

D.K. Shifflet & Associates Ltd.
Iowa's Leisure Domestic Visitors
2007

Average Expenditure Per Leisure HH Trip	\$290
Average Number of Children in HH (If children present)	1.8
Travel Party Size - Leisure (Based to total)	2.4
Average Length of Overnight Trip (If Stayed Overnight)	2.3
Day Trips	53.2%
Overnight Trips	46.8%
Average Age of Traveler - Leisure	43.3
Age 18-24	8.3%
Age 25-34	32.1%
Age 35-44	20.0%
Age 45-54	13.1%
Age 55-64	10.6%
Age 65+	15.9%
Average Household Income - Leisure	\$66,430.00
Primary Purpose of Leisure Trip (respondents)	
Visiting Friend & Family	47.2%
Getaway Weekend	7.8%
Vacation/Personal/Leisure	45.0%
Primary Mode of Leisure Transportation	
Car	76.3%
Van/Small Truck	17.0%
Airplane	2.5%
Camper/RV	1.3%
Bus, Train, Other	3.0%
Type of Lodging - Leisure (Multi-response)	
Hotel/Motel/Timeshare/Condo	61.1%
Friends/Family	27.9%
Camping/RV	2.8%
Bed & Breakfast	1.0%
Other	7.2%
State of Origin	
Iowa	50.3%
Illinois	10.9%

Nebraska	8.8%
Minnesota	4.9%
Wisconsin	2.6%
Missouri	1.9%
Kansas	0.8%
South Dakota	4.1%

Activities

Dining	35.2%
Shopping	30.4%
Entertainment	28.5%
Touring/Sightseeing	19.1%
Gamble	12.9%
Attend Sports Events	12.4%
Hunt/Fish	10.6%
Concert/Play/Dance	7.2%
Park: National, State	6.7%
Night Life	5.8%
Theme, Amusement Park	5.2%
Festival, Craft Fair	4.4%
Play Golf	3.6%
Visit Historic Site	3.3%
Look at Real Estate	2.8%
Nature/Culture	2.5%
Museum/Art Exhibit	2.3%
Camping	2.2%
Boat/Sail	2.1%
Hike/Bike	1.8%
Group Tour	1.5%
Beach/Waterfront	1.4%
Other Adventure Sports	1.4%
Show (Boat/auto/home)	1.2%
Snow Ski/Snow Board	1.1%

Avg. Number of Activities (if participated) 2.1