



2020



IOWA



TOURISM



FACTS



travel
federation
of IOWA
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.

**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 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)



Source: Iowa Department of Revenue, Hotel and Motel Taxes

**STRENGTHEN
and ENFORCE
the Lodging Tax**

**INVEST IN FUNDING TO THE
IOWA ECONOMIC DEVELOPMENT AUTHORITY –
SPECIFICALLY FOR THE IOWA TOURISM OFFICE
AND TOURISM MARKETING**

- 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.

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

\$1.6 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

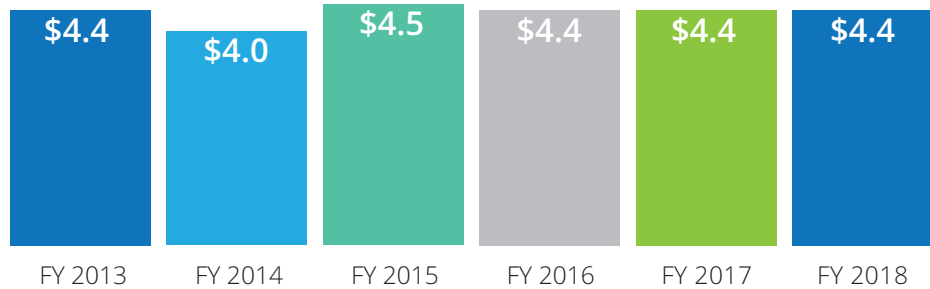
Enhance Iowa's efforts to invest in projects that expand Iowa's cultural, recreational and educational opportunities via the Community Attraction and Tourism Program (CAT).
iowaeda.com/enhanceiowa

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.

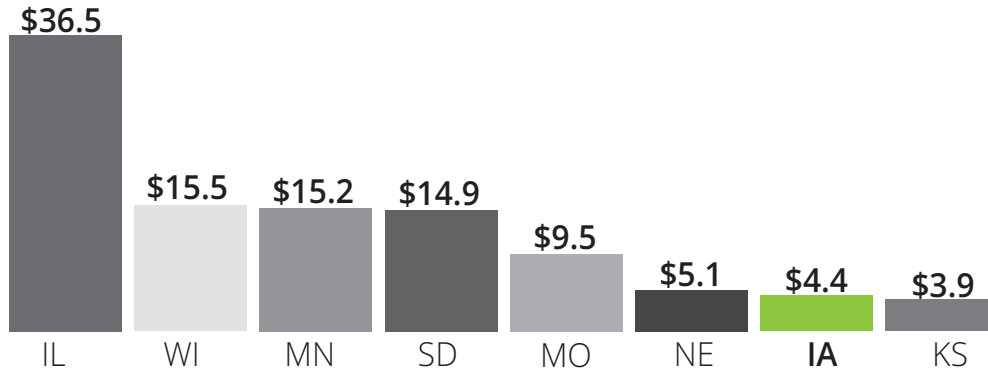
Midwest
Regional
Average
\$13.1
MILLION

Iowa Tourism Budget (Millions)



Source: Iowa Economic Development Authority, Tourism Office

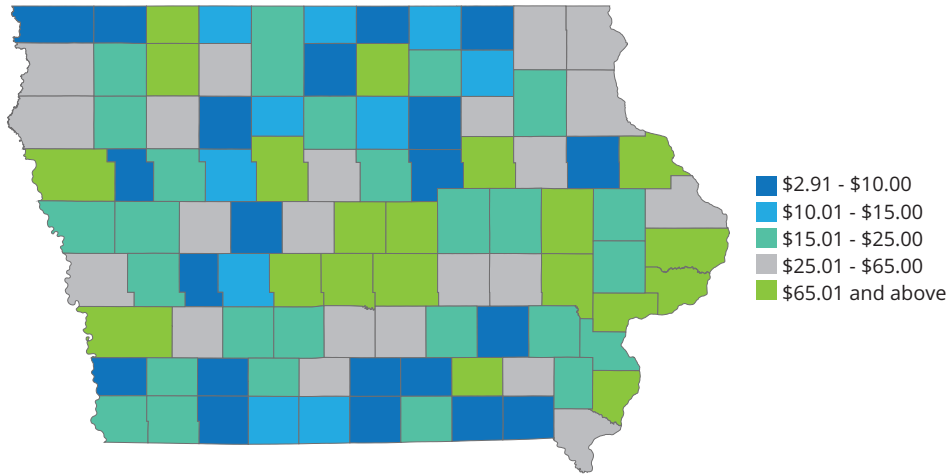
Midwestern State Tourism Budgets FY18 (Millions)



Source: U.S. Travel Association, reporting states

Iowa Ranks
#40
in the Nation
in Tourism Budget

Tourism Economic Impact by County (Millions)



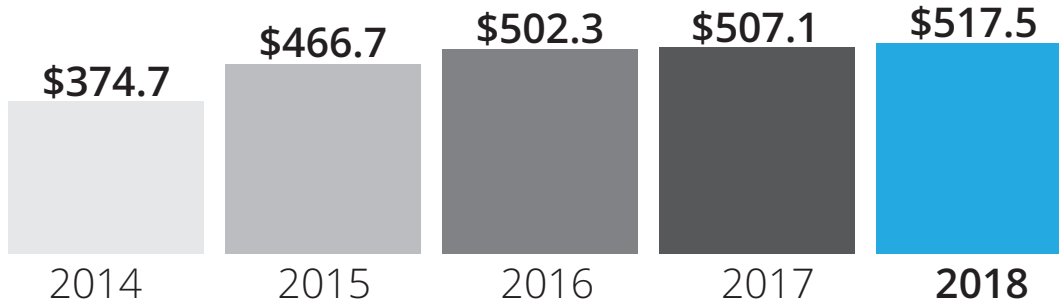
In 2018, travel generated enough state and local sales tax revenue **to pay the entire salaries** of all firefighters, police officers and sheriffs in Iowa.

Traveler Spending
Impacts
ALL 99
Counties
in Iowa

Travelers in
Iowa spend
an estimated
\$24.6
million a day

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)



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

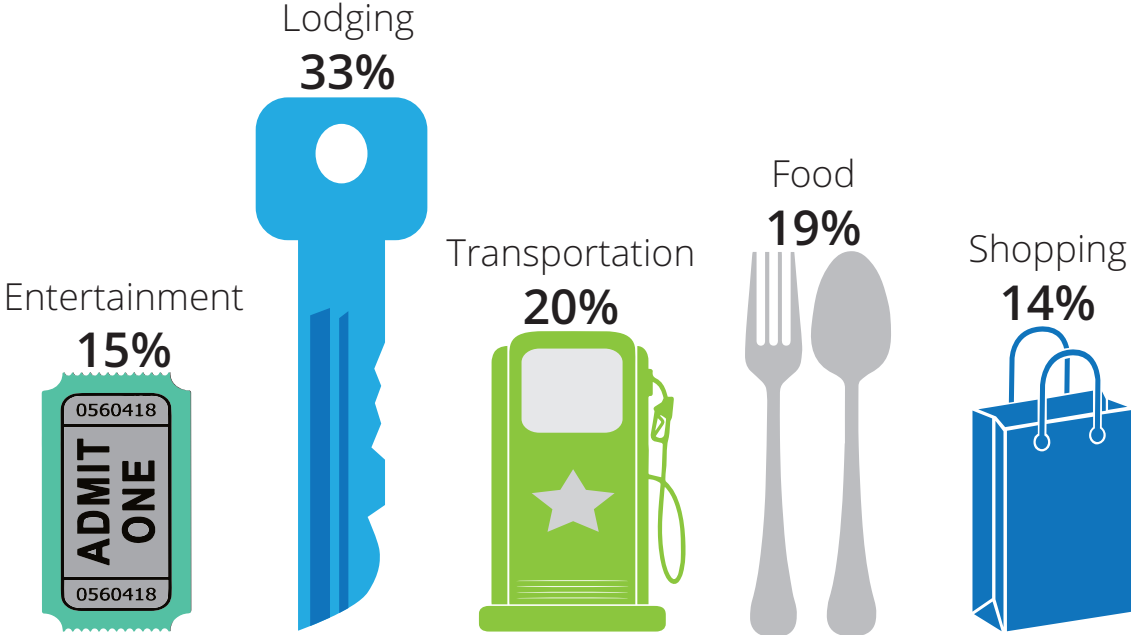
2018 Economic Impact of Travel on Iowa Counties

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

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

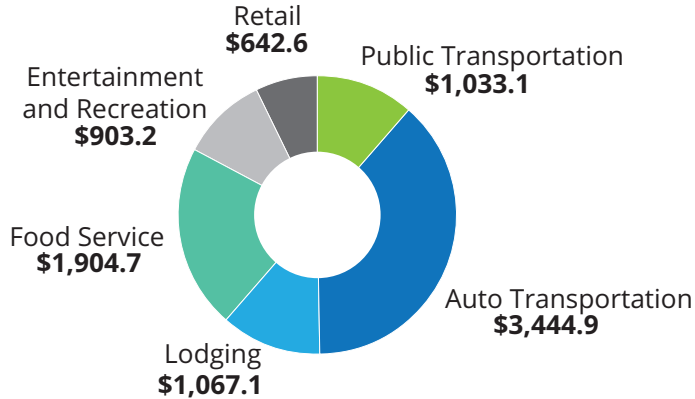
Tourism is a proven economic driver for Iowa, generating nearly **\$9 billion** in revenue and over **70,200 jobs**

\$358 Average Daily Spending Per Travel Party



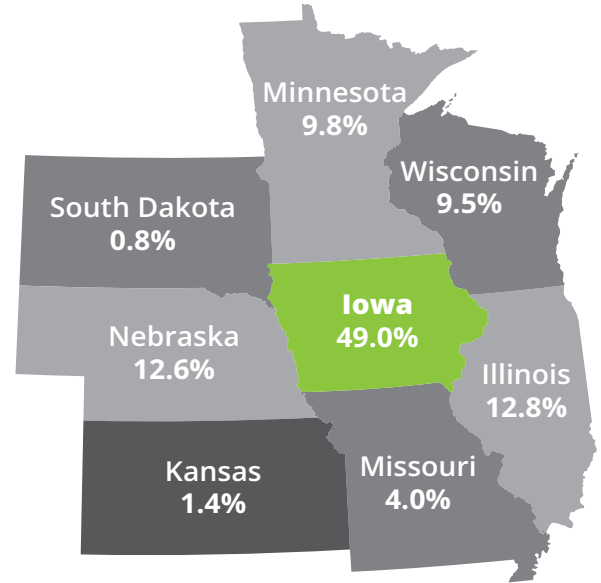
Source: 2018 Iowa Welcome Center Survey

Travel-Generated Expenditures (Millions)



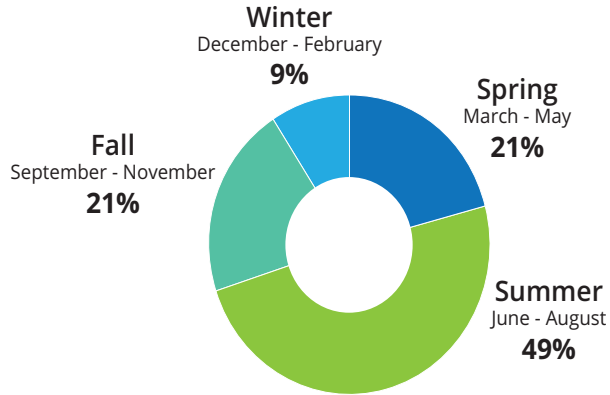
Source: *The Economic Impact of Travel on Iowa Counties 2018*, U.S. Travel Association

Travelers Places of Residence In Target Market



Source: 2019 traveliowa.com, Google Analytics Users

Travelers by Season in 2018



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.

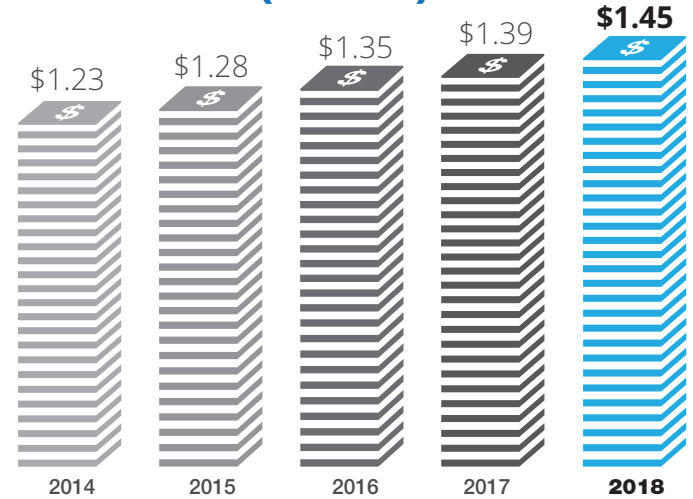
Tourism jobs **cannot be outsourced** and tourism jobs **never get exported**.

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

Travel-Generated Employment (Thousands)



Travel-Generated Payroll (Billions)



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:

Western Iowa Tourism Region

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