

Travel Federation of Iowa



TOURISM works



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.**

Tourism works for Iowa. Its economic impact is tremendous, and reaches every county, every job sector, every child, every school and every household in the state.

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 generated for roads, schools and community development.

Tourism is a proven economic driver for Iowa, generating more than \$6 billion in revenue and 65,000 jobs. Iowa only invests \$3.6 million to promote Iowa tourism, despite solid statistics that demonstrate every \$1 invested in tourism marketing generates \$12 in state tax revenues.

If you double this investment, what would you do with that extra \$36 million in the state's general fund?



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Policy Priorities 2012

TOURISM works

Tourism generates more than \$6 billion in spending each year, and is responsible for more than \$300 million in state tax revenues. Tourism marketing is a smart investment and produces a quick economic benefit, **yet Iowa spends far less on tourism marketing than its neighbors and is 45th nationally in funding for tourism promotion.**

Tourism works for Iowa - it produces jobs, makes us healthier, contributes to our quality of life, and improves our state's bottom line. Iowa's tourism industry wants to help grow Iowa's economy. To do this, we ask the Iowa Legislature to:



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

Adding to the tourism marketing budget will:

- Increase state general fund revenues by more than \$20 million.
- Leverage private investment to expand into new markets.



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 & 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.

Tourism produces twice as many jobs as any other private sector industry, and is one of the top ten employers in 49 states (including Iowa). Tourism fuels Iowa's economy, creates jobs throughout our state, and encourages local entrepreneurship.

In 2010, travel generated enough state and local sales tax revenue to pay the entire salaries of all Iowa firefighters, police officers, and sheriffs. Put another way, revenues from travel in 2010 could pay the salaries of one-third of all Iowa elementary and middle school teachers.

Sources: US Travel & Bureau of Labor Statistics (Economic Impact of Travel on Iowa's Counties 2010)

Former State Representative Mike May

"Tourism rocks! It creates tens of thousands of full and part time jobs for Iowans, young and old, who need work like all Americans. We have invested literally billions of dollars in state and private summer vacation destinations these last twenty years and at the same time done nothing but insure that there is little time for families to enjoy those investment. If Iowa families can't travel together in the summer, they will travel during the winter to warmer climates. Iowa businesses can reap the benefit of the travel dollar or we can continue to export those dollars to other states. Which will it be?"

Mike Whalen, CEO, Heart of America Group

"Just one of my 137-bed hotels pays over \$1 million in state and local taxes each year. Yes, tourism is very important to Iowa."

Sue Armour, Executive Director, Visit Mason City

"Tourism is vital to Mason City and Iowa! Tourism strengthens the economy, supports jobs, enhances image, helps to compensate for services otherwise paid for by property taxes and more. For every \$1.00 invested by Visit Mason City to attract, retain and grow tourism, it is estimated the community received nearly \$26.00 return on investment in visitor spending. Plus, the quality of life is enriched - creating a better city and state for all of us to enjoy."

