

# IOWA TOURISM

Tourism continues to be an annual revenue generator for Iowa.

THE IOWA  
**TOURISM  
INDUSTRY**  
IMPACT IN 2016 WAS...

**\$8.23**  
**BILLION**

TOURISM IMPACT HAS  
**INCREASED**  
**2%** FROM  
2015

THE INDUSTRY GENERATED:

**\$502.3**

MILLION • IN

STATE



LOCAL  
TAXES

EQUIVALENT TO

**\$404**

PER IOWA

HOUSEHOLD



THE IOWA TOURISM INDUSTRY  
HAS SUPPORTED

**69,500**  
**J O B S**

AN INCREASE

**OF 3%**

TOURISM COMPRISED

**4.4%** OF  
TOTAL...

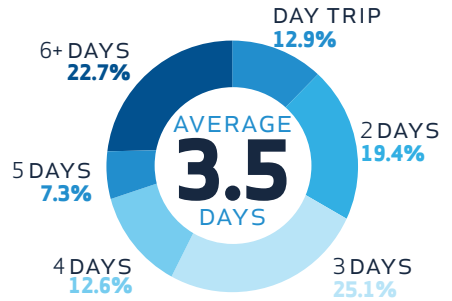
...STATE NON-FARM  
EMPLOYMENT IN 2016.

# IOWA TOURISM

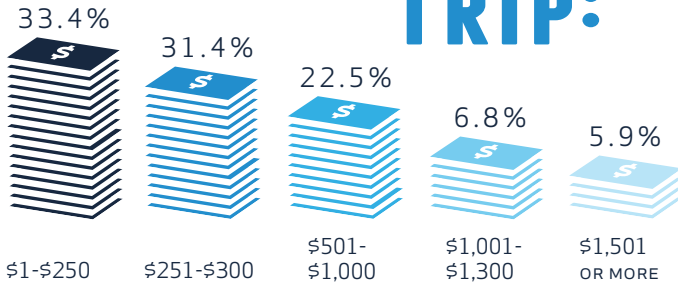
## TRAVELERS' PLACE OF RESIDENCE

1. <b>IOWA</b>	6. <b>INTERNATIONAL</b>
2. <b>MINNESOTA</b>	7. <b>MISSOURI</b>
3. <b>ILLINOIS</b>	8. <b>WISCONSIN</b>
4. <b>TEXAS</b>	9. <b>CALIFORNIA</b>
5. <b>SOUTH DAKOTA</b>	10. <b>NEBRASKA</b>

## LENGTH OF STAY



## SPENDING PER TRIP:



## TOURISM & ECONOMIC DEVELOPMENT

- In 2016 the Iowa Tourism Industry impact was \$8.23 billion, a 2.0% increase from 2015.
- Five sectors increased significantly in 2016: public transportation (3.4%), lodging (4.5%), food service (4.3%), retail trade (4.6%), and entertainment and recreation (4.5%).
- Total tax revenue generated by domestic travel increased 7.6%, largely because of lower gas prices spurring more gallons of gas purchases. Iowa's gasoline tax rate is by gallon of gas.
- Total international visits to Iowa are forecast to grow 13.7% over the next five years.

## INTERNATIONAL TRAVELERS

**164,000** VISITED IOWA IN 2016

### TOP 5 OVERSEAS MARKETS



## TOURISM & JOB SUPPORT

- Iowa tourism supported 69,500 jobs in 2016, an increase of 3.0%.
- Tourism supported jobs in several sectors: food service (26,000), entertainment and recreation (13,800), lodging (12,300), auto transportation (7,800), public transportation (5,300), general retail trade (3,600) and travel planning (800).
- Total payroll increased by 5.7% to nearly \$1.4 billion.
- On average, every dollar spent by domestic travelers produced 16.4 cents in payroll income for Iowa residents.