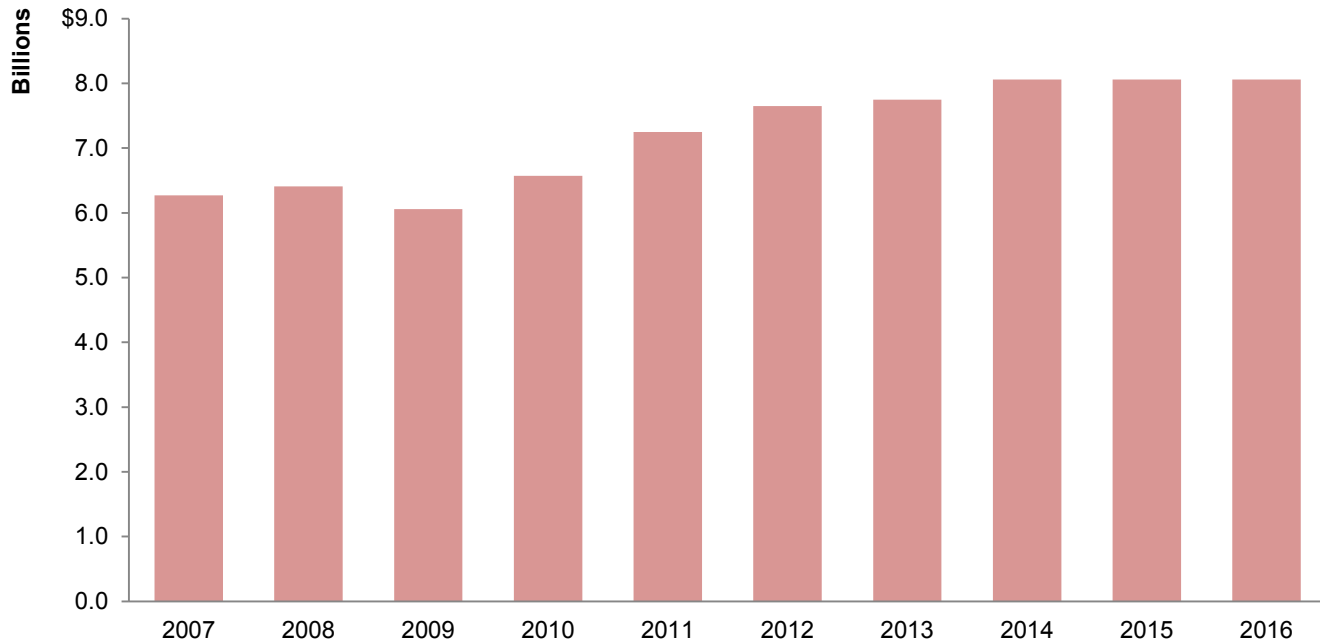


## Dollars Generated Through Tourism



| Year | Requests for Travel Guides (1) | Unique Visitors Total Sessions to traveliowa.com (2) | Annual Number of Travel Parties at the Welcome Centers | Calendar Year Travel Expenditures (in billions) (3) |
|------|--------------------------------|--|--|---|
| 2007 | 197,625                        | 268,777  | 206,730  | \$ 6.27   |
| 2008 | 168,629                        | 435,054  | 192,018  | 6.41  |
| 2009 | 162,628                        | 346,832  | 202,149  | 6.06  |
| 2010 | 126,262                        | 398,219  | 171,935  | 6.57  |
| 2011 | 91,694                         | 396,323  | 163,203  | 7.25  |
| 2012 | 118,700                        | 405,679  | 170,914  | 7.65  |
| 2013 | 135,633                        | 492,935  | 162,354  | 7.75  |
| 2014 | 85,556                         | 696,393  | 142,642  | 8.06  |
| 2015 | 101,627                        | 960,077  | 148,273  | 8.06  |
| 2016 | 98,505                         | 1,184,906  | 142,265  | 8.06  |

### Notes:

- 1) Beginning in 2011, the Tourism Office no longer has a presence at the State Fair distributing travel guides, and requests for travel guides in advance of publication were handled differently.
- 2) Google Analytics beginning with 2013 metrics.
- 3) Dollars generated through tourism were provided by the Travel Industry Association in Washington, D.C., and represent expenditures by U.S. residents traveling in Iowa.