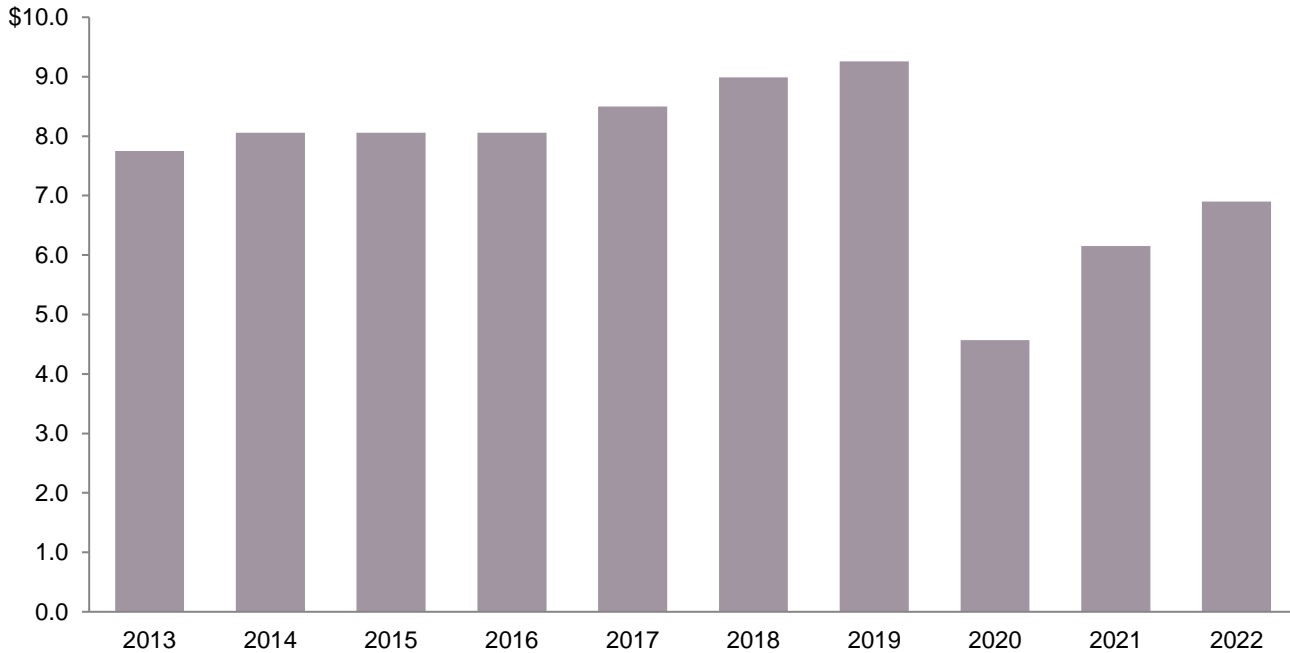


# Dollars Generated Through Tourism

(In billions)



Year	Requests for Travel Guides	Unique Visitors Total Sessions to traveliowa.com (1)	Annual Number of Travel Parties at Welcome Centers (2)	Annual Number of Visitors (in millions)	Calendar Year Travel Expenditures (in billions) (3)
2013	135,633	492,935	162,354	N/A	\$ 7.75
2014	85,556	696,393	142,642	N/A	8.06
2015	101,627	960,077	148,273	N/A	8.06
2016	98,505	1,184,906	142,265	N/A	8.06
2017	96,213	1,413,523	128,608	N/A	8.50
2018	84,720	1,457,149	116,457	N/A	8.99
2019	63,156	1,388,788	104,564	N/A	9.26
2020	65,538	1,732,792	33,586	N/A	4.57
2021	71,043	1,605,340	74,772	N/A	6.15
2022	100,000	1,948,000	N/A	39.7	6.90

**Notes:**

- 1) According to Google Analytics.
- 2) Beginning in 2022, welcome center visitation data is no longer available due to the closure of State-run welcome centers and data reporting differences between partner welcome centers.
- 3) Represents travel expenditures by foreign and domestic travelers to Iowa who stayed in overnight accommodations or those who came from a distance greater than 50 miles and deviated from their normal routine. Beginning in 2020, Tourism Economics provided the amount of dollars generated through tourism. Previously, the amount of dollars generated through tourism was provided by the Travel Industry Association in Washington, D.C.