

Let's Talk Tourism

What Iowa Could Do With Additional Marketing Dollars

Tourism Industry Impact

- \$6.3 billion industry
- Revenue generating industry contributing \$303 million in state tax receipts
- Travel expenditures impact all 99 counties

Tourism Total Budget

- \$5.0 million for FY09
- Iowa's tourism budget ranks 45th among all states (FY08)
- Average Midwest regional tourism budget is \$10.2 million. Iowa's current tourism budget of \$5 million is just half of the Midwest regional average. *(Midwest regional average includes tourism office budgets from Kansas, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin. Illinois is not factored in the average because their budget at \$50.4 million is much greater compared to other Midwest states.)*

Current Tourism Advertising

- Budget allows for advertising in print publications (magazines and newspapers) and television in the Chicago and Minneapolis markets
- Iowa partners with the tourism industry through cooperative advertising. The industry invests over \$450,000 annually through cooperative advertising.

Additional \$5 Million In Marketing Funds

- Broadcast and Cable TV in three - four markets (\$2,730,000)
- Radio spots (\$825,000)
- Outdoor ads (\$400,000)
- Additional consumer magazines (\$350,000)
- Local Media and Travel Web Sites (\$305,000)
- Link on Mapquest Search (\$100,000)
- Newspaper Insert (\$140,000)
- More grant programs for individual communities or attractions to advertise (\$150,000)

Tourism Markets

Iowa, Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin

Target Audience

Primary Target: Women 25 - 49 with children living at home

Secondary Target: Adults 25+ traveling in the Midwest

Timing

Spring - Summer