

Tourism in lowa is about more than places to visit; it's jobs, economic growth, quality of life, and revenue generation. **It's about investing in lowa's future.** Iowa's tourism and travel industry asks for your support and investment. In turn we offer revenue for the state that can be invested in roads, schools and community development.

Tourism is a proven economic driver for Iowa, generating more than \$8.5 billion in revenue and over 69,000 jobs. Iowa invests \$4.4 million to promote tourism to the state. States, such as Colorado, demonstrate every \$1 invested in tourism marketing generates \$12 in state taxes.*

Tourism works for Iowa. Its economic impact reaches all 99 counties, traveler spending reduces the tax burden on Iowans, and tourism jobs never get exported.

This publication is produced by the Travel Federation of Iowa and is offered as a resource to the General Assembly of Iowa, Iowa's Executive Branch, and for all Iowans to understand the significance and positive impact of the tourism industry to Iowa's economy and quality of life.

Sources for various statistics contained in the booklet are noted throughout and understood to be correct at the time of the January 2019 printing.

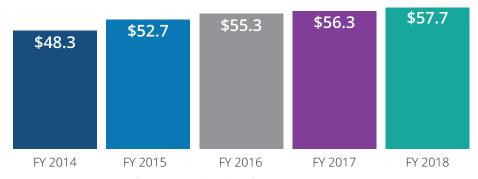
^{*}Source: Longwoods case study on Colorado. See http://c526532.r32.cf0.rackcdn.com/The-Power-of-Destination-Marketing-USTA-Final-Version.pdf for a full copy of this report.

Policy Priorities for 2019

- Monitor (through the Iowa Department of Revenue IDR) the new enforcement language that ALL lodging/transient properties pay the applicable tax (Airbnb, VRBO, etc.) with penalties for noncompliance.
- Extend the length of stay for when hotel/motel tax is collected from 31 days to 90 days. Currently NO lodging tax is collected from anyone that stays longer than 30 days in a lodging facility, including the first 30 days of their stay.

STRENGHTEN and ENFORCE the Lodging Tax

Annual Hotel/Motel Tax (Millions)



Source: Iowa Department of Revenue, Hotel and Motel Taxes

INVEST IN FUNDING TO THE

IOWA ECONOMIC DEVELOPMENT AUTHORITY – SPECIFICALLY FOR THE IOWA TOURISM OFFICE AND TOURISM MARKETING

- lowa's tourism industry grows the economy and generates jobs.
- In 2017, visitors to Iowa spent \$8.5 billion and generated \$507.1 million in state tax revenues.
- Traveler spending reduces the tax burden on Iowans and subsidizes important public programs on which Iowans rely such as education.

SUPPORT IOWA'S CURRENT EARLIEST SCHOOL START DATE OF AUGUST 23

- Tourism does not compete with education it helps pay for it.
- Earlier school start dates reduce the number of domestic travelers to attractions during the month of August. This, in turn, leads to a decrease in consumer spending and less state tax revenues.
- Across the state, schools struggle to find additional revenue. Millions in state sales tax revenue will be lost each day school starts earlier – including the local option sales tax for schools.

OKOBOJI CASE STUDY

Travelers spend over

\$1 million per day

in the **Okoboji area** during the peak summer months of June, July and August.

This directly impacts the lowa General Fund by adding at least \$108,000 each day in state taxes during the summer.

47.6% of lowa's General Fund supports the **lowa Department of Education**, which stands to gain at least a **\$51,408 contribution per day** during the peak tourism season.

Source: The Economic Impact of Tourism on Iowa's Counties 2017, U.S. Travel Association, Department of Revenue, Hotel/Motel Tax Receipts, monthly traveler spending patterns.

Travel Federation of Iowa also supports the following issues:

IWILL (lowa Land and Legacy) or water quality initiatives that include funding for tourism and quality of life components that showcase lowa's beauty and improves lowa workforce efforts. www.iowaswaterandlandlegacy.org

Enhance lowa's efforts to invest in programs that expand lowa's cultural, recreational and educational opportunities via the Community Attraction and Tourism Program (CAT). www.iowaeconomicdevelopment.com/Enhancelowa

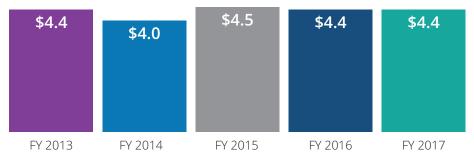
Workforce development efforts to increase lowa's workforce. For the first time in U.S. history, quality of life is leading economic development and jobs are now going where the talent wants to be. Tourism marketing brings people to lowa and showcases what the state has to offer.

www.iowaworkforcedevelopment.gov

These priorities were generated from a statewide survey completed by Iowa tourism professionals.

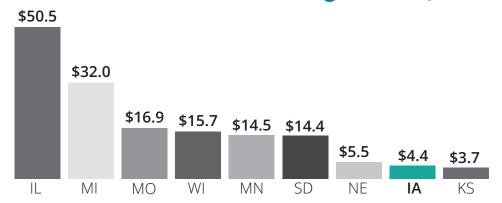
Iowa Tourism Budget (Millions)





Source: Iowa Economic Development Authority, Tourism Office

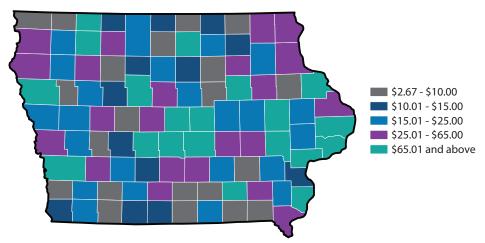
Midwestern State Tourism Budgets FY17 (Millions)



Iowa Ranks
442
in the Nation
in Tourism Budget

Source: U.S. Travel Association, reporting states

Tourism Economic Impact by County (Millions)



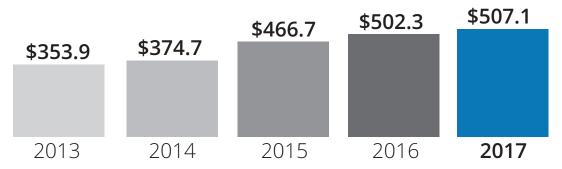
In 2017, travel generated enough state and local sales tax revenue **to pay the entire salaries** of all firefighters, police officers and sheriffs in Iowa.

Impacts
ALL 99
Counties
in lowa



Source: The Economic Impact of Travel on Iowa's Counties 2017, U.S. Travel Association, Bureau of Labor Statistics 2016

Travel-Generated Tax Receipts (Millions)



Source: The Economic Impact of Tourism on Iowa Counties 2017, U.S. Travel Association.

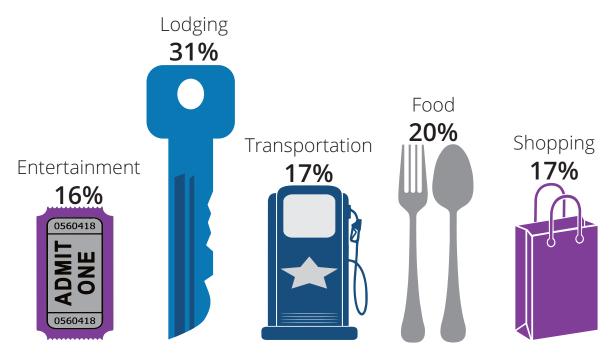
2017 Economic Impact of Travel on Iowa Counties

- \$8.5 billion in domestic traveler spending
- 69,570 travel related jobs
- Payroll of \$1.4 billion
- State tax receipts of \$507.1 million

Source: The Economic Impact of Travel on Iowa Counties 2017, U.S. Travel Association

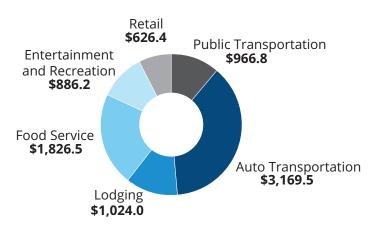
Tourism is a proven economic driver for lowa, generating more than \$8.5 billion in revenue and over 69,000 jobs

\$361 Average Daily Spending Per Travel Party



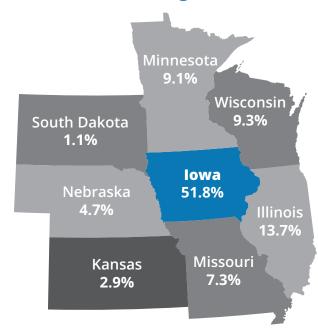
Source: 2017 Iowa Welcome Center Survey

Travel-Generated Expeditures (Millions)



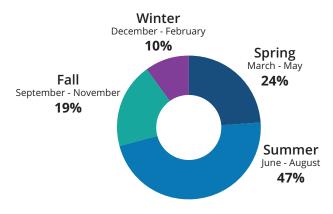
Source: The Economic Impact of Travel on Iowa Counties 2017, U.S. Travel Association

Travelers Places of Residence In Target Market



Source: 2017 Iowa Trip Planning Survey, Iowa Economic Development Authority, Tourism Office

Travelers by Season in 2017



Source: Iowa Welcome Center Visitation, Iowa Economic Development Authority, Tourism Office Tourism is one of the **top 10 employers in 49 states** (including lowa). In fact, travel and tourism is the 7th largest employer in lowa.

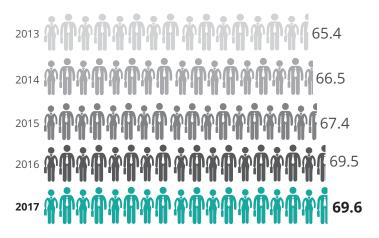
On average, every \$122,178 spent by domestic travelers in lowa directly supports one job.

Tourism **fuels lowa's economy**, creates **jobs in all 99 counties** and encourages local entrepreneurship.

Tourism jobs **cannot be outsourced** and tourism jobs **never get exported**.

^{*} Source: The Economic Impact of Travel on Iowa Counties 2017, U.S. Travel Association

Travel-Generated Employment (Thousands)



Travel-Generated Payroll (Billions)



Source: The Economic Impact of Travel on Iowa Counties 2017, U.S. Travel Association

Who's involved?

The Travel Federation of Iowa (TFI) is a statewide grassroots organization dedicated to growing Iowa's tourism industry through advocacy and education. The TFI consists of the members of Iowa's three tourism regions. Each Tourism Region (Western, Central, and Eastern) appoints their Executive Director and four representatives from the tourism region membership to serve on the TFI Board of Directors. The TFI Board of Directors conduct the day-to-day business of the organization.

For more information about how to become involved, please contact one of the regional tourism offices:

Western Iowa Tourism Region

615 W. Main St. Sac City, IA 50583 712-662-7383 • 712-830-6768 cell shirley@visitwesterniowa.com www.visitwesterniowa.com

Central Iowa Tourism Region

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Eastern Iowa Tourism Association

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