

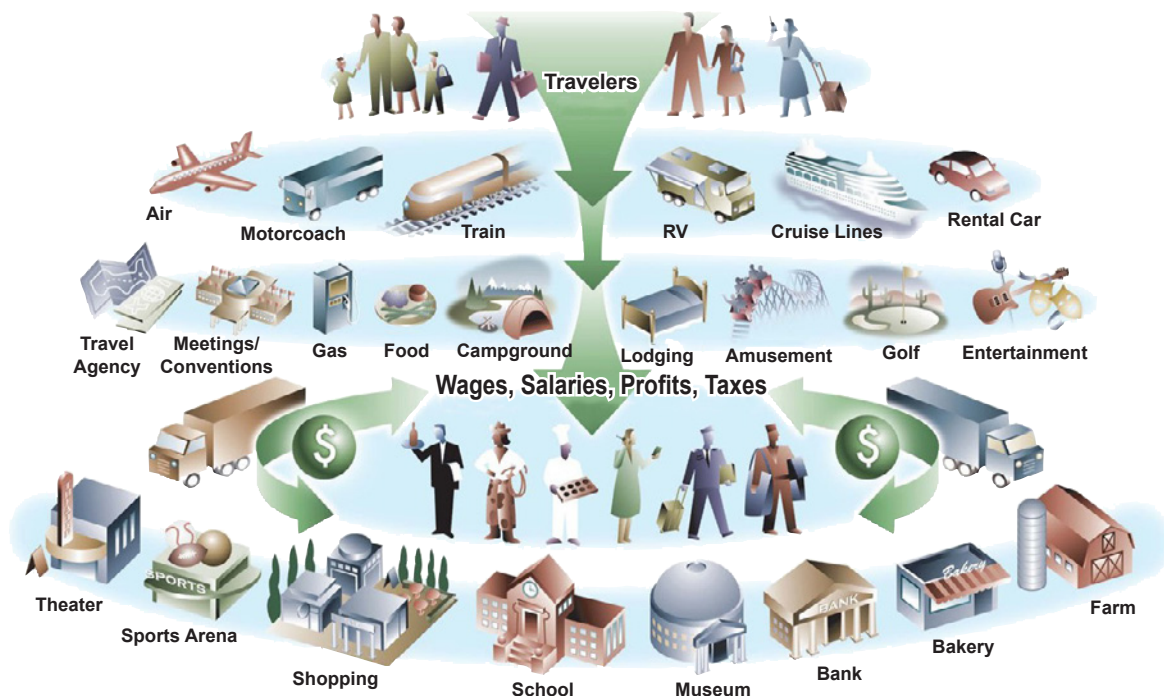


fast facts 2021 TOURISM

travel
federation
of **IOWA**

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.

The Power of Travel How Travel Dollars Support America



We need your support to rebuild Iowa's economy!

Tourism marketing and sales are the keys to helping travel and tourism recovery in the United States.

We are requesting a \$1 million marketing grant program to revive the travel and tourism industry in Iowa



We can't revive Iowa's economy when we are competing with a marketing budget that is 42nd in the nation.



2019 Economic Impact of Travel on Iowa Counties



Over \$9 billion in domestic traveler spending



State tax receipts of \$540 million



70,700 travel related jobs



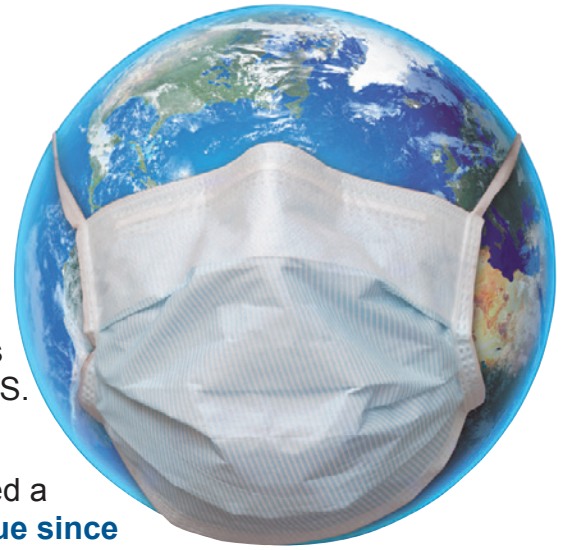
Payroll of \$1.5 billion



**Tourism is
a proven
economic
driver for
Iowa,
Generating
over
\$9
billion**

And then 2020

The Leisure & Hospitality industry, as prescribed by the North American Industry Classification System (NAICS), accounted for 11% of pre-pandemic employment in the United States, yet has suffered 36% of all job losses.



- Since the beginning of March, the COVID-19 pandemic has resulted in over **\$415 billion** in cumulative losses for the U.S. travel economy. (As of Oct. 10, 2020)
- The continual depressed level of travel spending has caused a loss of **\$53.3 billion in federal, state and local tax revenue since March 1**. (As of Oct. 10, 2020)
- Travel and tourism has been among the industries hardest hit by the COVID-19 pandemic, **with an economic impact that is expected to be NINE times worse than that of 9 -11**.
- With over 23% of leisure and hospitality jobs lost since the onset of the pandemic, coupled with numerous airlines, theme parks, cruise lines and other tourism-related businesses forced to undergo additional layoffs in October, **the employment situation remains tenuous and likely will not fully recover until well into 2023**.

From U.S. Travel Association



Support Issues

- Funding for **Enhance Iowa** – to continue to invest in projects that expand Iowa's cultural, recreation and educational opportunities via the Community Attraction and Tourism Program (CAT).
- Support **IWILL** efforts to fund the Natural Resources and Outdoor Recreation Trust Fund. Last year this was included as part of the Governor's Invest in Iowa Act which TFI also supported.

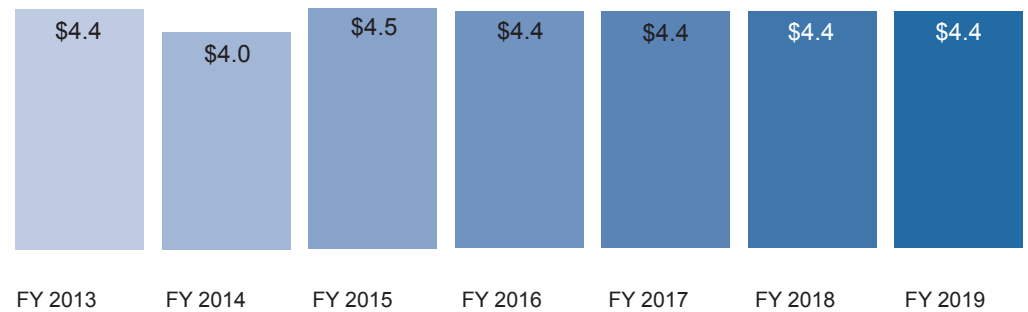
Monitor Issues

- TFI will continue working with the Iowa Department of Revenue (DOR) to communicate to TFI members about the implementation of the **30-to-90-day hotel/motel tax** legislation and to assist the DOR with ensuring high compliance rates for hotel/motel fees since those funds are so critical to local tourism funding.
- Continue to monitor **Iowa's School Start date** to enable the tourism industry to generate revenue to pay for education. **In 2019 Tourism generated \$540 million in state tax revenues**.



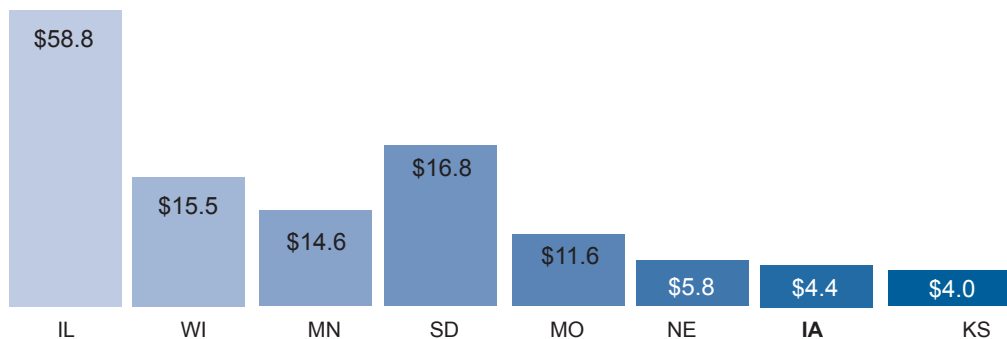
**Midwest
Regional
Average
\$20.4
MILLION**

Iowa Tourism Budget (Millions)



Source: Iowa Economic Development Authority, Tourism Office

Midwestern State Tourism Budgets FY 19 (Millions)

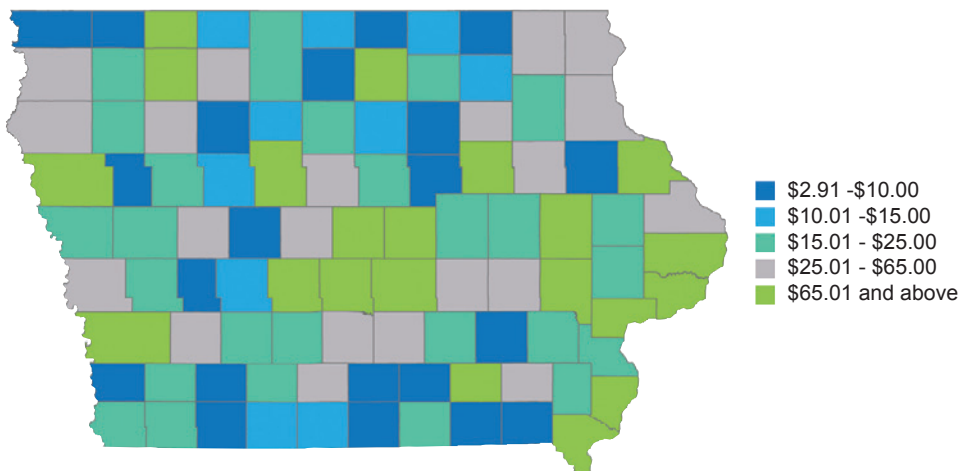


Source: U.S. Travel Association, reporting states

**Iowa Ranks
#42
in the Nation
in Tourism Budget
out of 48 states
reporting**



Tourism Economic Impact by County (Millions)



In 2019, 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 2019, U.S. Travel Association; Bureau of Labor Statistics 2018

**Traveler Spending
Impacts
ALL 99
Counties
in Iowa**

**Travelers in
Iowa spend
an estimated
\$25.38
million a day**



MONITOR 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.

42% of Iowa's General Fund supports the **Iowa Department of Education**, which stands to gain at least a **\$46,920 contribution per day** during the peak tourism season.

Source: *The Economic Impact of Travel on Iowa Counties 2019*, U.S. Travel Association

OKOBOJI CASE STUDY

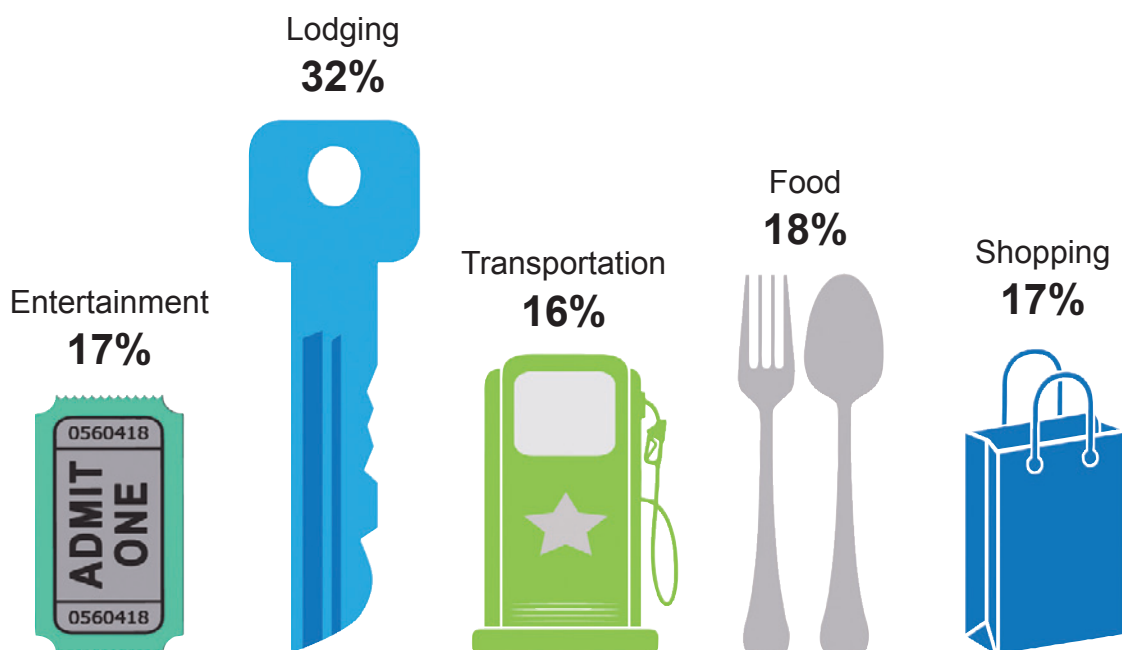
Travelers spend over **\$1.7 million per day** in the **Okoboji area** during the peak summer months of June, July and August.

This directly impacts the **Iowa General Fund** by adding at least **\$112,000 each day** in state taxes during the summer.

Source: *The Economic Impact of Tourism on Iowa's Counties 2019*, U.S. Travel Association; Department of Revenue, Hotel/Motel Tax Receipts; monthly traveler spending patterns.

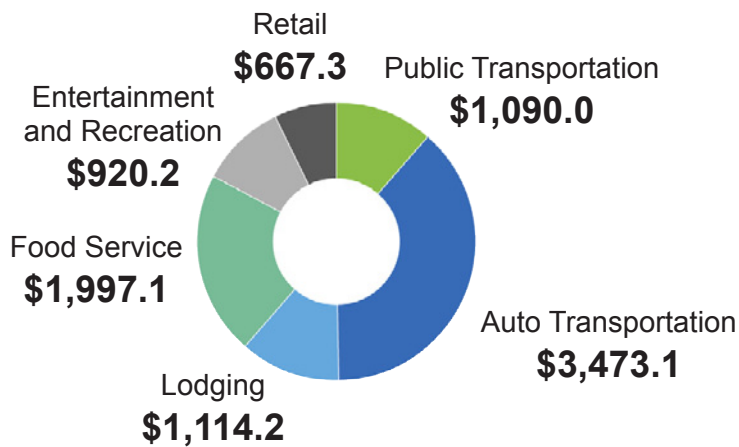


\$401.31 Average Daily Spending Per Travel Party



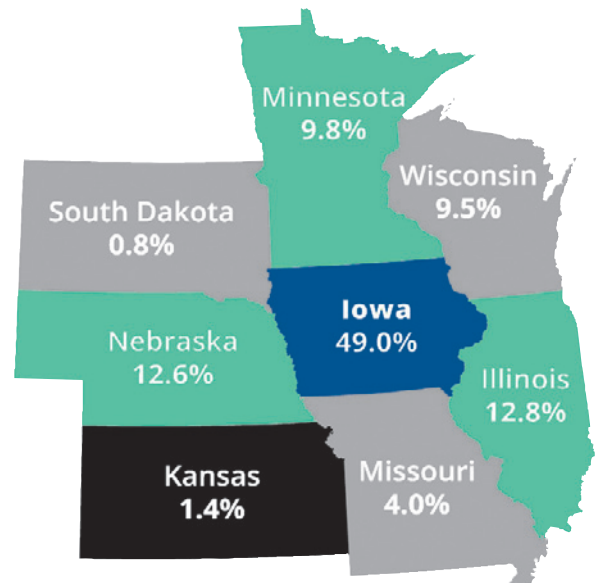
Source: *2019 Iowa Welcome Center Survey*

Travel-Generated Expenditures (Millions)



Source: The Economic Impact of Travel on Iowa Counties 2019, U.S. Travel Association

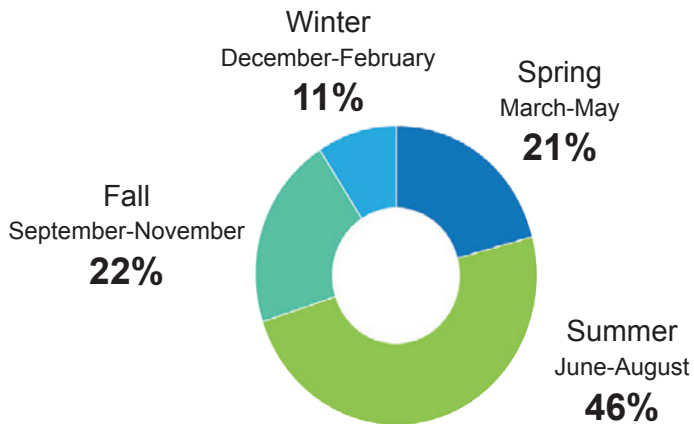
Travelers Places of Residence in Target Market



Source: 2019 traveliowa.com, Google Analytics Users



Travelers by Season in 2019



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.

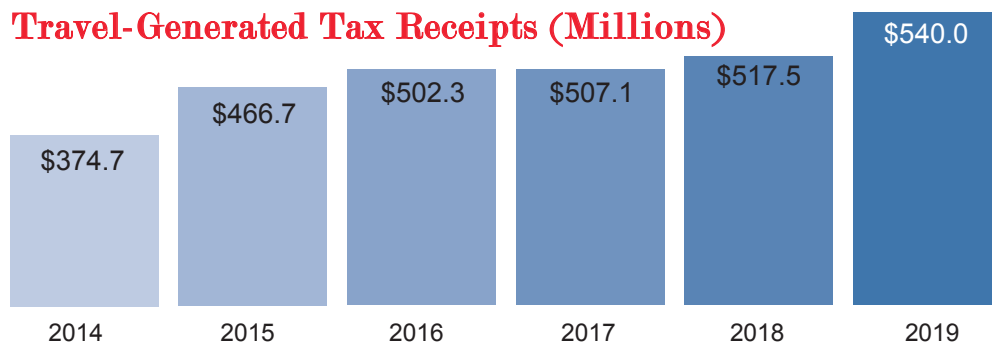
On average, **every \$130,965** spent by domestic travelers in Iowa **directly supports one job**.

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 2019, U.S. Travel Association

Travel-Generated Tax Receipts (Millions)



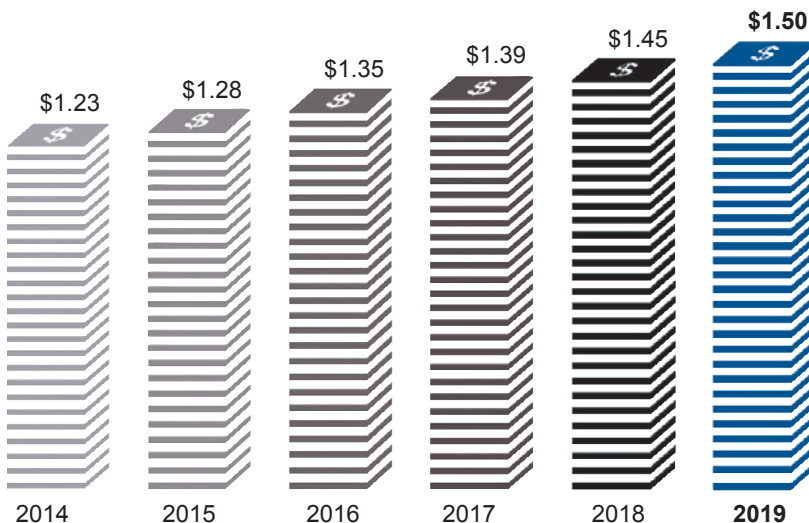
Source: Iowa Economic Impact of Tourism on Iowa Counties 2019, U.S. Travel Association.



Travel-Generated Employment (Thousands)



Travel-Generated Payroll (Billions)



Source: *The Economic Impact of Travel on Iowa Counties 2019*, 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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travel
■ federation
of iowa

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.