2020 IOWA TOURISM FACTS

travelfederationofiowa.com
Tourism in Iowa is about more than places to visit; it's jobs, economic growth, quality of life, and revenue generation. **It’s about investing in Iowa’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 nearly $9 billion in revenue and more than 70,000 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 this booklet are noted throughout and understood to be correct at the time of the January 2020 printing.

Policy Priorities for 2020

- 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.

- Monitor (through the Iowa Department of Revenue) the enforcement language that ALL lodging/transient properties pay the applicable tax (Airbnb, VRBO, etc.) with penalties for noncompliance.

- Invest in funding to the Iowa Economic Development Authority — specifically for the Iowa Tourism Office.

- Support Iowa’s current earliest school start date of August 23.

Annual Hotel/Motel Tax (Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2014</td>
<td>$48.3</td>
</tr>
<tr>
<td>FY 2015</td>
<td>$52.7</td>
</tr>
<tr>
<td>FY 2016</td>
<td>$55.3</td>
</tr>
<tr>
<td>FY 2017</td>
<td>$56.3</td>
</tr>
<tr>
<td>FY 2018</td>
<td>$57.7</td>
</tr>
<tr>
<td>FY 2019</td>
<td>$59.3</td>
</tr>
</tbody>
</table>

Source: Iowa Department of Revenue, Hotel and Motel Taxes

STRENGTHEN and ENFORCE the Lodging Tax
Iowa’s tourism industry grows the economy and generates jobs.

- In 2018, visitors to Iowa spent nearly $9 billion and generated $517.5 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.

INVEST IN FUNDING TO THE IOWA ECONOMIC DEVELOPMENT AUTHORITY – SPECIFICALLY FOR THE IOWA TOURISM OFFICE AND TOURISM MARKETING
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 $1.6 million per day in the Okoboji area during the peak summer months of June, July and August. This directly impacts the Iowa General Fund by adding at least $110,000 each day in state taxes during the summer. 47% of Iowa’s General Fund supports the Iowa Department of Education, which stands to gain at least a $52,033 contribution per day during the peak tourism season.

Source: The Economic Impact of Tourism on Iowa’s Counties 2018, 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** (Iowa Land and Legacy) or water quality initiatives that include funding for tourism and quality of life components that showcase Iowa’s beauty and improves Iowa workforce efforts. iowaswaterandlandlegacy.org

**Enhance Iowa’s** efforts to invest in projects that expand Iowa’s cultural, recreational and educational opportunities via the Community Attraction and Tourism Program (CAT). iowaeda.com/enhanceiowa

**Workforce** development efforts to increase Iowa’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 Iowa and showcases what the state has to offer. iowaworkforcedevelopment.gov

These priorities were generated from a statewide survey completed by Iowa tourism professionals.
In 2018, travel generated enough state and local sales tax revenue to pay the entire salaries of all firefighters, police officers and sheriffs in Iowa.

Source: The Economic Impact of Travel on Iowa’s Counties 2018, U.S. Travel Association; Bureau of Labor Statistics 2017
Travel-Generated Tax Receipts (Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Receipts (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$374.7</td>
</tr>
<tr>
<td>2015</td>
<td>$466.7</td>
</tr>
<tr>
<td>2016</td>
<td>$502.3</td>
</tr>
<tr>
<td>2017</td>
<td>$507.1</td>
</tr>
<tr>
<td>2018</td>
<td>$517.5</td>
</tr>
</tbody>
</table>


2018 Economic Impact of Travel on Iowa Counties

- Nearly $9 billion in domestic traveler spending
- 70,200 travel related jobs
- Payroll of $1.45 billion
- State tax receipts of $517.5 million

Tourism is a proven economic driver for Iowa, generating nearly $9 billion in revenue and over 70,200 jobs.

Source: The Economic Impact of Travel on Iowa Counties 2018, U.S. Travel Association
$358 Average Daily Spending Per Travel Party

Lodging 33%
Transportation 20%
Food 19%
Shopping 14%
Entertainment 15%

Source: 2018 Iowa Welcome Center Survey
### Travel-Generated Expenditures (Millions)

- **Retail**: $642.6
- **Lodging**: $1,067.1
- **Food Service**: $1,904.7
- **Entertainment and Recreation**: $903.2
- **Auto Transportation**: $3,444.9
- **Public Transportation**: $1,033.1

**Source:** The Economic Impact of Travel on Iowa Counties 2018, U.S. Travel Association

### Travelers Places of Residence in Target Market

- **Iowa**: 49.0%
- **Minnesota**: 9.8%
- **Wisconsin**: 9.5%
- **Illinois**: 12.8%
- **Nebraska**: 12.6%
- **South Dakota**: 0.8%
- **Kansas**: 1.4%
- **Missouri**: 4.0%

**Source:** 2019 traveliowa.com, Google Analytics Users
Travelers by Season in 2018

- Winter (December - February): 9%
- Spring (March - May): 21%
- Summer (June - August): 49%
- Fall (September - November): 21%

Source: Iowa Welcome Center Visitation, Iowa Economic Development Authority, Tourism Office

Tourism is one of the top 10 employers in 49 states (including Iowa). In fact, travel and tourism is the 7th largest employer in Iowa.

On average, every $128,080 spent by domestic travelers in Iowa directly supports one job.

Tourism fuels Iowa’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 2018, U.S. Travel Association
Travel-Generated Employment (Thousands)

- 2014: 66.5
- 2015: 67.4
- 2016: 69.5
- 2017: 69.6
- 2018: 70.2

Travel-Generated Payroll (Billions)

- 2014: $1.23
- 2015: $1.28
- 2016: $1.35
- 2017: $1.39
- 2018: $1.45

Source: The Economic Impact of Travel on Iowa Counties 2018, 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 region’s 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:

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