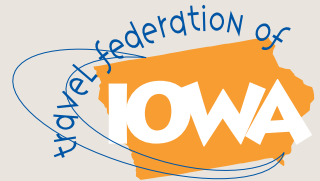


fast facts 2012



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TOURISM
works





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tourism **IN IOWA**

is about more than places to visit; it's jobs, economic growth, quality of life, and revenue generation. **It's about investing in Iowa's future.**

Iowa's tourism and travel industry asks for your support and investment, and in turn we offer revenue for the state of Iowa. Tax dollars are generated for roads, schools and community development.

Tourism is a proven economic driver for Iowa, generating more than \$6 billion in revenue and over 62,000 jobs.

Tourism works for Iowa. Its economic impact is tremendous and reaches all 99 counties. Tourism imports tax payers so locals don't have to pay as many taxes, plus tourism jobs never get exported.

This publication is produced by the Travel Federation of Iowa and is offered as a resource to the General Assembly of Iowa, Iowa's Executive Branch, and for all Iowans to understand the significance and positive impact of the tourism industry to Iowa's economy and quality of life.

Sources for various statistics contained in the booklet are noted throughout and understood to be correct at the time of the January 2012 printing.



INVEST in tourism marketing with a \$5 million appropriation.

Adding to the tourism marketing budget will:

- Increase state general fund revenues.
- Leverage private investment to expand into new markets, including out-of-state.
- Create jobs.



SUPPORT outdoor recreation by increasing funding for state parks, trail development and CAT grants.

Doing this will:

- Improve the quality of life in Iowa.
- Help recruit and retain businesses.
- Keep Iowans healthy and active.
- Help Iowa become the "Healthiest State."



ENFORCE Iowa's current school start date.

- Tourism does not compete with education – it helps pay for it.
- Millions in state sales tax revenue are lost each day school starts early – including the local option sales tax for schools.

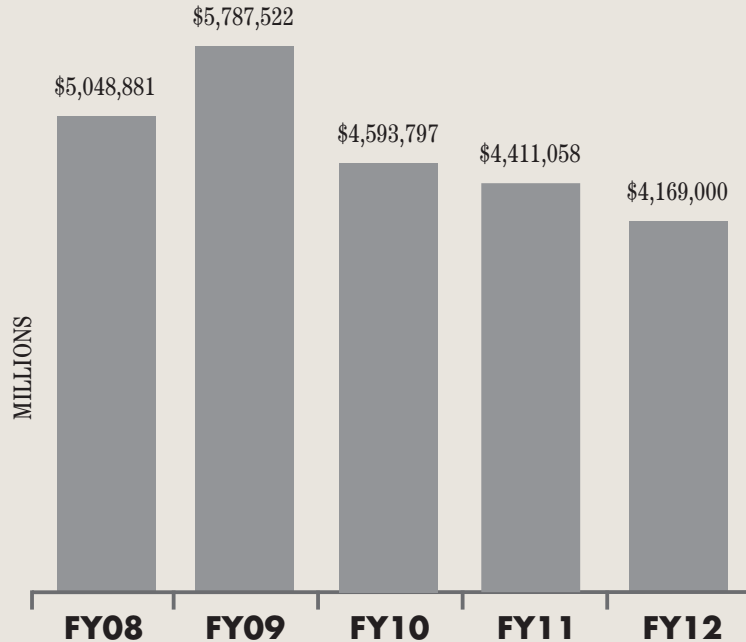


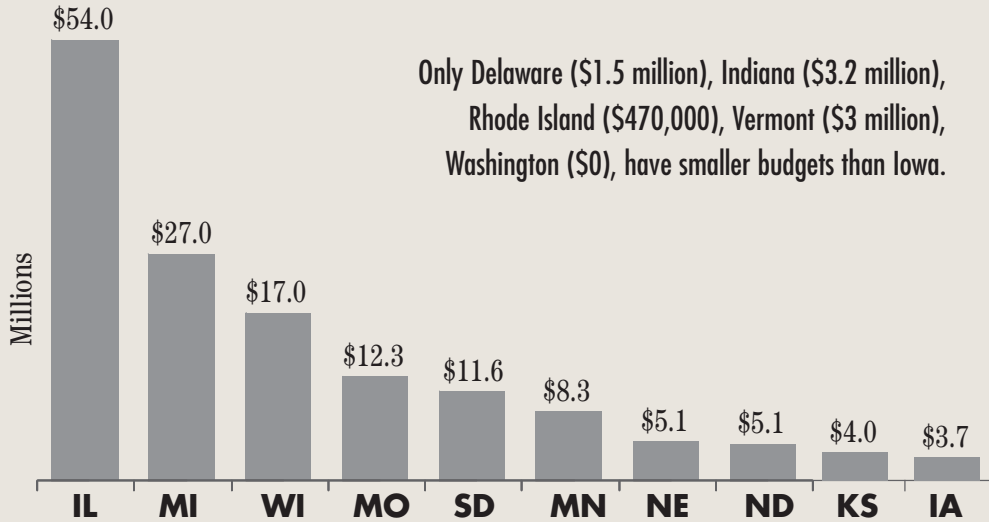
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IOWA

*tourism
budget*

Source: Iowa Economic Development
Authority, Tourism Office,
Public and Private Funds Combined





Only Delaware (\$1.5 million), Indiana (\$3.2 million), Rhode Island (\$470,000), Vermont (\$3 million), Washington (\$0), have smaller budgets than Iowa.

Iowa Ranks #45 in the Nation
Midwest Regional Average = \$14.8

2011-2012 MIDWESTERN STATES *tourism budget*

Source: U.S. Travel Association,
Public Funds Only



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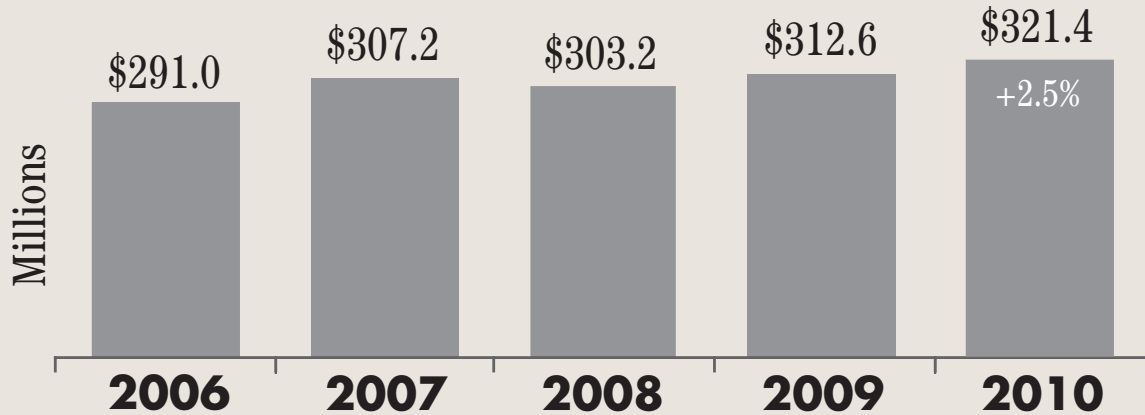
travelers **PAY TAXES SO**
Iowans **DON'T HAVE TO**

Traveler spending impacts every county in Iowa.

Travelers in Iowa spend an estimated **\$18 million a day.**

In 2010, travel generated enough state and local sales tax revenue to **pay the entire salaries** of all of the firefighters, police officers and sheriffs in Iowa.

TRAVEL GENERATED STATE TAX *receipts* IN IOWA 2006-2010



Source: U.S. Travel Association



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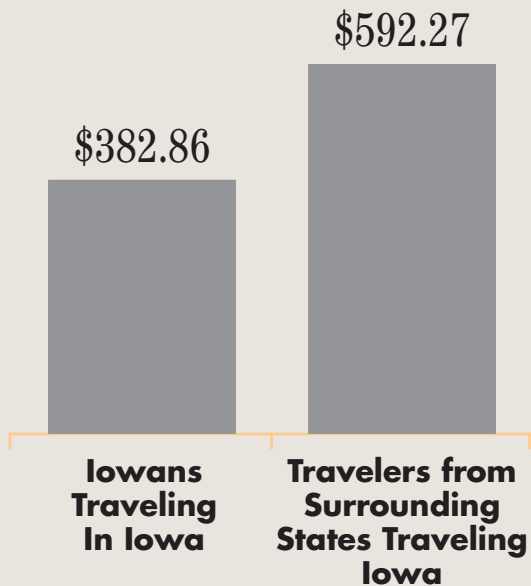
Tourism is a proven economic driver for Iowa, generating more than \$6 billion in spending and over 62,000 jobs.

2010 ECONOMIC *impact* OF TRAVEL ON IOWA COUNTIES

- \$6.6 billion in domestic traveler spending
- 62,020 travel related jobs
- Payroll of \$1.08 billion
- State tax receipts of \$321.4 million

Source: The Economic Impact of Travel on Iowa Counties 2010, U.S. Travel Association

AVERAGE *spending* **PER TRIP**



Investing in promoting Iowa to out-of-state travelers reaps great returns because these travelers pump new money into Iowa's economy and spend more when traveling to our state.

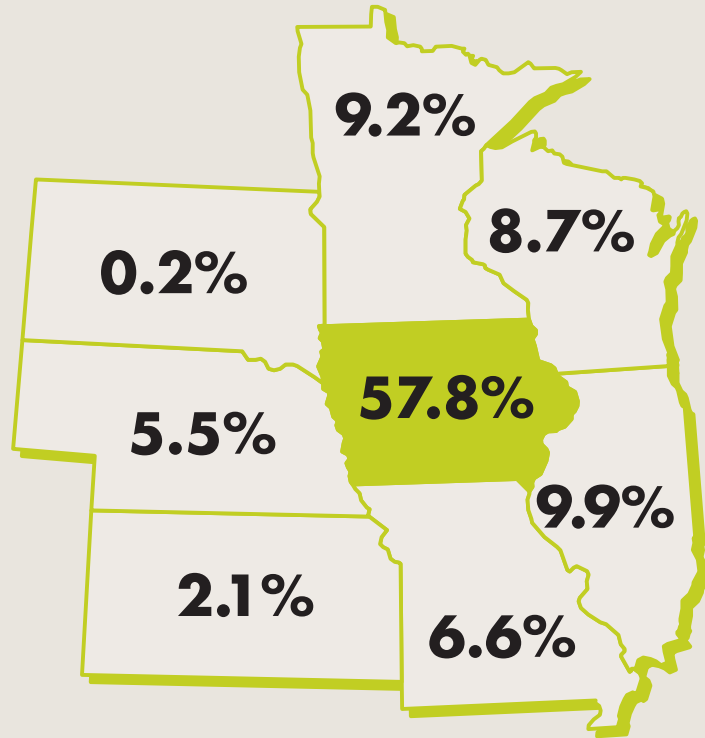
Source: 2011 Marketing Follow-up Survey, January through August, Iowa Economic Development Authority, Tourism Office

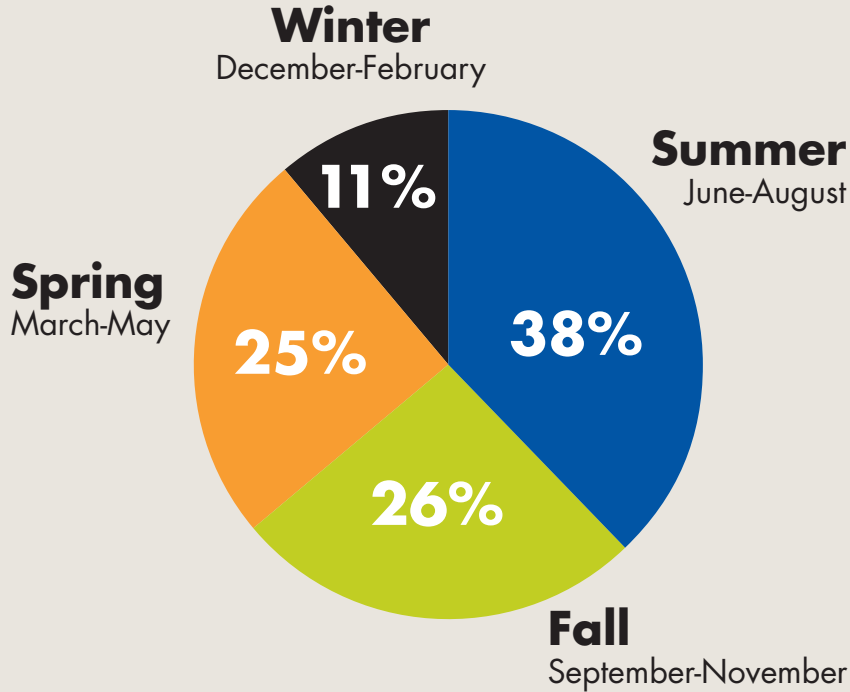
TRAVELERS VISITING IOWA STATE OF *origin*

Due to limited budget, the Iowa Tourism Office does the majority of out-of-state marketing in Minnesota, Wisconsin and Illinois.

Iowa is outspent for market share with states that have much larger budgets.

Source: 2011 Marketing Follow-up Survey, Iowa Economic Development Authority, Tourism Office





IOWA TRAVELERS BY *season*

Source: Iowa Travel Barometer,
Iowa Economic Development
Authority, Tourism Office

TOURISM works

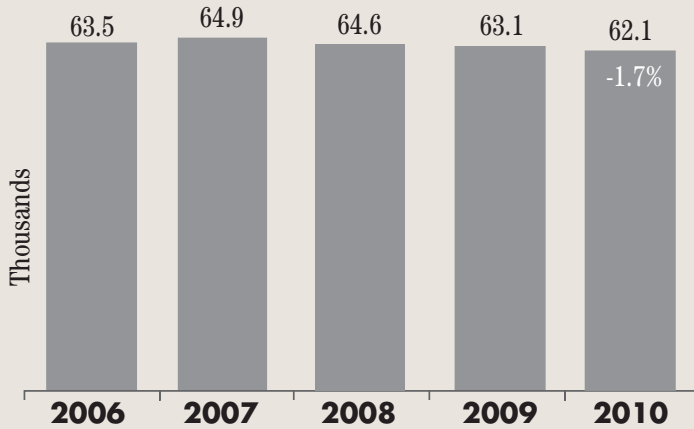
Tourism is one of the **top 10 employers** in 49 states (including Iowa). In fact, travel and tourism is the 8th largest employer in Iowa.

On average, every \$105,906 spent by domestic travelers in Iowa **directly supports** one job.

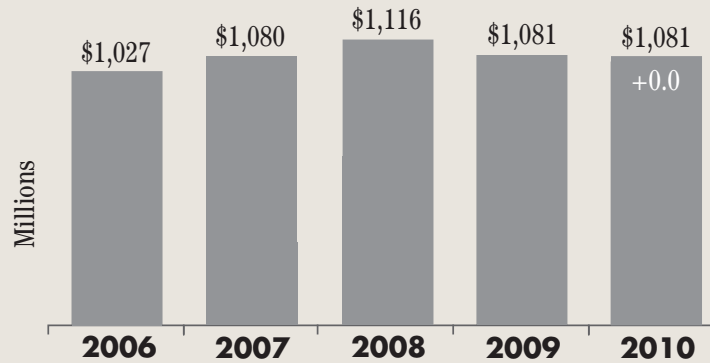
Tourism **fuels Iowa's economy**, creates jobs in all 99 counties and encourages local entrepreneurship.

Tourism jobs **cannot be outsourced** and tourism jobs never get exported.

TRAVEL-GENERATED *employment* IN IOWA



TRAVEL-GENERATED *payroll* IN IOWA



The Travel Federation of Iowa is a statewide grassroots organization dedicated to growing Iowa's tourism industry through advocacy and education. The Travel Federation of Iowa consists of the members of Iowa's three tourism regions. Each Tourism Region (Western, Central, and Eastern) appoints their Executive Director and four representatives from the tourism region membership to serve on the TFI Board of Directors. The TFI Board of Directors conducts the day-to-day business of the organization.

For more information about how to become involved, please contact one of the regional tourism offices:

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