

Iowa Tourism Monthly Metrics
Iowa Economic Development Authority, Tourism Office

As of February 3, 2014

Travel Guide Requests Source: Iowa Economic Development Authority, Tourism Office

2014	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	TOTAL
Bulk Orders	1,802												
Sgt. Bluff Call	92												
Facebook	230												
IA Tourism Office	138												
Web Requests	367												
AAA Living	1												
BH&G													
DM Register													
Family Fun													
Group Trvl Leader													
Iowa Outdoors													
Midwest Living	276												
Newspaper Grp													
The Iowan													
USA Weekend													
Total	2,906												

DOT Bike Maps	75												
Scenic Byways	500												
Iowa Maps	13												
Wine & Beer	301												

SimpleView Bulk Orders: Inventory/Order Transactions

Consumer Summary Report/Inquiry Tag

2014 Traveliowa.com Acquisition

Source: Google Analytics

2014	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	TOTAL
All Visits	49,882												
Unique Visitors	40,156												
Page Views	191,251												
Avg Visit Duration	2:56												
Returning Visitors	23.4%												
New Visitors	76.6%												
Bounce Rate	50.0%												
Mobile/Tablet	14,302												

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

Traveliowa.com % Change

Source: Google Analytics

% Change 14 vs 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	14 vs. 13	TOTAL**
All Visits	242.6%													
Unique Visitors	271.3%													
Page Views	43.9%													
Avg Visit Duration	-16.8%													
Returning Visitors	-18.2%													
New Visitors	7.2%													
Bounce Rate	1920.2%													
Mobile/Tablet	557.8%													

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

2013 Traveliowa.com Acquisition

Source: Google Analytics

2013	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	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 Duration	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
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%
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

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

Online/Digital Travel Guide Unique Visitors

Source: Walsworth Digital Editions

Monthly Unique Issue Vi	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	1,143	1,195	1,730	1,305	1,542	2,263	2,733	1,492	1,057	922	654	623	16,659
2014	1,303												
Mthly % Chg	14.0%												
YTD % Chg	14.0%												

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
2014	13,263											
% Chg	24.2%											
Tweets	58											
Retweets	88											

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	
2014	24,816												TOTAL
Posts:	25												
Likes:	3,234												
Comments:	781												
Shares:	779												

Welcome Center Travel Parties

Source: Iowa Economic Development Authority, Tourism Office

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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
2014	4,874												
Mthly % Chg	-28.9%												
YTD % Chg	-28.9%												

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	194,198	116,393	97,063	2,295,471
2014													
Mthly % Chg	1.8%	-0.1%	-12.7%	0.8%	-4.0%	3.1%	9.8%	0.2%	-0.6%	1.8%	-2.3%	-12.4%	-0.2%
YTD % Chg													

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
2014													
Mthly % Chg													
YTD % Chg													

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	88,718	1,099,865
2014													
Mthly % Chg													
YTD % Chg													YTD % Chg

Hotel Occupancy: 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	42.7%	53.7%	55.6%	57.4%	62.5%	74.4%	68.3%	71.7%	64.3%	63.9%	52.9%	41.8%
2013	43.6%	53.2%	56.2%	60.1%	62.2%	73.3%	68.2%	71.1%	63.0%	63.8%	53.9%	43.2%
2014												
% Chg	2.1%	-1.0%	1.0%	4.6%	-0.5%	-1.4%	-0.2%	-0.80%	-2.0%	-0.2%	-0.2%	3.3%

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	\$ 77.20
2013	\$ 80.22	\$ 82.97	\$ 81.84	\$ 84.21	\$ 85.24	\$ 90.90	\$ 85.11	\$ 87.37	\$ 85.23	\$ 87.24	\$ 84.24	\$ 80.10
2014												
% Chg	2.2%	3.1%	4.5%	5.4%	4.7%	4.0%	4.5%	2.30%	1.8%	5.1%	3.4%	3.7%

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	131,900	129,000
2014												
Mthly % Chg	3.5%	3.7%	2.8%	3.8%	2.9%	3.6%	4.0%	3.7%	4.4%	3.6%	5.4%	3.1%

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
2014	\$ 3.21											
Mthly % Chg	-1.2%											

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	50.6	33.7	17.3
Departure/Normal	2.20	0.04	7.40	5.40	1.10	0.70	1.10	0.60	3.70	0.20	2.90	5.60
Ttl Precip.	0.96"	1.31"	2.19"	6.63"	8.84"	0.12"	1.77"	1.57"	1.98"	2.79"	1.63	0.64
Departure/Normal	0.04"	.26"	0.04	3.12"	4.28"	0.0%	2.73"	2.63"	1.40"	.18"+	.42"	.71"
Ttl Snowfall	3.6"	10.5"	4.9"	1.9"	3.4"	0	0	0	0	0	1.5"	9.3"
Departure/Normal	-4.1"	3.7"	4.9"	0.3"	3.4"	0	0	0	0	0	-1.2"	1.0"