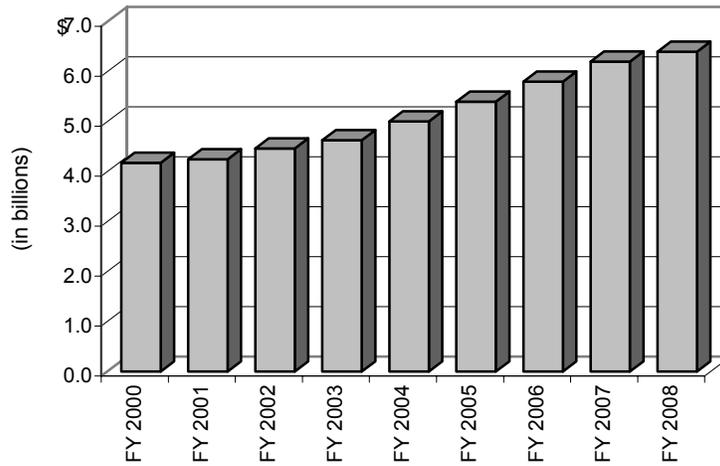


TOURISM REVENUE IN IOWA



- Recent market research indicates that tourists are taking shorter, more frequent trips, traveling closer to home, and looking for value when they travel.
- Packet requests declined by 12.0% in 2008 due to more tourists getting their information from the tourism website, www.traveliowa.com.
- During 2008, the website hosted 435,054 unique user sessions, an 18% increase over FY 2007.
- During 2008, 192,018 travel parties visited Iowa Welcome Centers, a decrease of 5.0%.
- Estimated dollars generated by tourism continued to increase, reaching \$6.4 billion in CY 2008.

Year	Fiscal Year Inquiries Received	Calendar Year Annual Number of Travel Parties at the Welcome Centers	Calendar Year Dollars Generated Through Tourism (in billions)
2000	450,201	300,589	\$ 4.3
2001	381,658	277,887	4.2
2002	283,226	263,325	4.5
2003	178,947	264,554	4.6
2004	192,507	257,353	5.0
2005	182,683	224,837	5.4
2006	166,161	217,678	5.8
2007	197,625	206,730	6.2
2008	168,629	192,018	6.4

Notes:

- 1) Dollars generated through tourism were provided by the Travel Industry Association, Washington, D.C., and represent expenditures by U.S. residents traveling in Iowa.
- 2) The Victor and Waukee Welcome Centers were permanently closed in 2000. Amana and Amana I-80 Welcome Centers closed in 2005.

Source: Department of Economic Development

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