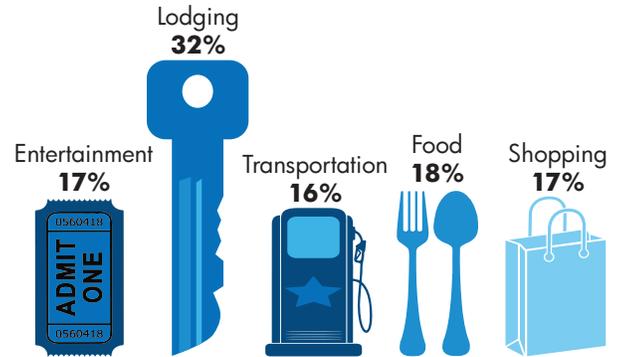
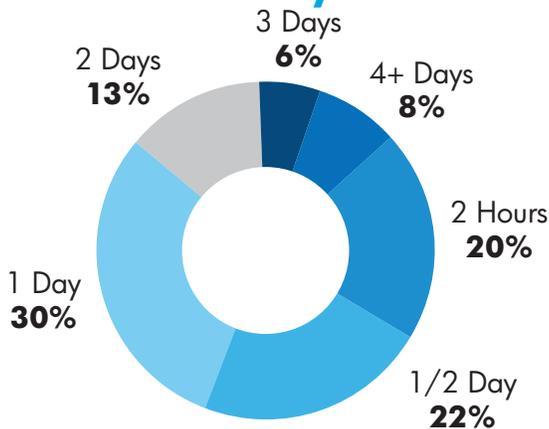


\$401.31 Average Daily Spending Per Travel Party



Official Iowa Welcome Centers

Extended the Stay of the Traveler



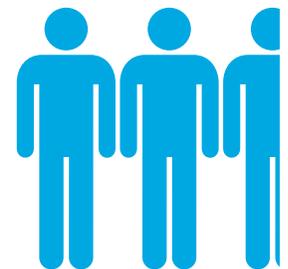
**54.2
AVERAGE
AGE OF
TRAVELERS**

Iowa Welcome Center travel counselors influenced 30% of travelers to extend their stay in Iowa.

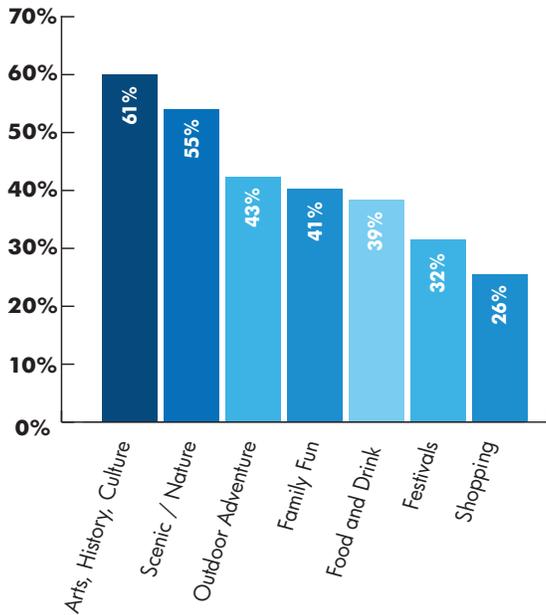
AVERAGE NUMBER OF TRIPS TO IOWA IN 2019



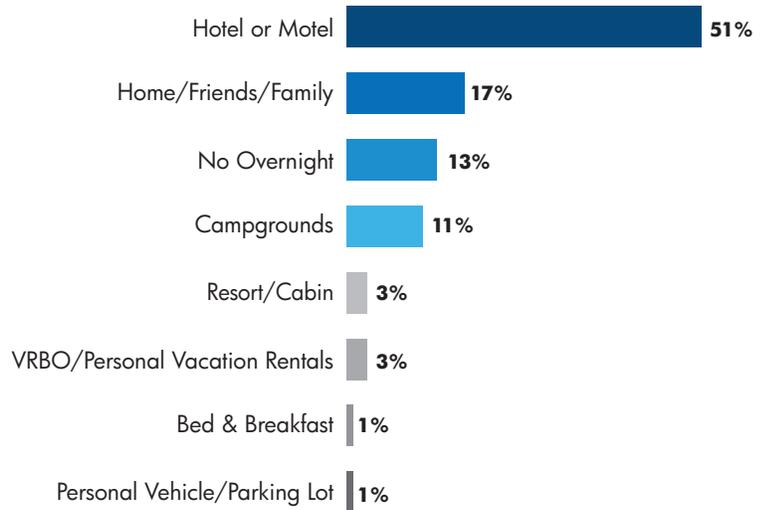
**2.6
AVERAGE
PARTY SIZE**



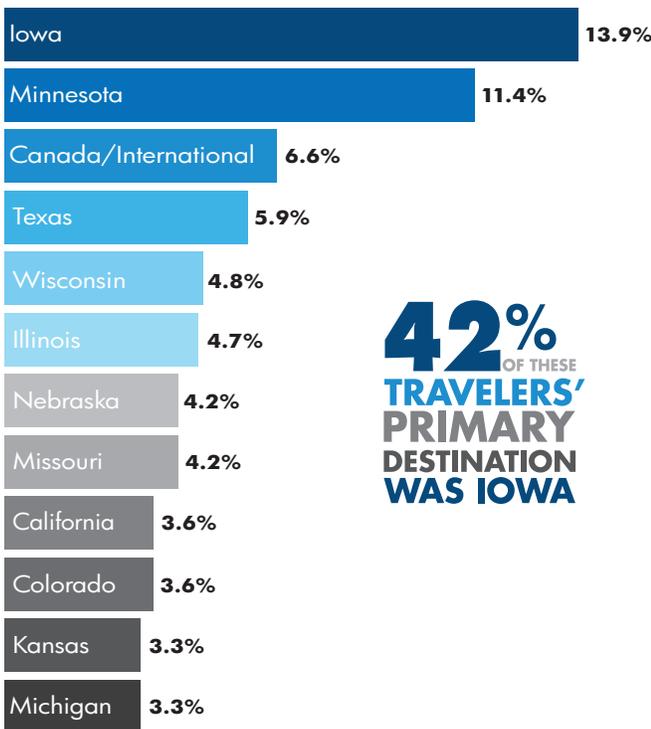
Main Areas of Interest



Lodging



Travelers' Places of Residence

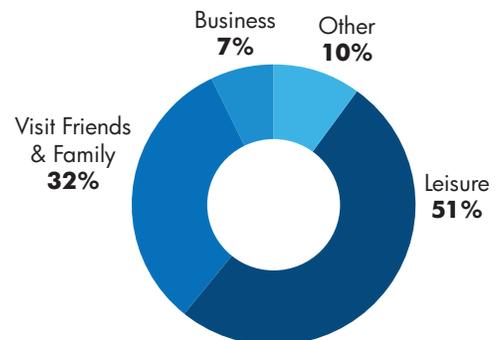


42% OF THESE TRAVELERS' PRIMARY DESTINATION WAS IOWA

3.4 AVERAGE NUMBER OF DAYS IN IOWA



Trip Purpose



The 2019 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.