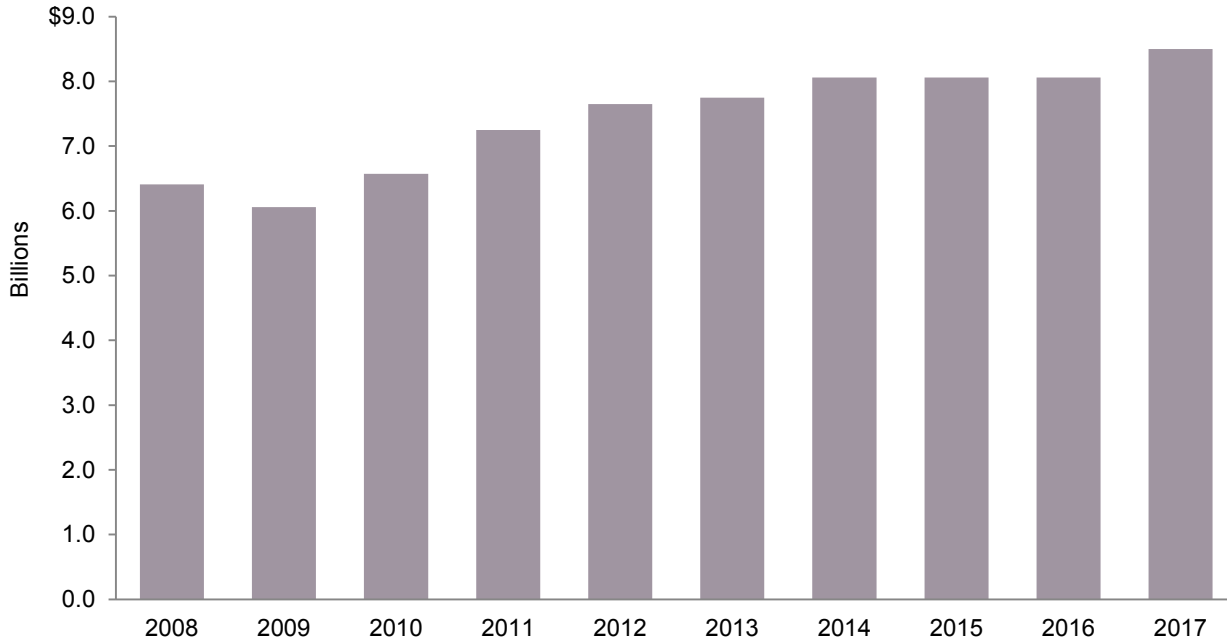


Dollars Generated Through Tourism



Year	Requests for Travel Guides (1)	Unique Visitors Total Sessions to traveliowa.com (2)	Annual Number of Travel Parties at Welcome Centers	Calendar Year Travel Expenditures (in billions) (3)
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
2017	96,213	1,413,523	128,608	8.50

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 are handled differently.
- 2) According to Google Analytics, beginning with 2013 metrics.
- 3) Amount of 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.