%	29.4%	28.6%	28.3%	27.7%	26.2%
Tweets	71	46	27	38	54	69	61	50	46	55	43	55
Retweets	59	62	50	53	39	68	58	38	33	57	52	54

Facebook Likes

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	
2010	737	822	944	1,031	1,100	1,127	1,141	1,163	1,216	1,273	1,316	1,329	
2011	1,364	1,428	1,517	1,722	1,810	1,930	2,059	2,175	4,565	4,789	4,937	5,000	
2012	5,096	5,256	5,351	5,366	6,022	6,309	6,401	6,509	6,570	6,709	6,816	7,432	
2013	9,974	10,123	10,234	10,591	16,429	16,878	17,043	17,295	21,211	22,992	23,147	23,300	TOTAL
Posts:	28	29	26	26	43	31	35	35	26	26	32	26	363
Comments:	313	435	485	1,812	425	737	453	474	495	500	357	748	7,234
Likes:	1,602	2,679	3,463	8,427	5,631	3,206	3,569	4,694	3,185	4,360	2,255	4,774	47,845
Shares:	414	405	890	1,765	1,114	703	734	876	671	917	461	1,461	10,411

Consumer Newsletter e-mail Subscribers

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2012	12,372	11,895	n/a	20,685	22,859	n/a	n/a	n/a	n/a	n/a	n/a	n/a
2013	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Welcome Center Travel Parties

Source: Iowa Economic Development Authority, Tourism Office

Page 3

Same Centers	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2011	5,594	5,969	10,290	12,042	16,951	20,681	22,082	20,495	17,434	14,871	8,888	7,711	163,008
2012	6,505	6,718	11,103	12,309	18,798	22,757	23,839	21,735	16,954	13,460	9,558	7,968	171,704
2013	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
Mthly % Chg	5.4%	13.6%	-7.9%	-10.4%	-7.9%	-14.1%	-7.1%	-7.8%	2.3%	3.5%	-11.1%	-12.6%	-5.9%
YTD % Chg												-5.9%	

Attractions Visitation

Source: Iowa Economic Development Authority, Tourism Office

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YTD
2011	89,122	73,772	146,476	186,443	265,883	286,734	288,496	244,662	196,141	213,628	108,142	113,832	2,213,331
2012	82,799	103,903	178,775	162,452	291,504	280,413	320,133	264,731	195,199	190,799	119,185	110,815	2,300,708
2013	84,300	103,748	156,159	163,810	279,742	289,145	351,493	265,339	194,081				
Mthly % Chg	1.8%	-0.1%	-12.7%	0.8%	-4.0%	3.1%	9.8%	0.2%	-0.6%				
YTD % Chg									0.4%				

Rest Area Visitors

Source: Iowa Department of Transportation

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2011	750,295	648,858	1,010,217	1,092,515	1,451,511	1,553,547	1,828,886	1,803,775	1,332,268	1,374,855	1,145,663	970,920	14,963,310
2012	735,604	744,687	1,086,318	1,157,635	1,472,427	1,650,338	1,930,341	1,812,714	1,374,282	1,250,858	1,046,889	882,315	15,144,408
2013	699,389	651,925	963,381	1,025,122	1,412,844	1,652,587	2,019,309	1,827,283	1,393,773	1,228,117	1,005,714	883,322	14,762,766
Mthly % Chg	-4.9%	-12.5%	-11.3%	-11.4%	-4.0%	0.1%	4.6%	0.8%	1.4%	-1.8%	-3.9%	0.1%	-2.5%
YTD % Chg												-2.5%	

Note: Ankeny NB Closed May 2012 and SB Closed September 2012

Des Moines Airport Deplanements

Source: Des Moines International Airport

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
2011	70,086	66,067	82,310	73,437	80,842	87,879	88,496	86,027	79,511	84,090	77,898	76,169	952,812
2012	74,683	75,804	91,157	80,526	89,086	96,172	92,627	95,824	80,785	94,205	89,262	81,547	1,041,678
2013	84,578	81,194	96,245	85,965	94,852	101,047	96,389	95,402	87,795	97,971	89,709		
Mthly % Chg	13.2%	7.1%	5.6%	6.8%	6.5%	5.1%	4.1%	-0.4%	8.7%	4.0%	0.5%		
YTD % Chg											5.3%	YTD % Chg	

Note: June/July combined were 196,356

Hotel Occupancy: STR - Iowa's Top Ten County Hotel Markets

Source: 2013 STR, Inc.

Page 4

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2012	42.7%	53.7%	55.6%	57.4%	62.5%	74.4%	68.3%	71.7%	64.3%	63.9%	52.9%	
2013	43.6%	53.2%	56.2%	60.1%	62.2%	73.3%	68.2%	71.1%	63.0%	63.8%	53.9%	
% Chg	2.1%	-1.0%	1.0%	4.6%	-0.5%	-1.4%	-0.2%	-0.80%	-2.0%	-0.2%	-0.2%	

Hotel Average Daily Rate (ADR): STR - Iowa's Top Ten County Hotel Markets

Source: 2013 STR, Inc.

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2012	\$ 78.50	\$ 80.45	\$ 78.32	\$ 79.87	\$ 81.42	\$ 87.43	\$ 81.46	\$ 85.39	\$ 83.72	\$ 82.97	\$ 81.45	
2013	\$ 80.22	\$ 82.97	\$ 81.84	\$ 84.21	\$ 85.24	\$ 90.90	\$ 85.11	\$ 87.37	\$ 85.23	\$ 87.24	\$ 84.24	
% Chg	2.2%	3.1%	4.5%	5.4%	4.7%	4.0%	4.5%	2.30%	1.8%	5.1%	3.4%	

Leisure and Hospitality Employment

(Not Seasonally Adjusted, NAICS 71 & 72)

Source: Iowa Workforce Development

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2011	122,100	122,200	124,900	131,100	135,600	138,600	140,400	139,600	132,300	129,700	126,400	124,000
2012	121,300	123,100	125,400	130,200	136,200	140,100	140,600	139,000	132,000	130,900	125,200	125,100
2013	125,600	127,700	128,900	135,100	140,100	145,100	146,200	144,200	137,800	135,600	131,500	
Mthly % Chg	3.5%	3.7%	2.8%	3.8%	2.9%	3.6%	4.0%	3.7%	4.4%	3.6%	5.0%	

Average Prices of Regular Unleaded Gasoline

Source: Iowa Department of Agriculture & Land Stewardship/AAA Fuel Gauge Report

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
2011	\$ 3.07	\$ 3.14	\$ 3.51	\$ 3.77	\$ 3.94	\$ 3.65	\$ 3.65	\$ 3.59	\$ 3.48	\$ 3.39	\$ 3.43	\$ 3.16
2012	\$ 3.38	\$ 3.61	\$ 3.91	\$ 3.67	\$ 3.43	\$ 3.43	\$ 3.52	\$ 3.80	\$ 3.52	\$ 3.38	\$ 3.29	\$ 3.32
2013	\$ 3.34	\$ 3.75	\$ 3.58	\$ 3.42	\$ 3.54	\$ 3.48	\$ 3.67	\$ 3.51	\$ 3.55	\$ 3.17	\$ 3.21	\$ 3.26
Mthly % Chg	-1.2%	3.9%	-8.4%	-6.8%	3.2%	1.5%	4.3%	-7.6%	0.9%	-6.2%	-2.4%	-1.8%

Weather

Source: State of Iowa Climatologist

2013	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Average Temp	21.6	23.6	28.5	43.5	59.0	69.0	72.5	72.1	66.9			
Departure/Normal	2.20	0.04	7.40	5.40	1.10	0.70	1.10	0.60	3.70			
Ttl Precip.	0.96"	1.31"	2.19"	6.63"	8.84"	0.12"	1.77"	1.57"	1.98"			
Departure/Normal	0.04"	.26"	0.04	3.12"	4.28"	0.0%	2.73"	2.63"	1.40"			
Ttl Snowfall	3.6"	10.5"	4.9"	1.9"	3.4"	0	0	0	0			
Departure/Normal	-4.1"	3.7"	4.9"	0.3"	3.4"	0	0	0	0			

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