

Dollars Generated Through Tourism

(In Billions)



Year	Requests for Travel Guides	Unique Visitors Total Sessions to traveliowa.com	Active Users Total Sessions to traveliowa.com	Annual Number of Travel Parties at Welcome Centers	Calendar Year Travel Expenditures (in Billions)
2015	101,627	960,077	N/A	148,273.0	\$ 8.06
2016	98,505	1,184,906	N/A	142,265.0	8.06
2017	96,213	1,413,523	N/A	128,608	8.50
2018	84,720	1,457,149	N/A	116,457.0	8.99
2019	63,156	1,388,788	N/A	104,564.0	9.26
2020	65,538	1,732,792	N/A	33,586	4.57
2021	71,043	1,605,340	N/A	74,772.0	6.15
2022	100,000	1,948,000	N/A	N/A	6.90
2023	100,000	N/A	1,700,000	N/A	7.30
2024	100,000	N/A	2,120,842	N/A	7.49

Notes:

- 1) Beginning in 2023, data on unique visitors is no longer available from 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 among partner welcome centers.
- 3) Travel expenditures include spending 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.