

# IOWA Tourism Results

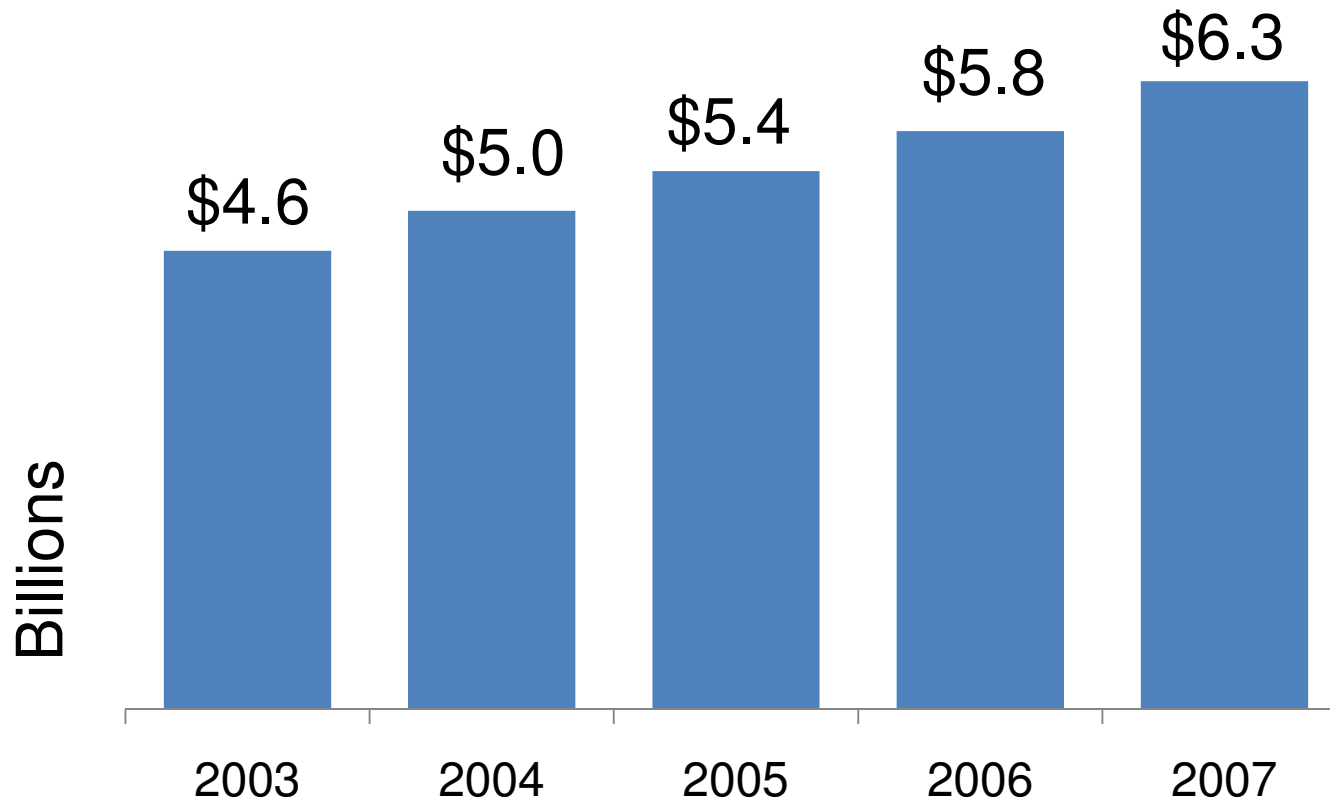
IOWA Department of Economic Development  
Tourism Office

As of February 11, 2009

[www.travelIOWA.com](http://www.travelIOWA.com)

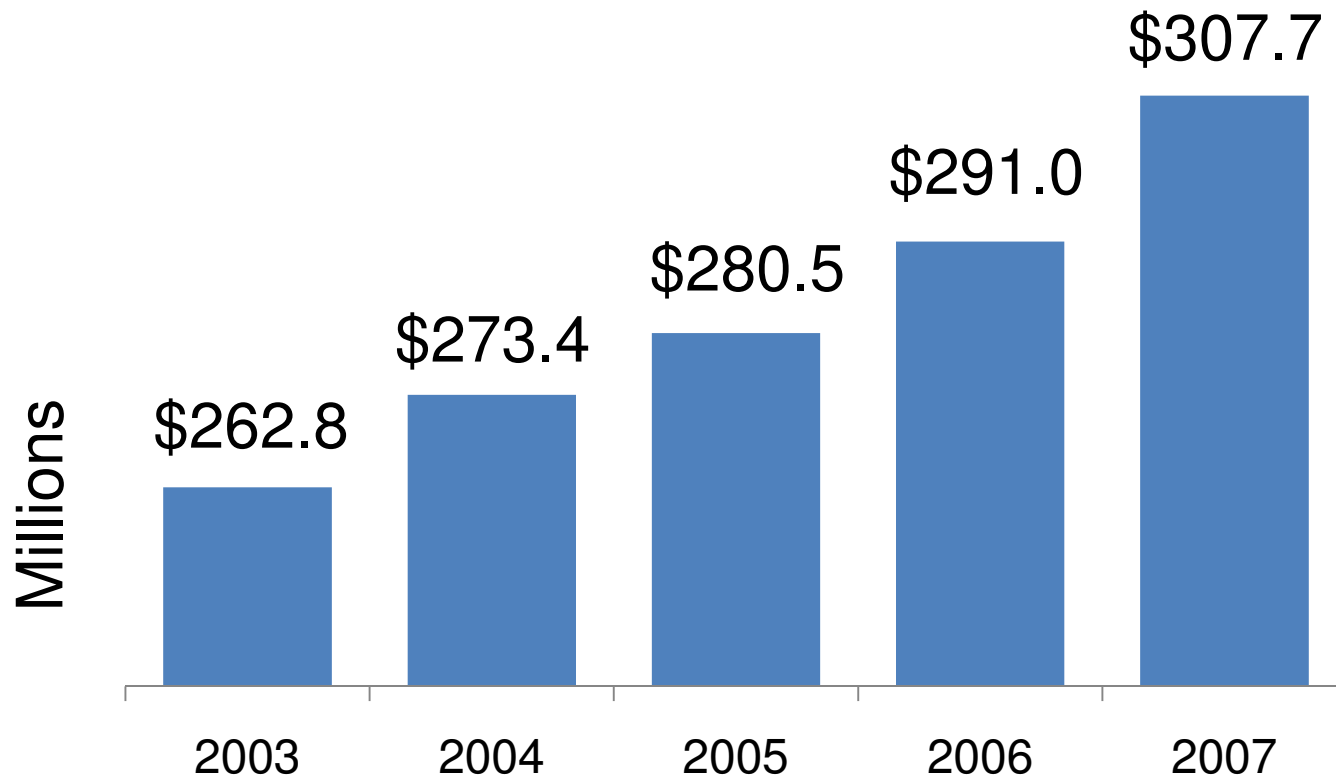
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# Tourism Generated Expenditures In Iowa 2003 - 2007



Source: Travel Industry Association

# Tourism Generated State Tax Receipts for Iowa 2003 – 2007

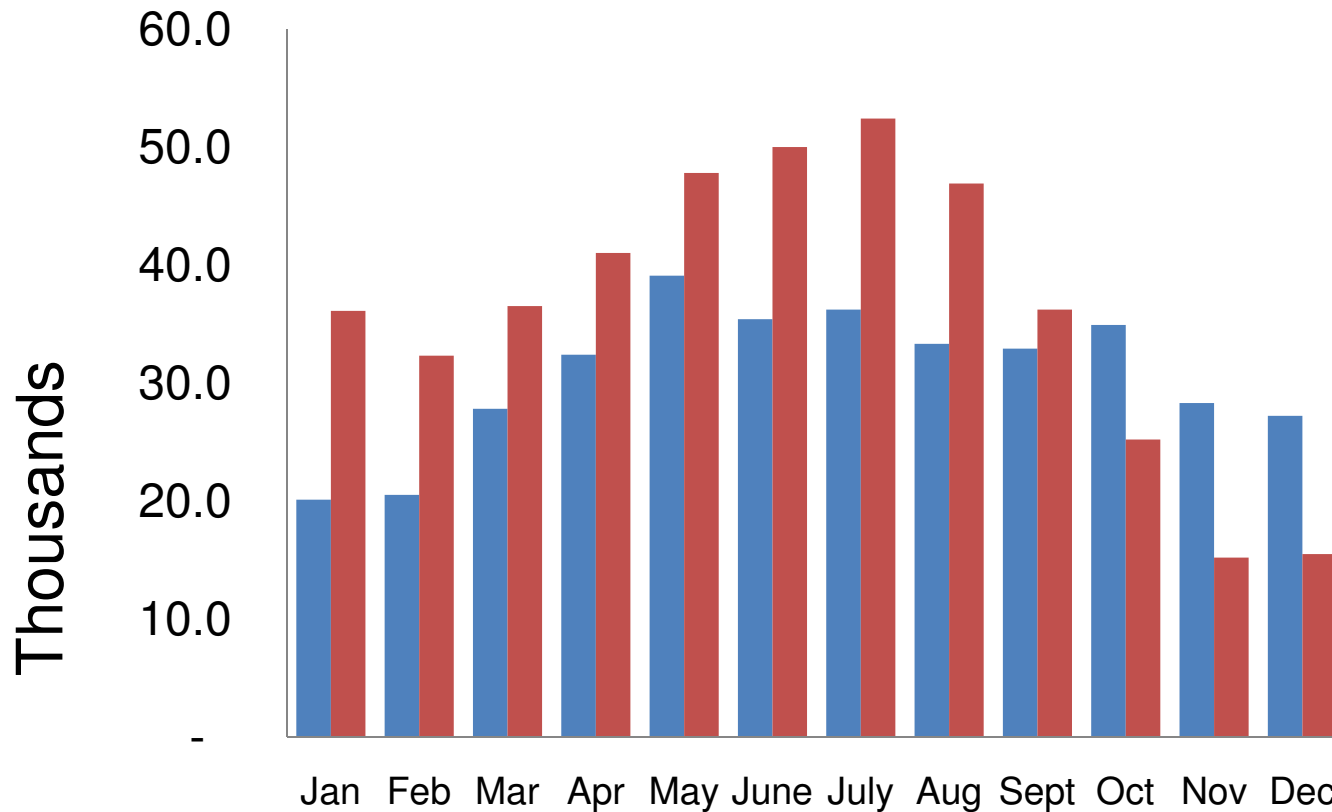


Source: Travel Industry Association

# Web Site Unique User Sessions

Total Unique User Increase 18%

■ 2007 = 368,777 ■ 2008 = 435,054



Source: Webstats.iowa.gov

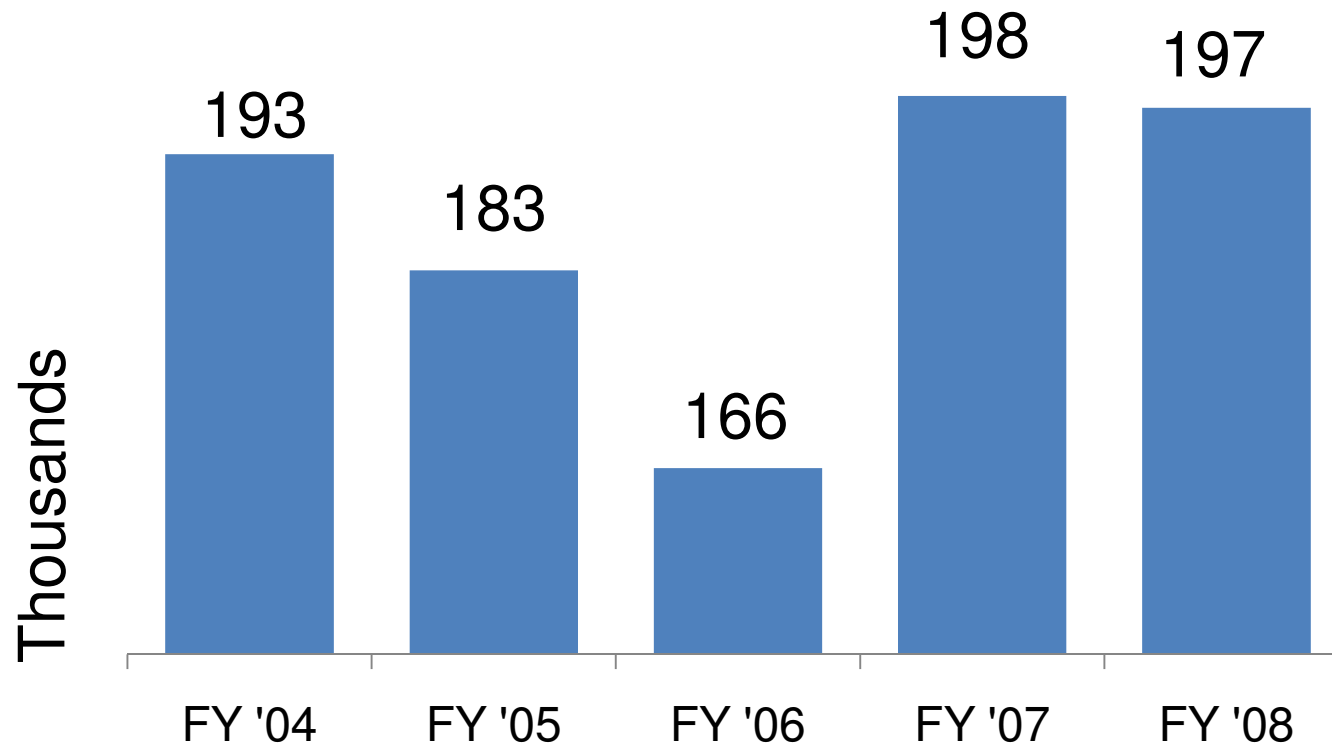
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# Iowa Tourism Requests

FY 2004 – FY 2008

Fiscal Year: July - June



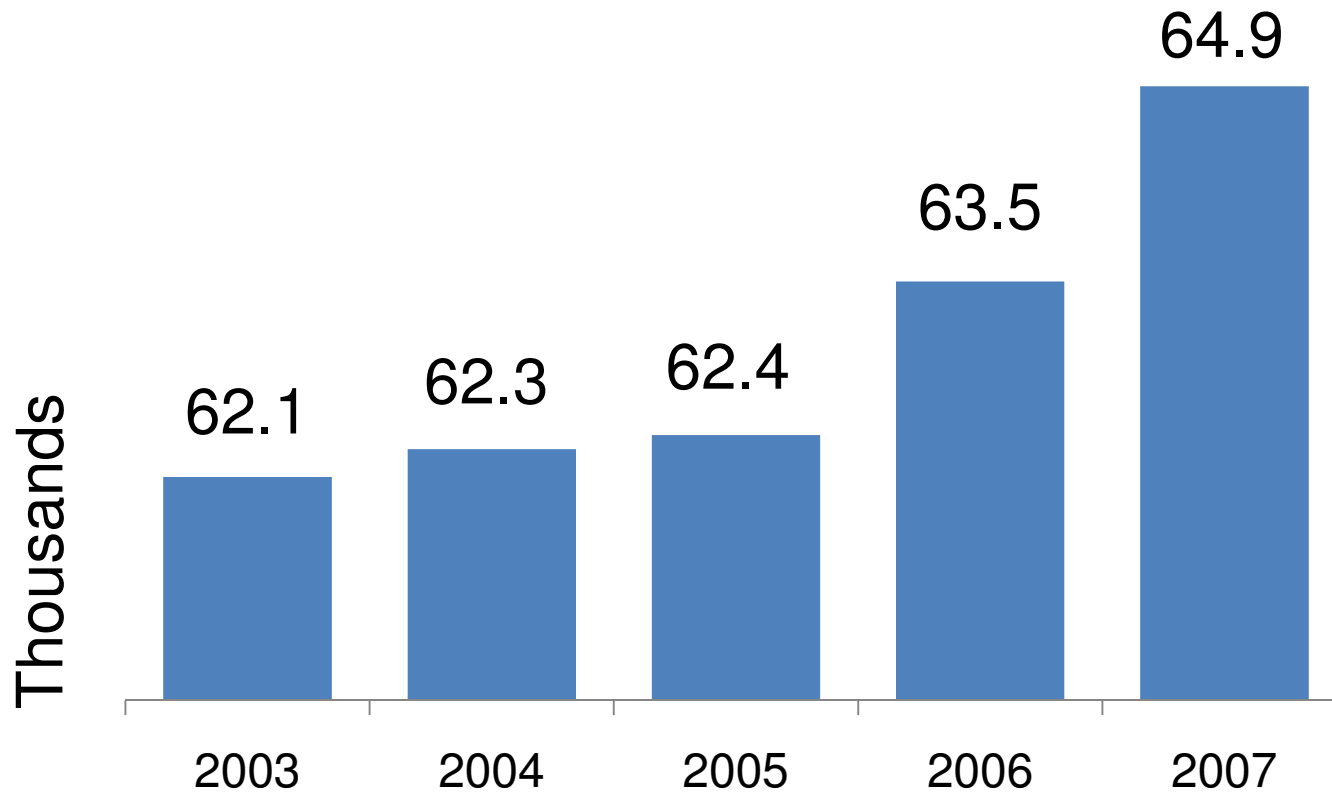
Source: Iowa Department of Economic Development

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# Iowa Tourism Employment

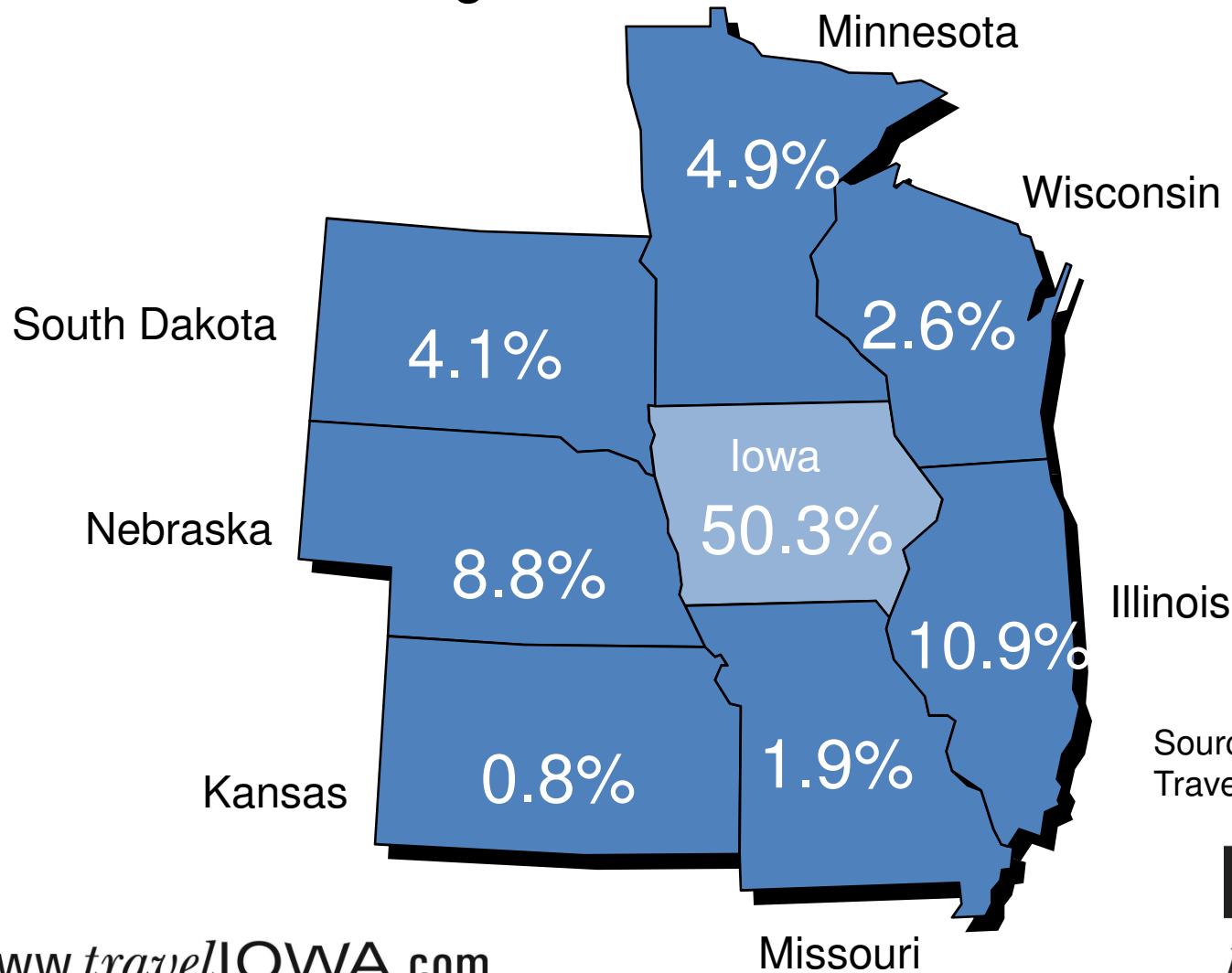
2003 – 2007



Source: Travel Industry Association

# Iowa's Target Markets

Origin of Travelers - 2007

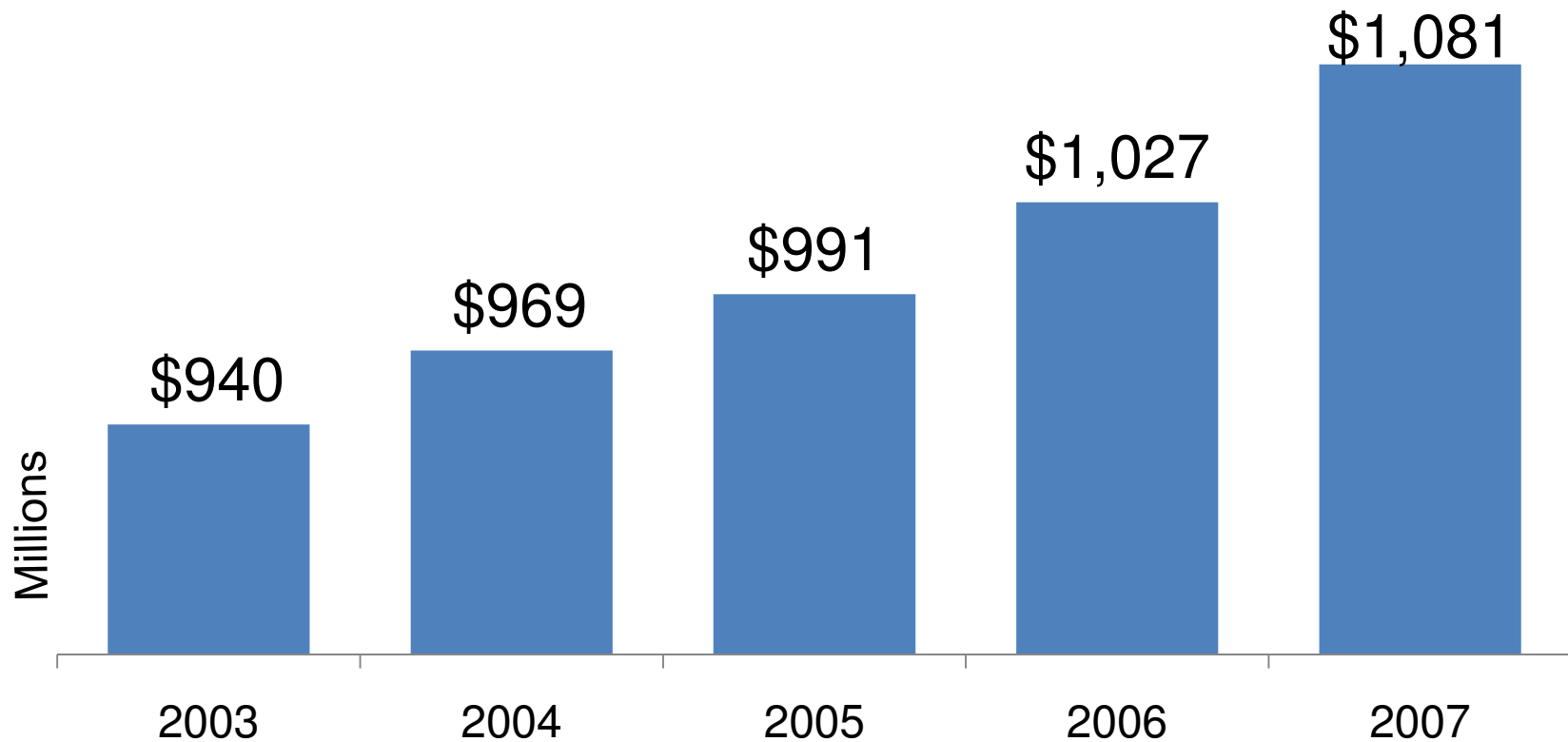


Source:  
TravelScope®/Directions®

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# Tourism Generated Payroll In Iowa 2003 - 2007

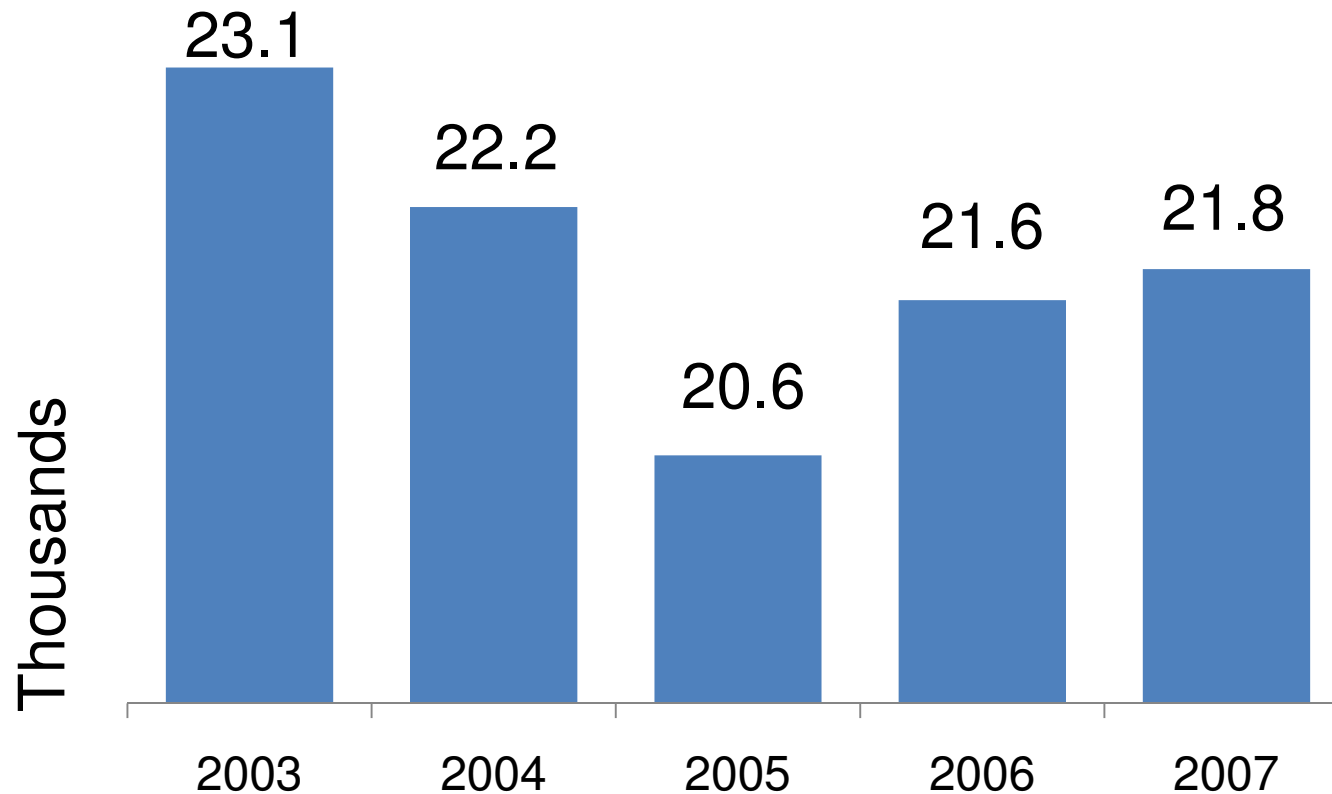


Source: Travel Industry Association

[www.travelIOWA.com](http://www.travelIOWA.com)

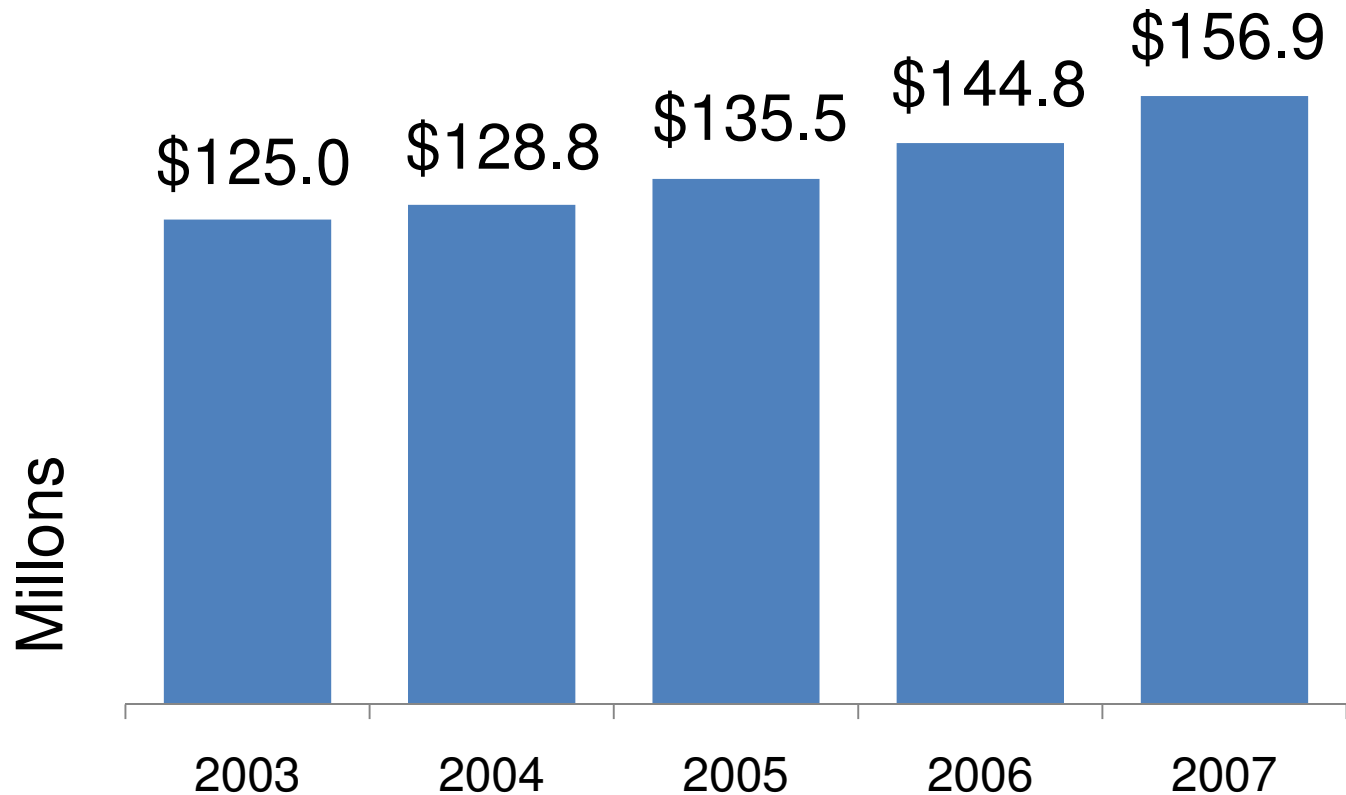
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# Iowa Arts, Entertainment & Recreation Employment 2003 - 2007



Source: Iowa Workforce Development

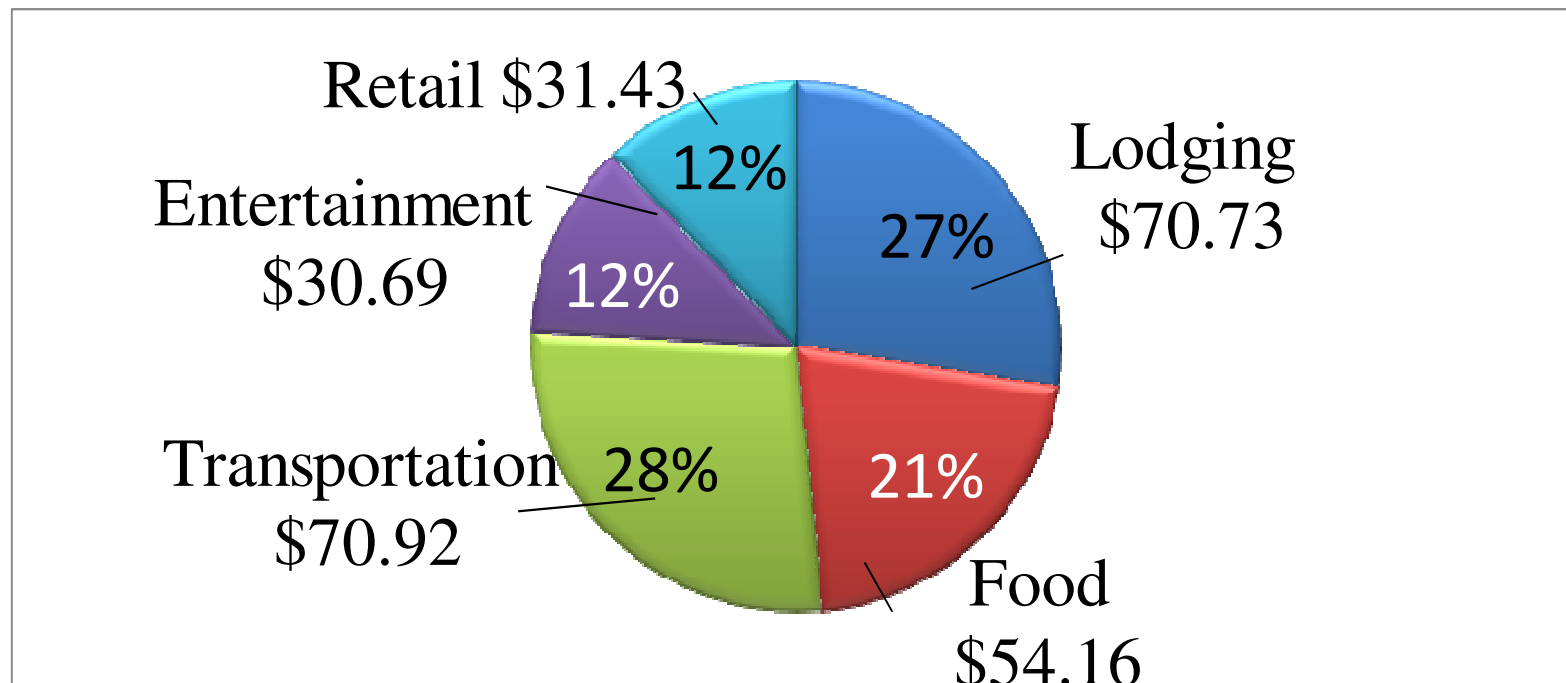
# Iowa Food & Beverage Services Sales Taxes 2003 - 2007



Source: Iowa Department of Revenue & Finance

# Average Daily Spending \$257.93

2008 Iowa Welcome Center Travel Party  
Average Party Size = 2.5 People

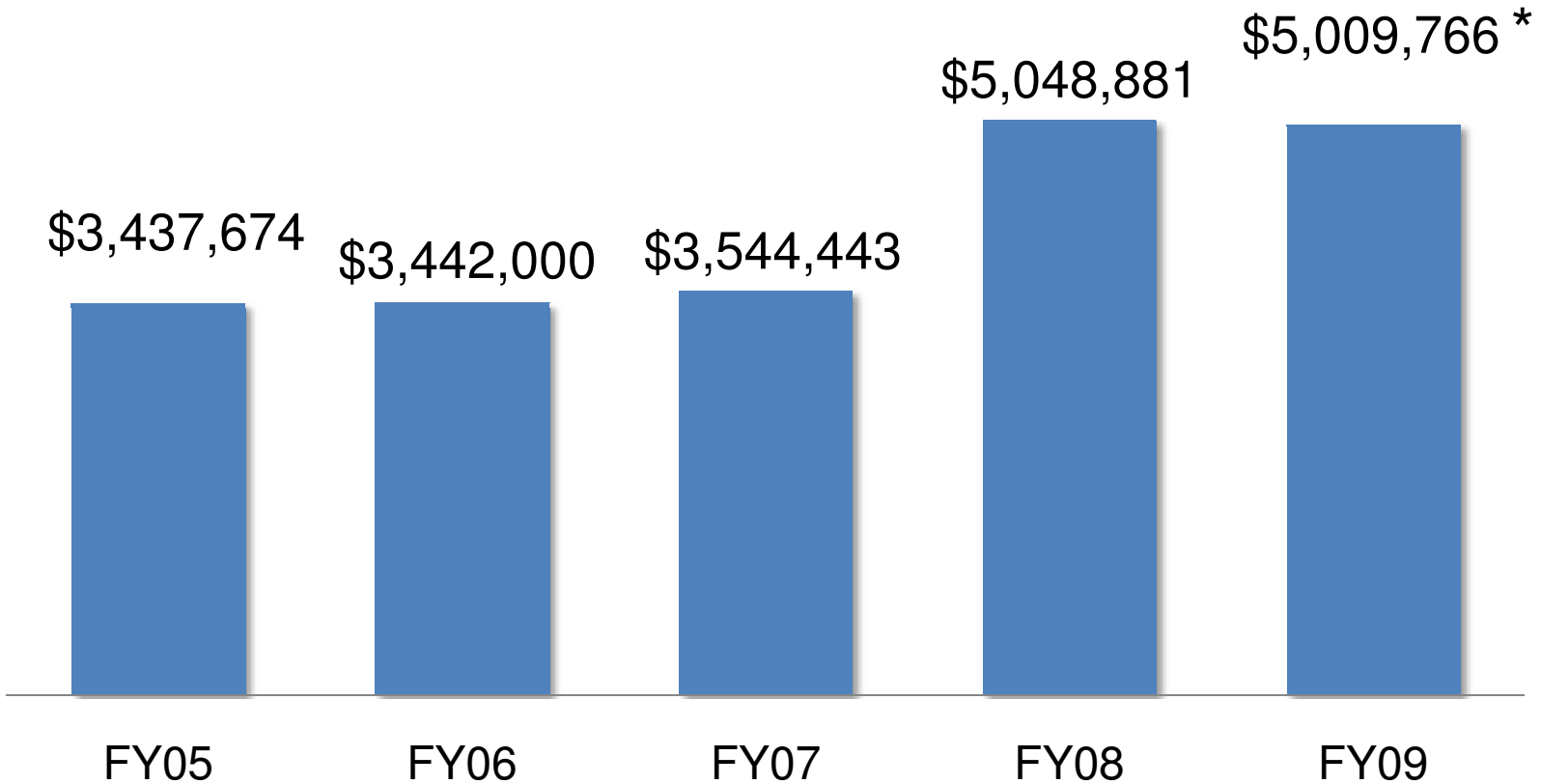


Source: 2008 Iowa Welcome Center Survey Report

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# Iowa Tourism Budget



Source: Iowa Department of Economic Development, 2008

\*PJ: Projected based on potential gaming funds.