

Iowa's Tourism Industry is Part of Iowa's Budget Solution:

Iowa Tourism = Jobs

Iowa Tourism Generates Local and State Tax Revenue

How Many Jobs?

Iowa Workforce Development reports that 135,000 Iowans were employed in the Leisure and Hospitality Industry accounting for 8.9% of Iowa's non-farm employment in 2008.** The Iowa Tourism Industry generates \$1.1 billion in wages and benefits.*

Growth in Local and State Tax Revenue

The Iowa tourism industry has grown state & local tax revenues by 12.9% between 2004 and 2008. (From \$348,740,000 to \$393,770,000)*

What we do

Our mission is to market to travelers to convince them to choose the state of Iowa for their vacations, meetings, conventions, and group tours.

In 2008 alone, direct spending by travelers to Iowa generated \$6.4 billion.

\$2,613.9 Million in Auto Transportation
\$1,242.9 Million in Food & Beverages
\$ 749.6 Million in Entertainment
\$ 717.6 Million in Public Transportation
\$ 621.5 Million in Lodging
\$ 461.3 Million in Retail
\$6.4 Billion*

Tax Savings Per Iowa Household

In 2008, visitors generated a total of \$394 million in state and local tax receipts. Due to the major tax revenues generated by the tourism industry in 2008, each one of our 1,215,351 households benefits with \$324 in tax savings. Put another way, if not for the tourism industry, each household would have to pay \$324 in additional taxes to maintain the current level of state services.***

We Are A Solution

The tourism industry does not compete with vital programs, it helps pay for them. In 2008, tourism in Iowa generated \$6.4 billion in tourism related expenditures and \$394 million in tax revenue helping to support education and social welfare programs.

What are we asking for?

The Iowa Tourism Office budget has already taken a 22% cut (\$5,092,139 in FY '09 down to \$3,947,515 in FY '10). Prior to the most recent cuts, Iowa fell far short of the Midwest regional average of \$10 million for state tourism budgets. In tough economic times the industry understands an increase is unlikely. However, maintaining the current budget will allow Iowa's tourism industry to contribute to our state's economy by generating revenue through tourism expenditures, sales tax receipts and jobs.

The Travel Federation of Iowa (TFI) is a statewide, grassroots organization whose mission is to advance the Iowa Tourism industry. Visit: www.TravelFederationOfIowa.org

*The 2010 Priorities were obtained from a survey completed by Iowa Tourism Professionals.
1) Build the Tourism Budget, 2) Save our Summers, 3) Fund our Attractions*

* U.S. Travel Association, "The Economic Impact of Travel of Iowa Counties 2004 & 2008

** Iowa Workforce Development, 2008 Iowa Non-farm Employment, 1,522,200 people

*** Iowa Quick Facts—State Data Center, Number of Households in 2008—1,215,351

