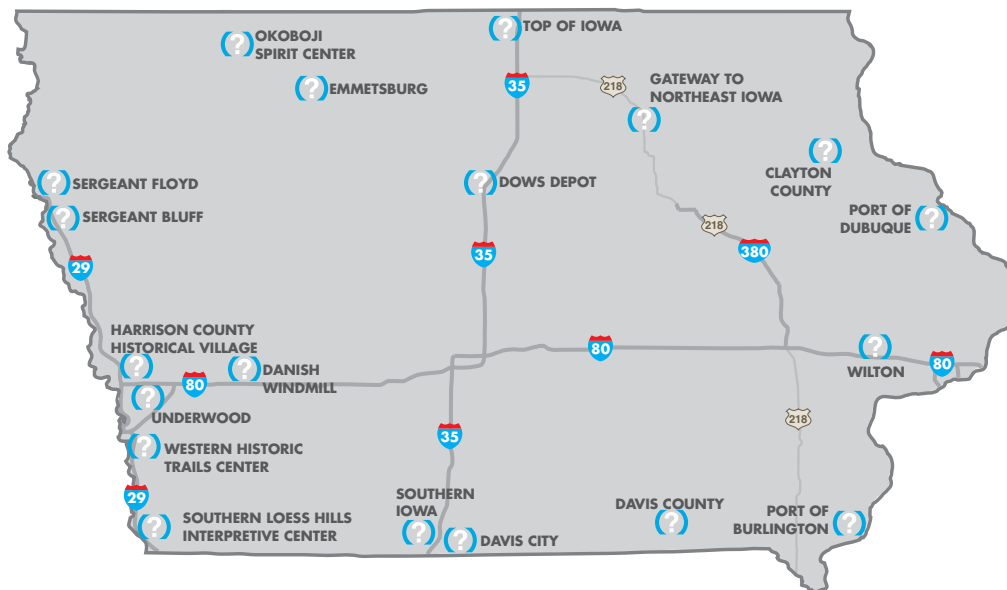
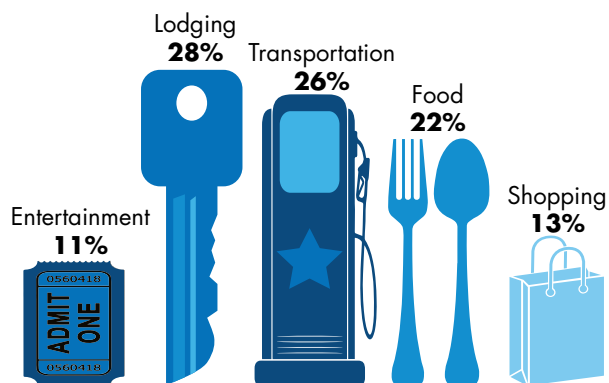


During 2013, 19 Iowa Welcome Centers served over 160,000 travel parties and over 440,000 travelers.



\$285 average daily
spending per travel party



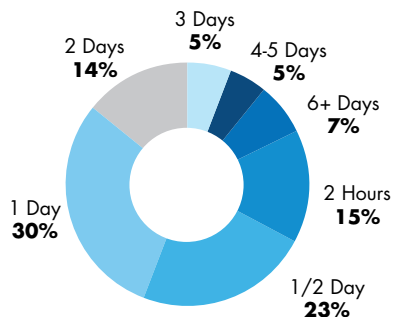
average daily spending per travel
party increased 8.5%



number of trips increased 17%



extended the stay of the traveler



2.5
AVERAGE
PARTY SIZE

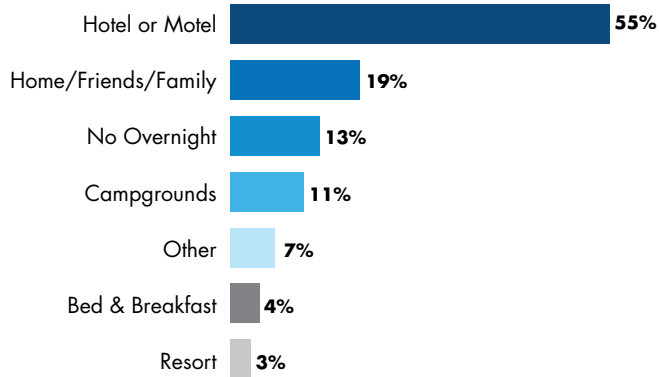
Iowa Welcome Center travel counselors influenced 36% of travelers to extend their stay in Iowa.

IOWA ECONOMIC DEVELOPMENT AUTHORITY

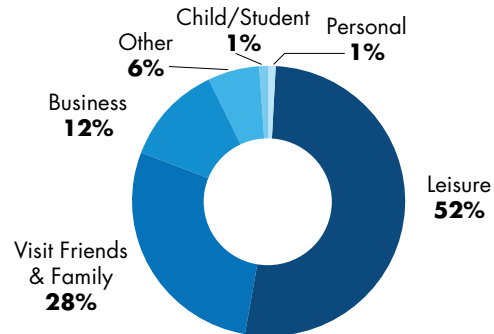
200 East Grand Avenue
Des Moines, Iowa 50309 USA

International: +1.515.725.3084
Domestic: 1.800.345.4692

lodging



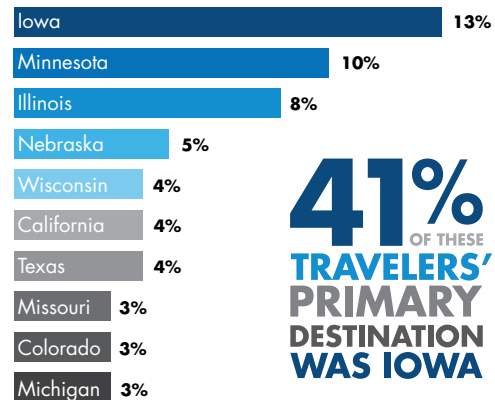
trip purpose



3.5 AVERAGE NUMBER
OF DAYS IN IOWA

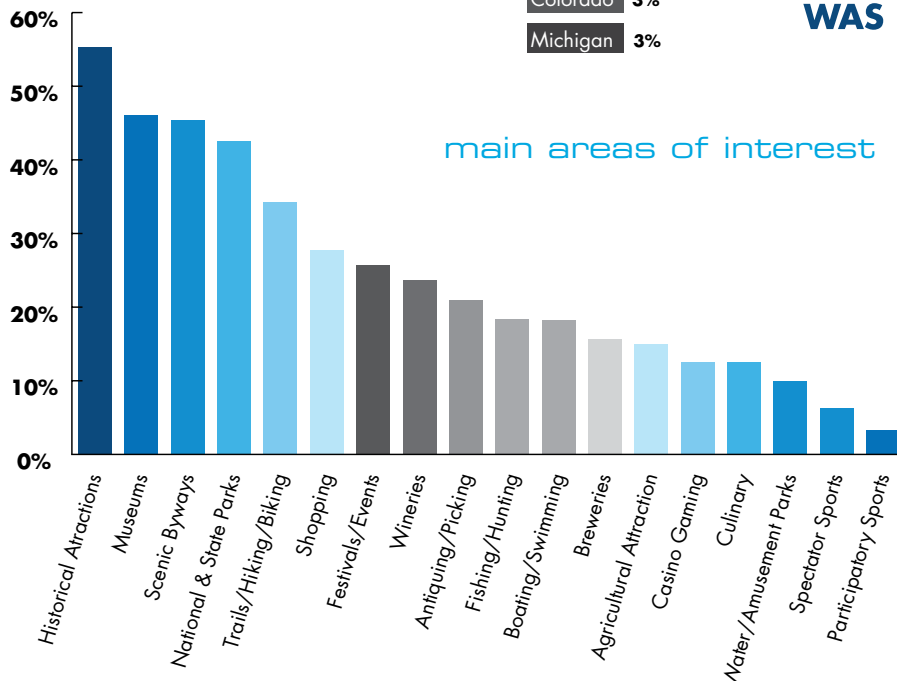


traveler's place of residence



41%
OF THESE
TRAVELERS'
PRIMARY
DESTINATION
WAS IOWA

main areas of interest



The 2013 Iowa Welcome Center Survey Report is administered 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 3,342 surveys. The results were tabulated and reported by the Iowa Economic Development Authority, Tourism Office.

The full report is available at www.traveliowa.com/industry or by contacting LuAnn Reinders, Research and Welcome Center Manager at luann.reinders@iowa.gov.

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