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STATE OF IOWA
 LEGISLATIVE FISCAL BUREAU

MEMORANDUM

TO: Economic Development Appropriations Subcommittee
 FROM: Dwayne Ferguson and Alice Wisner
 DATE: February 7, 2001
 RE: Advertising Return On Investment Update

The following table is an update of the information provided to the Subcommittee in previous years.

Department of Economic Development Tourism Survey Comparisons						
	1994	1996	1997	1998	1999	2000
Total Persons Requesting Travel Packets	182,818	113,705	96,139	90,437	94,617	93,377
Percentage Reporting a Trip to Iowa	48.2%	58.4%	61.5%	63.3%	58.6%	62.5%
Total Reporting Trips to Iowa	88,118	66,404	59,125	57,247	55,446	58,386
Percentage Reporting Travel Packet Impacted Decision	34.3%	64.9%	61.5%	59.3%	80.8%	82.2%
Number Affected by Ad Campaign	30,225	43,096	36,362	33,947	44,800	47,993
Average Number of Trips Reported	1.6	2.0	2.4	2.1	2.3	2.3
Average Reported Expenditure Per Trip	\$ 391	\$ 362	\$ 275	\$ 291	\$ 387	\$ 227
Direct Travel Impact (in millions)	\$ 18.9	\$ 31.2	\$ 24.0	\$ 20.7	\$ 39.9	\$ 24.9
State/Local Tax Revenues Per Dollar Spent	\$ 0.073	\$ 0.073	\$ 0.077	\$ 0.078	\$ 0.078	\$ 0.078
State/Local Tax Revenues (in millions)	\$ 1.4	\$ 2.3	\$ 1.8	\$ 1.6	\$ 3.1	\$ 1.9
Cost of Advertising (in millions)	\$ 1.2	\$ 1.3	\$ 1.0	\$ 1.0	\$ 1.3	\$ 1.1
Avg. Return on Investment to State Economy	\$ 15.76	\$ 24.00	\$ 23.08	\$ 20.24	\$ 31.65	\$ 22.81
Avg. Return on Investment to Taxpayer	\$ 1.15	\$ 1.75	\$ 1.78	\$ 1.58	\$ 2.47	\$ 1.78