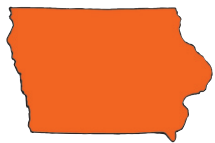


Fast Facts 2022

IOWA TOURISM



It begins with a visit!

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



THANK YOU



To say 2020 & 2021 brought challenges and changes to the travel and tourism industry is an understatement!

Thank you to Governor Kim Reynolds, the Iowa Legislature, Director Debi Durham and the Iowa Economic Development Authority for all the support and financial programs provided to our industry.



The 2020 visitor spending results have been significantly impacted by the pandemic. Business travel disappeared and both the limitations and restrictions to mobility, as well as economic disruptions, hit travel hard. But travel did happen in 2020 – it was just a lot different than previous years. Travel leaned towards auto trips, and the widespread decline of business travel made leisure travel of paramount importance to the tourism industry.

It All Begins with a Visit!



Research shows that **nearly 1/3 of new residents first visited** their communities **as tourists**.



During 2020 in Iowa, **visitors directly generated almost \$864 million in state and local taxes**, which is **equivalent to \$682 in tax savings** for every household.



The workforce crisis is a critical issue for our industry.

TFI is dedicated to bringing our industry together to collectively address this issue from all angles so we can continue to be the great place to work and thrive.



2020 Economic Impact of Travel on Iowa Counties



Visitor spending declined 29%; however, visitors to Iowa still spent \$4.6 billion in 2020, which generated \$7.3 billion in total business sales, including indirect and induced impacts.







Tourism in Iowa generated \$1.5 billion in tax revenues in 2020, with over \$864 million accruing to state and local governments.



A total of 60,218 jobs were sustained by visitors to Iowa in 2020. This included 41,655 direct and 18,563 indirect and induced jobs

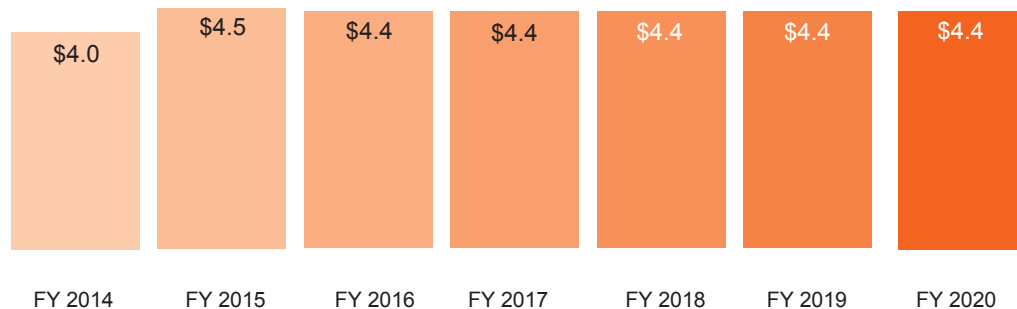
**Tourism is
a proven
economic
driver for
Iowa.**

Issues

-  **Our industry generated over \$864 million in tax revenues during a pandemic (2020) so investing in marketing will continue to increase the tax revenues while encouraging people to travel.** This is a prime time to market Iowa as a place to visit, seek employment or start a business. We are asking to increase funding to the Midwest Regional Average of \$20.4 million over the next few years. Currently we are **ranked #40 with 45 states reporting.** (Refer to page 7.)
-  **Continue to fund Enhance Iowa.** This supports communities large and small as they develop projects to add to Iowa's amenities.
-  **Support IWILL efforts to fund the Natural Resources and Outdoor Recreation Trust Fund.** Visitors and residents are spending more on outdoor recreation than ever before.
-  **Continue to monitor Iowa's School Start date to enable the tourism industry to generate revenue to pay for education.** (Refer to page 8 & 9.)

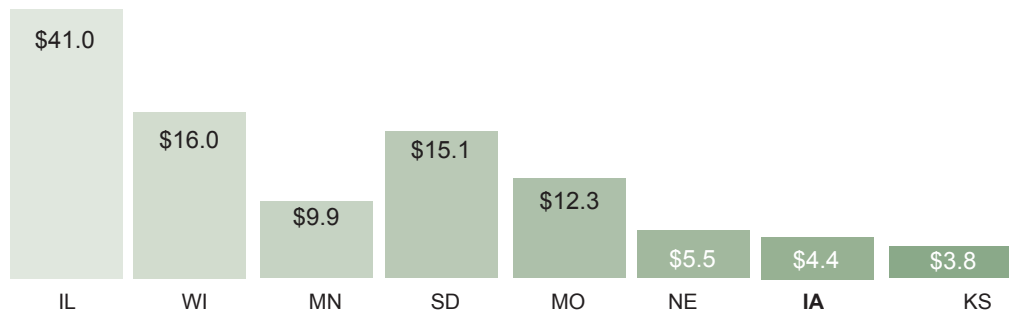
**Midwest
Regional
Average
\$20.4
MILLION**

Iowa Tourism Budget (Millions)



Source: *Tourism Economics, Economic Impact of Tourism in Iowa in 2020.10-21-21*

Midwestern State Tourism Budgets FY 20 (Millions)

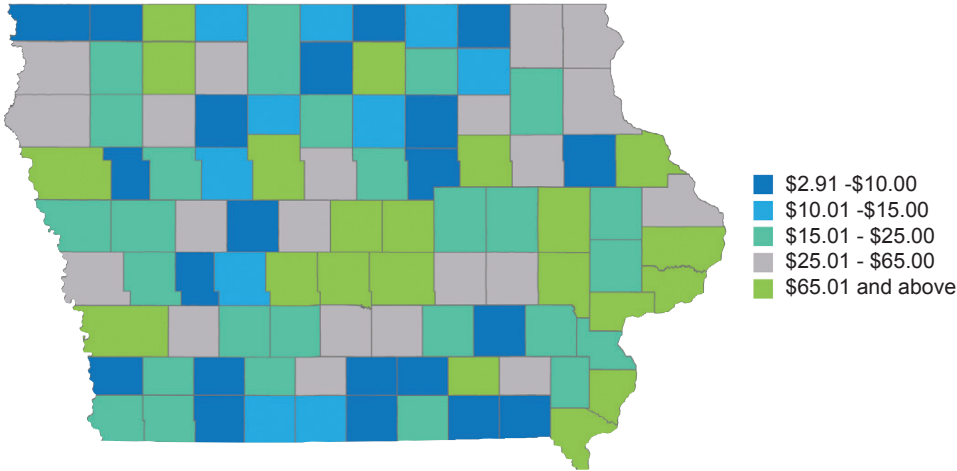


Source: *U.S. Travel Association, reporting states FY 2020*

**Iowa Ranks
#40
in the Nation
in Tourism Budget
out of 45 states
reporting**



Tourism Economic Impact by County (Millions)



In 2020, travel generated enough state and local sales tax revenue **to cover the average salaries of over 15,000 public school teachers in Iowa.**

Source: Tourism Economics, Economic Impact of Tourism in Iowa in 2020.10-21-21

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.

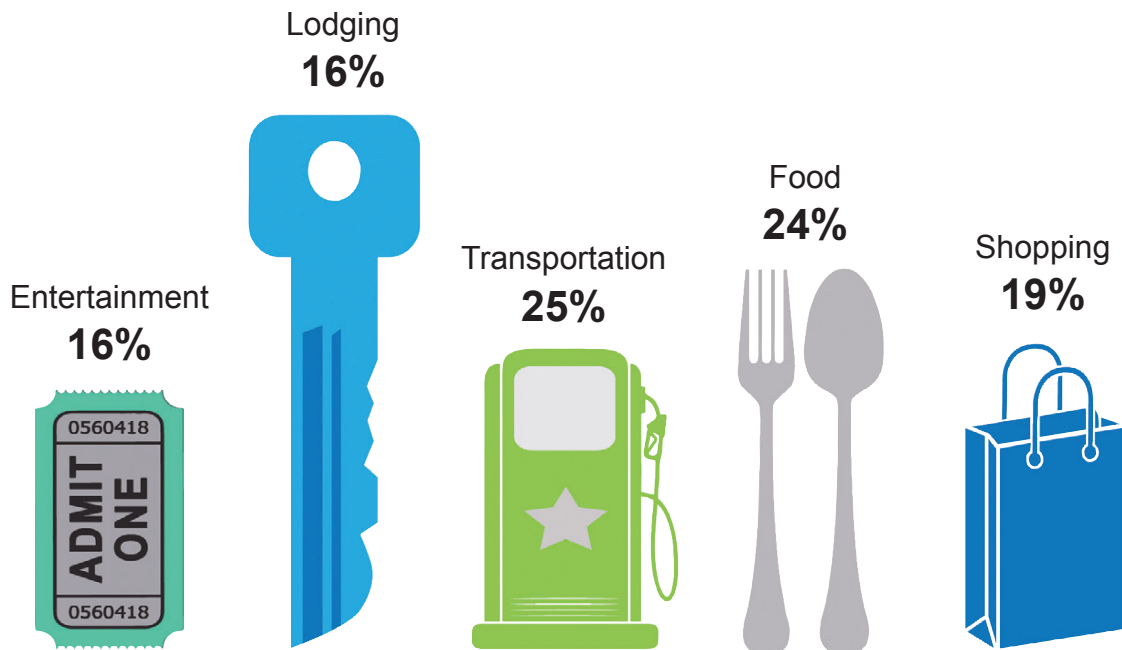
OKOBOJI CASE STUDY

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.

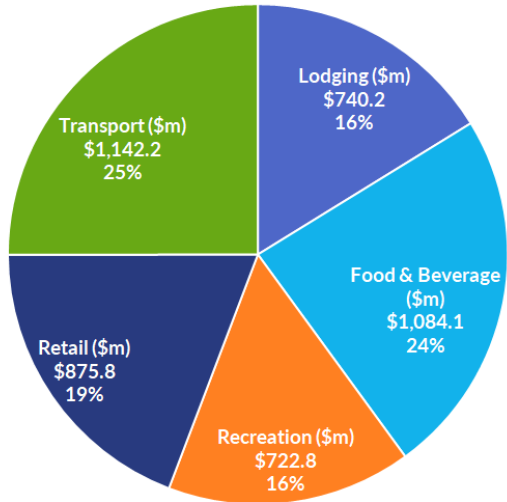
Source: The Economic Impact of Tourism on Iowa's Counties 2019, U.S. Travel Association; Department of Revenue, Hotel/Motel Tax Receipts; monthly traveler spending patterns.

\$401.31 Average Daily Spending Per Travel Party



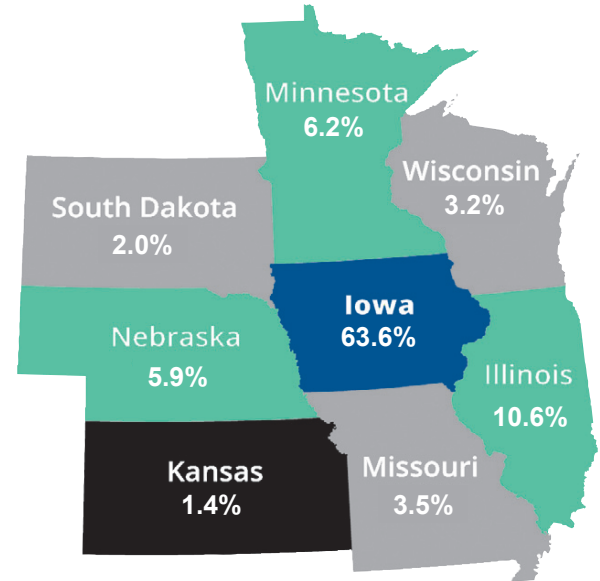
Source: 2019 Iowa Welcome Center Survey

Travel-Generated Expenditures (Millions)



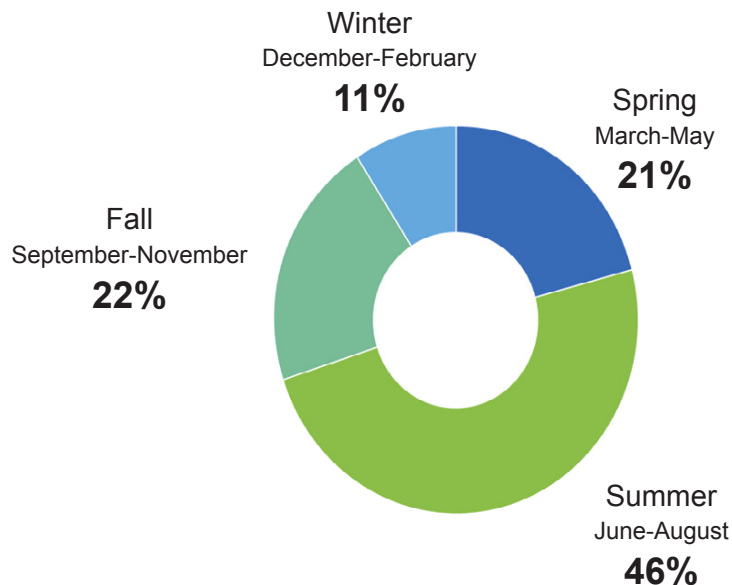
Source: Tourism Economics, Economic Impact of Tourism in Iowa in 2020.10-21-21

Travelers Places of Residence in Target Market



Source: Tourism Economics, Economic Impact of Tourism in Iowa in 2020.10-21-21

Travelers by Season in 2020



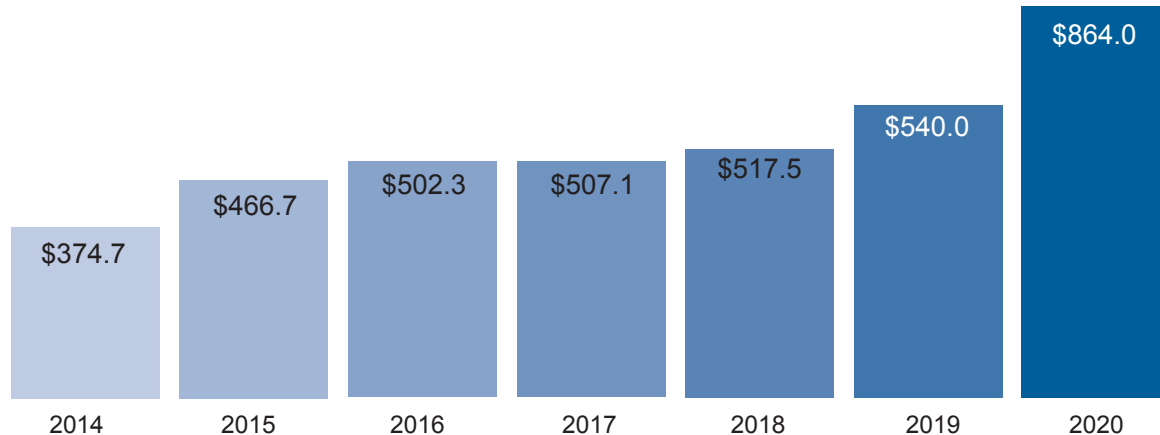
Tourism is one of the **top 10 employers** in **49 states** (including Iowa). In fact, travel and tourism is the **7th largest employer** in Iowa.

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

Source: Tourism Economics, Economic Impact of Tourism in Iowa in 2020.10-21-21

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

Travel-Generated Tax Receipts (Millions)



Source: *The Economic Impact of Travel on Iowa Counties 2019*, U.S. Travel Association and *Tourism Economics*, *Economic Impact of Tourism in Iowa 2020*, 10-21-21

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**.

Who's involved?

The Travel Federation of Iowa (TFI) is a statewide grassroots organization dedicated to growing Iowa's tourism industry for the past 26 years through advocacy and education. The TFI Board of Directors conduct the day-to-day business of the organization. TFI coordinates a District Leader Program.

For more information about how to become involved or become a District Leader, please contact:

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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.