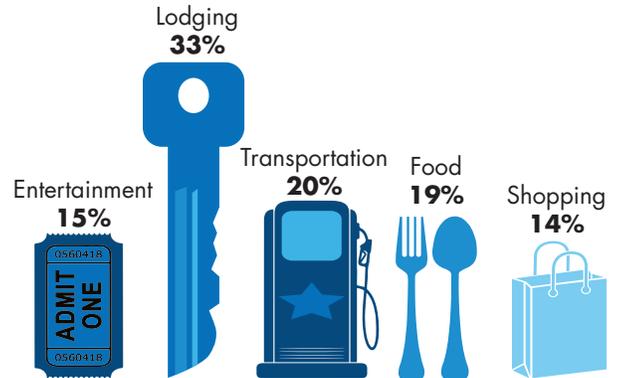
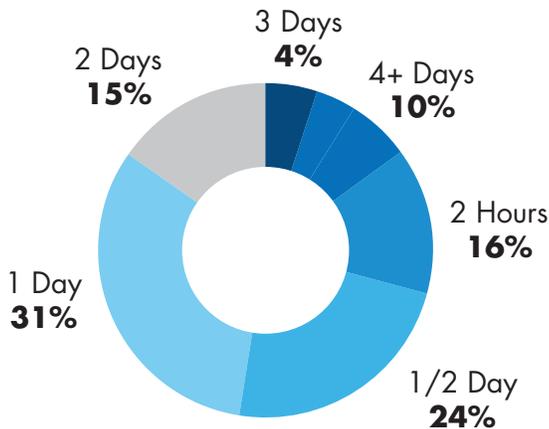


Official Iowa Welcome Centers

**\$358 Average Daily Spending Per Travel Party**



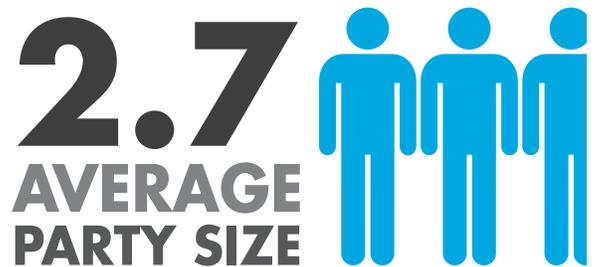
Extended the Stay of the Traveler



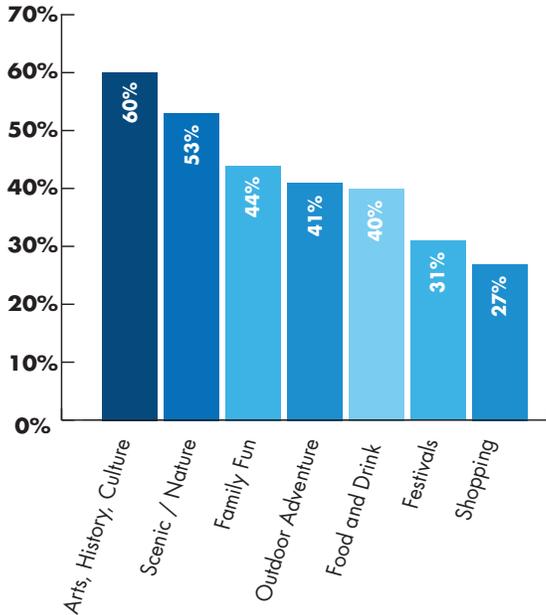
**54.2**  
AVERAGE  
AGE OF  
TRAVELERS

Iowa Welcome Center travel counselors influenced 34% of travelers to extend their stay in Iowa.

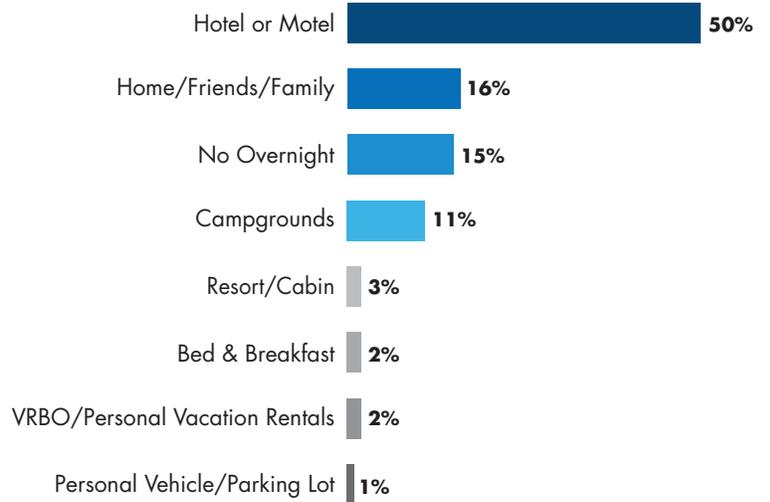
AVERAGE NUMBER OF TRIPS TO IOWA IN 2018



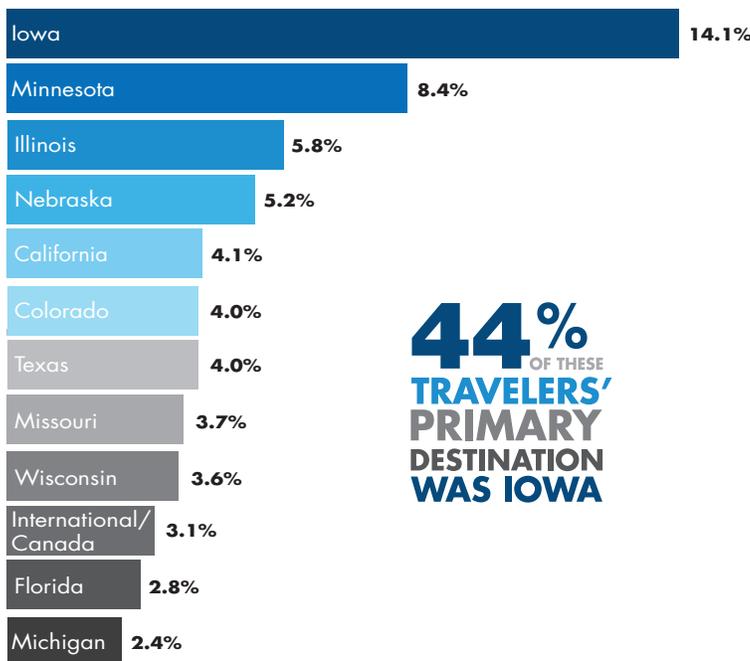
### Main Areas of Interest



### Lodging



### Travelers' Places of Residence

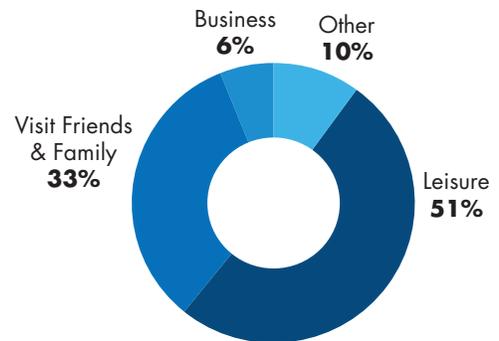


**44%** OF THESE TRAVELERS' PRIMARY DESTINATION WAS IOWA

### 3.8 AVERAGE NUMBER OF DAYS IN IOWA



### Trip Purpose



The 2018 Iowa Welcome Center Survey Report is administered to determine the trip characteristics of visitors stopping at the centers. Travelers were asked to complete a survey through a random sample process. A total of 10 centers administered 2,483 surveys. The results were tabulated and reported by the Iowa Economic Development Authority's Tourism Office.

The full report is available at [traveliowa.com/industry](http://traveliowa.com/industry).