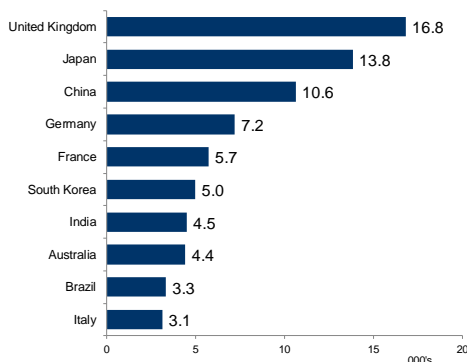


# International Travel to Iowa

## Intelligence from International State Travel (IST) Service

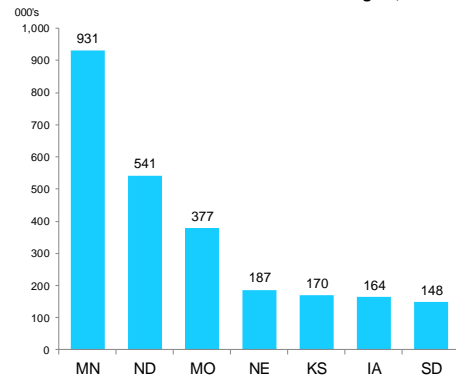
- Iowa hosted 164,000 international visitors in 2016
- Iowa's top overseas market was the United Kingdom with 16,800 visits to the state
- 35% of total international visitor spending in Iowa comes from Asia
- Total international visits to Iowa are forecast to grow 13.7% over the next five years

Visits from top 10 overseas markets of origin for Iowa, 2016



Source: Tourism Economics

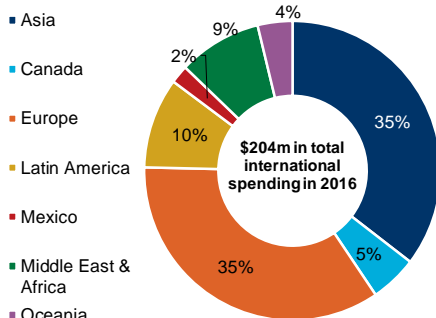
International visits to the West North Central region, 2016



Source: Tourism Economics

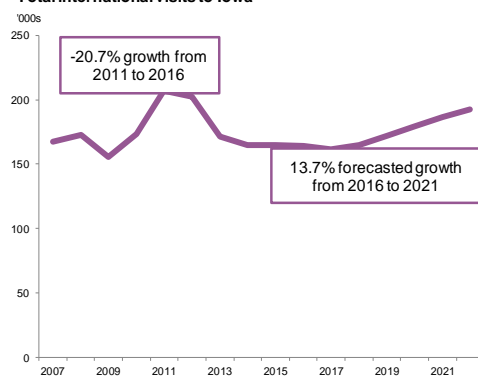
Total international tourist spending in Iowa, 2016

Percent of total



Source: Tourism Economics

Total international visits to Iowa



Source: Tourism Economics

### The IST advantages include:

- **Multiple modeling inputs:** Utilizes the strengths and minimizes the weakness of various datasets including APIS, BTS, I-94, nSight, NTTO, OAG, Statcan, STR, VisaVue, and Oxford Economics
- **Comprehensive analysis:** Standardized data across all 50 states with detail for 50 origin markets and 10 world regions
- **A decade of history and a decade into the future:** IST includes ten years of historical data and ten-year forecasts based on the Oxford Economics macroeconomic outlook. The entire dataset is updated every six months.