

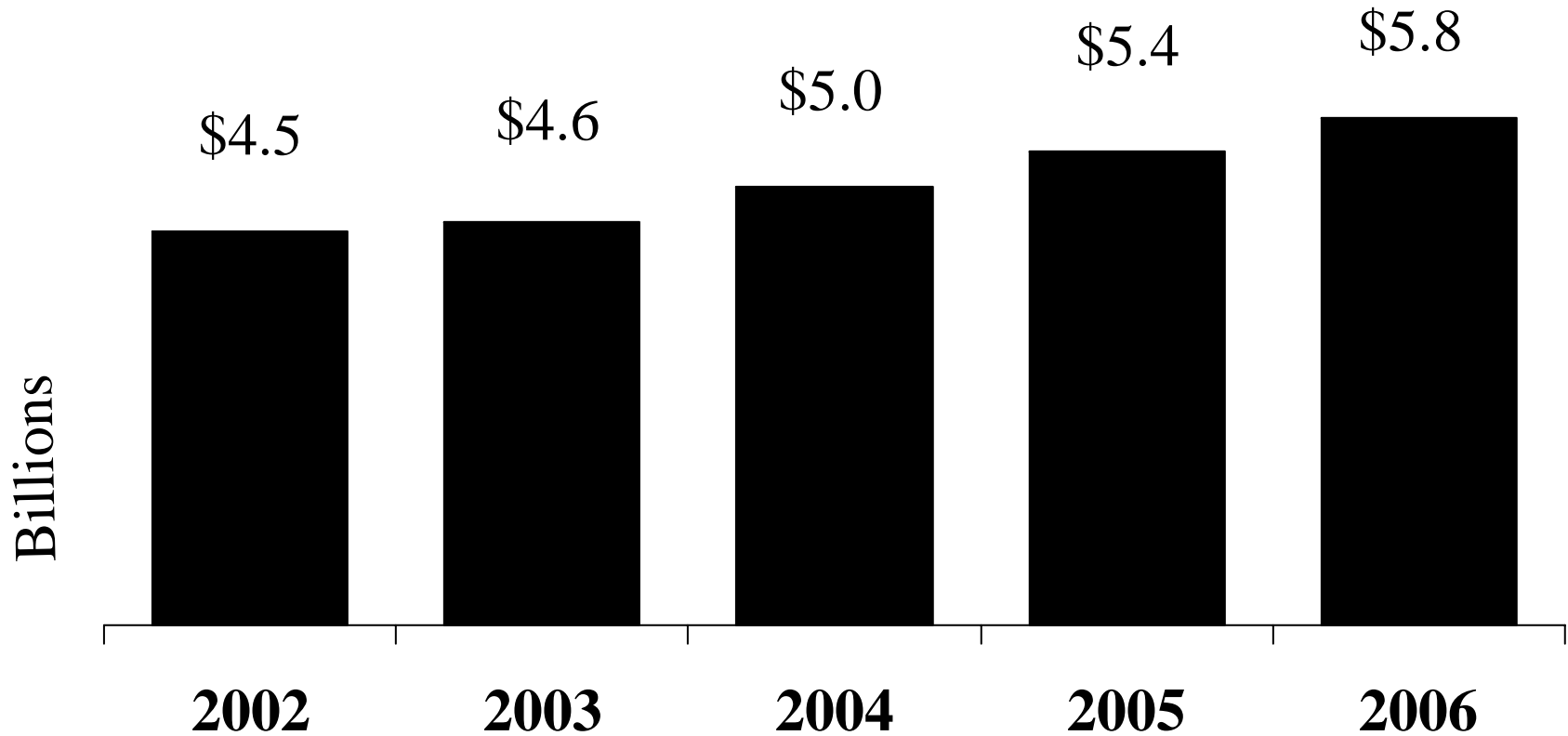
Iowa Tourism Results

As of October 1, 2007

Iowa Department of Economic Development
Tourism Office

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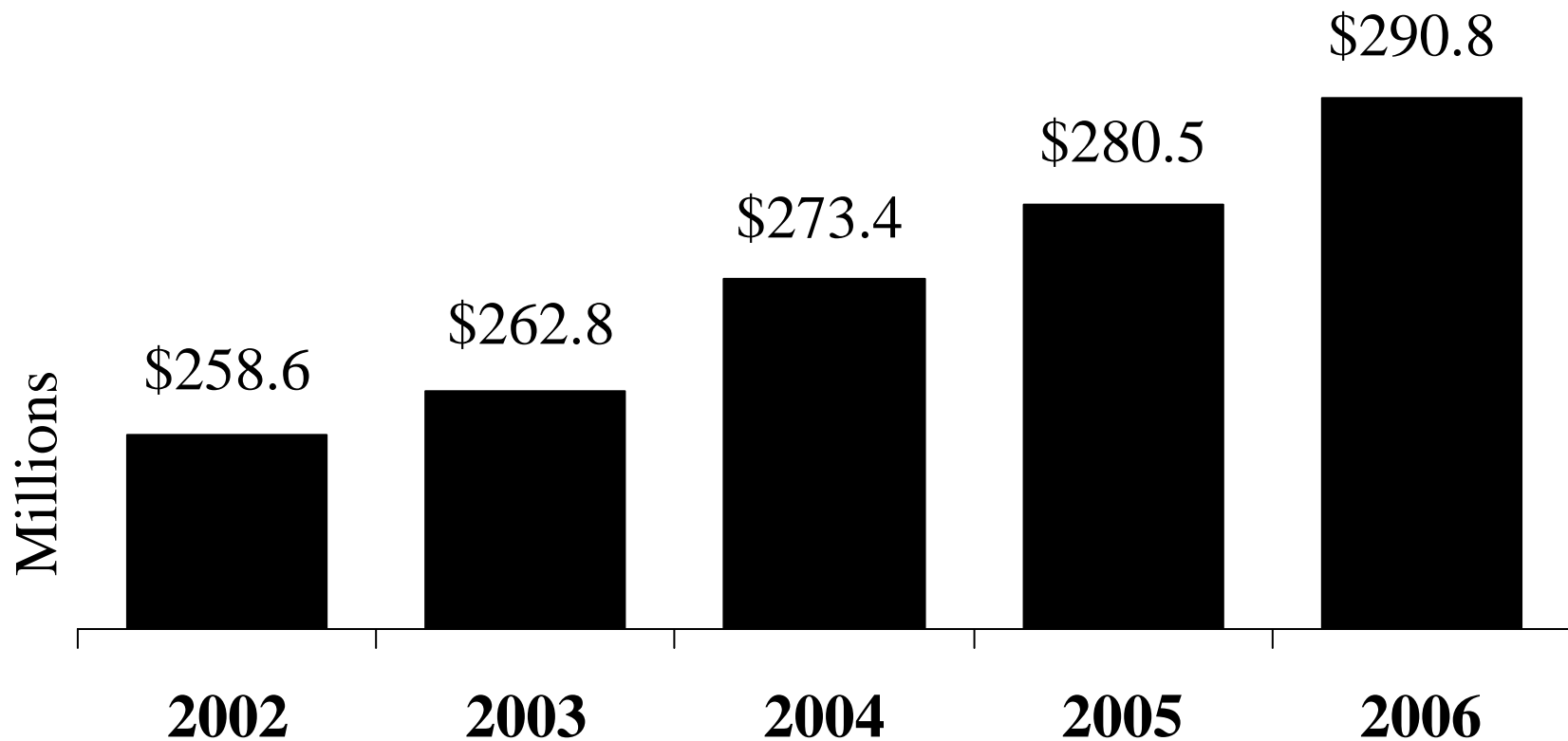
Tourism Generated Expenditures in Iowa 2002 - 2006



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Tourism Generated State Tax Receipts for Iowa 2002 - 2006



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Iowa Visitation

1.6% Increase from 2005 to 2006

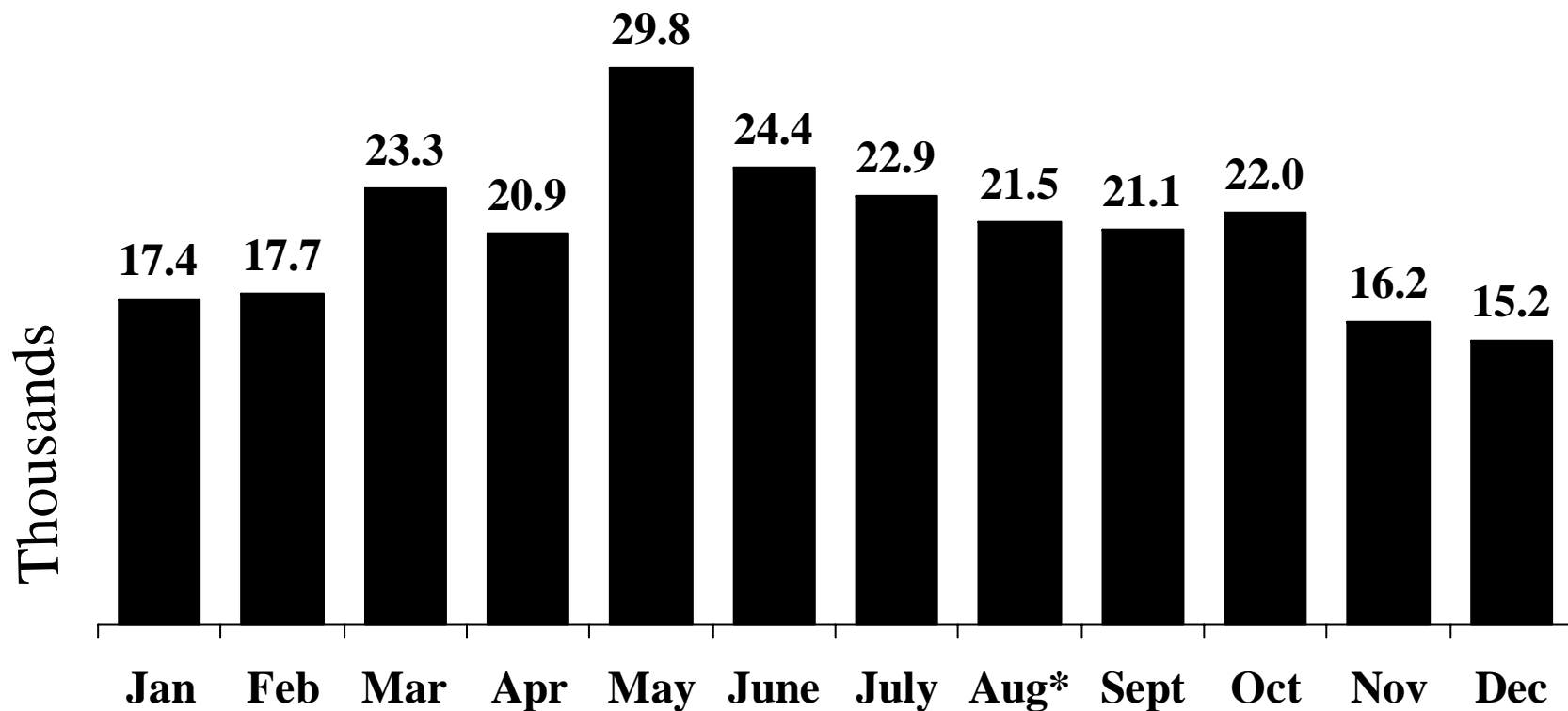
Total Person-Trips



TravelScope®/*DIRECTIONS*®

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Web Site Unique User Sessions 2006



Webstats.Iowa.gov

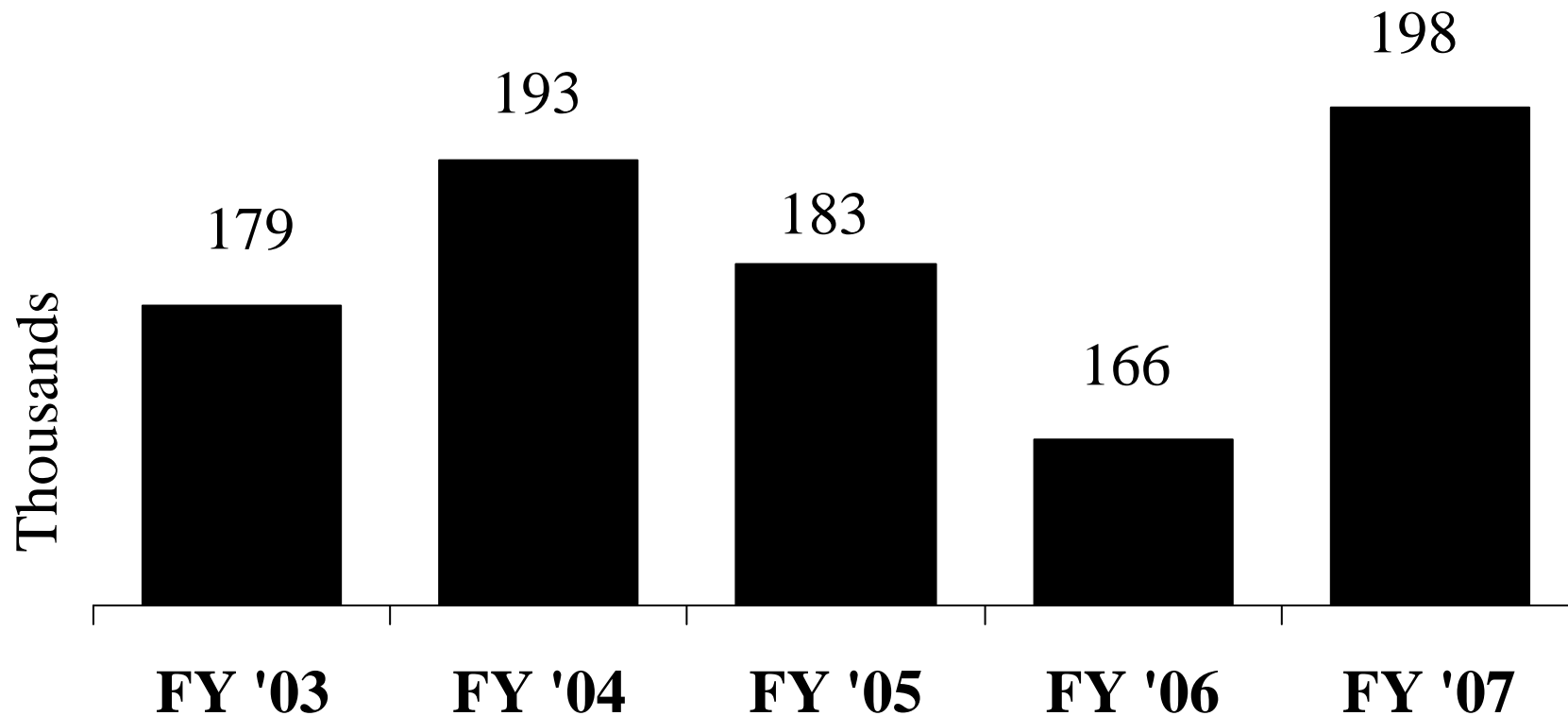
*Estimated for August

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Iowa Tourism Requests

FY 2003 - 2007

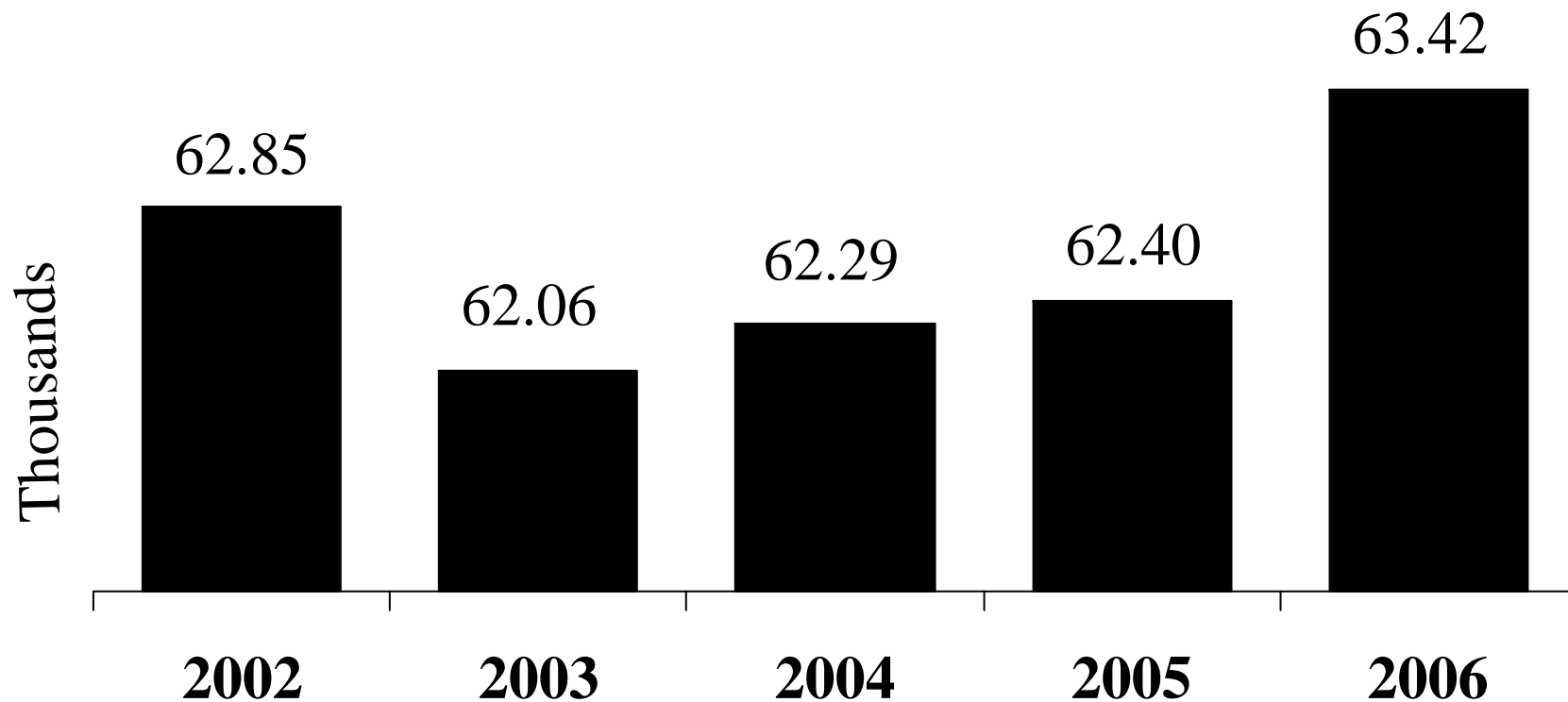
Fiscal Year: June - July



Iowa Department of Economic Development

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Tourism Employment in Iowa 2002 - 2006

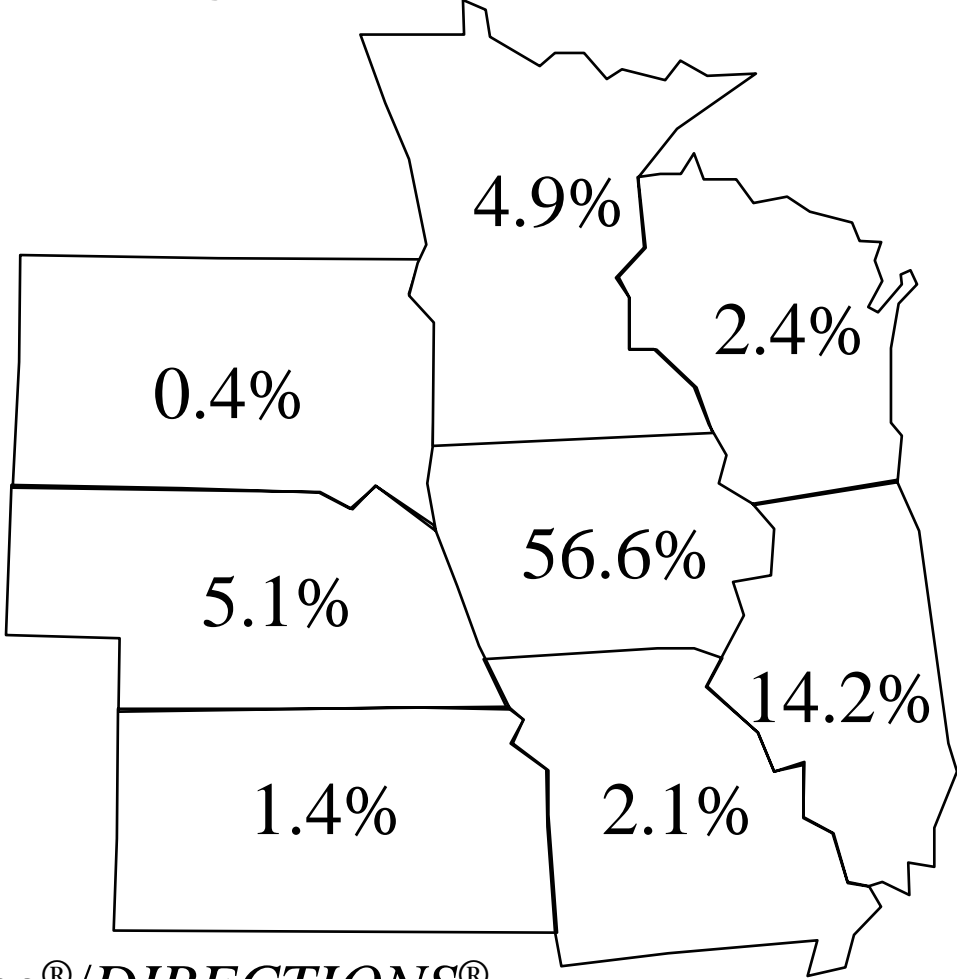


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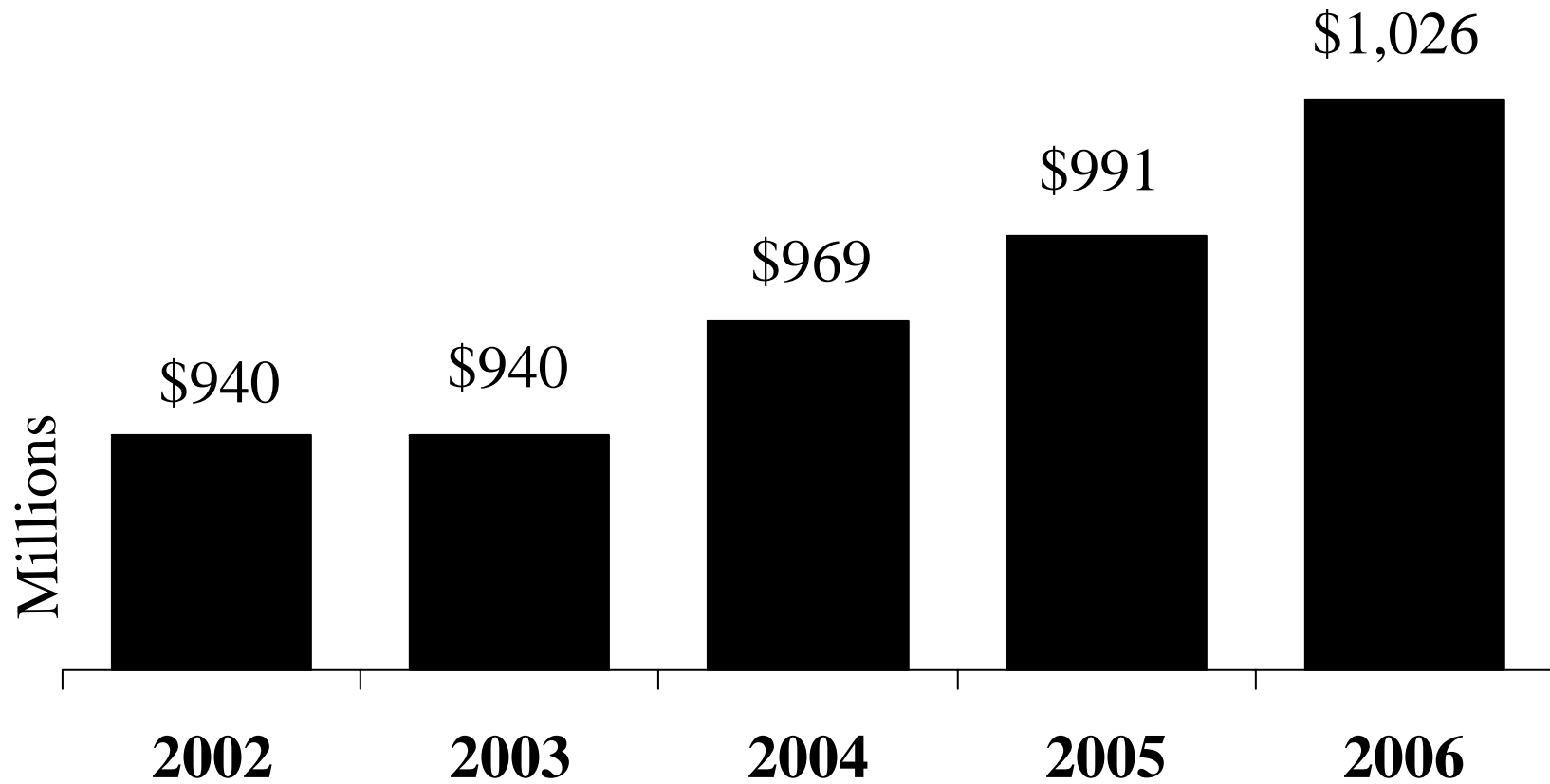
Iowa's Target Markets

Origin of Travelers - 2006



Tourism Generated Payroll

In Iowa 2002 - 2006

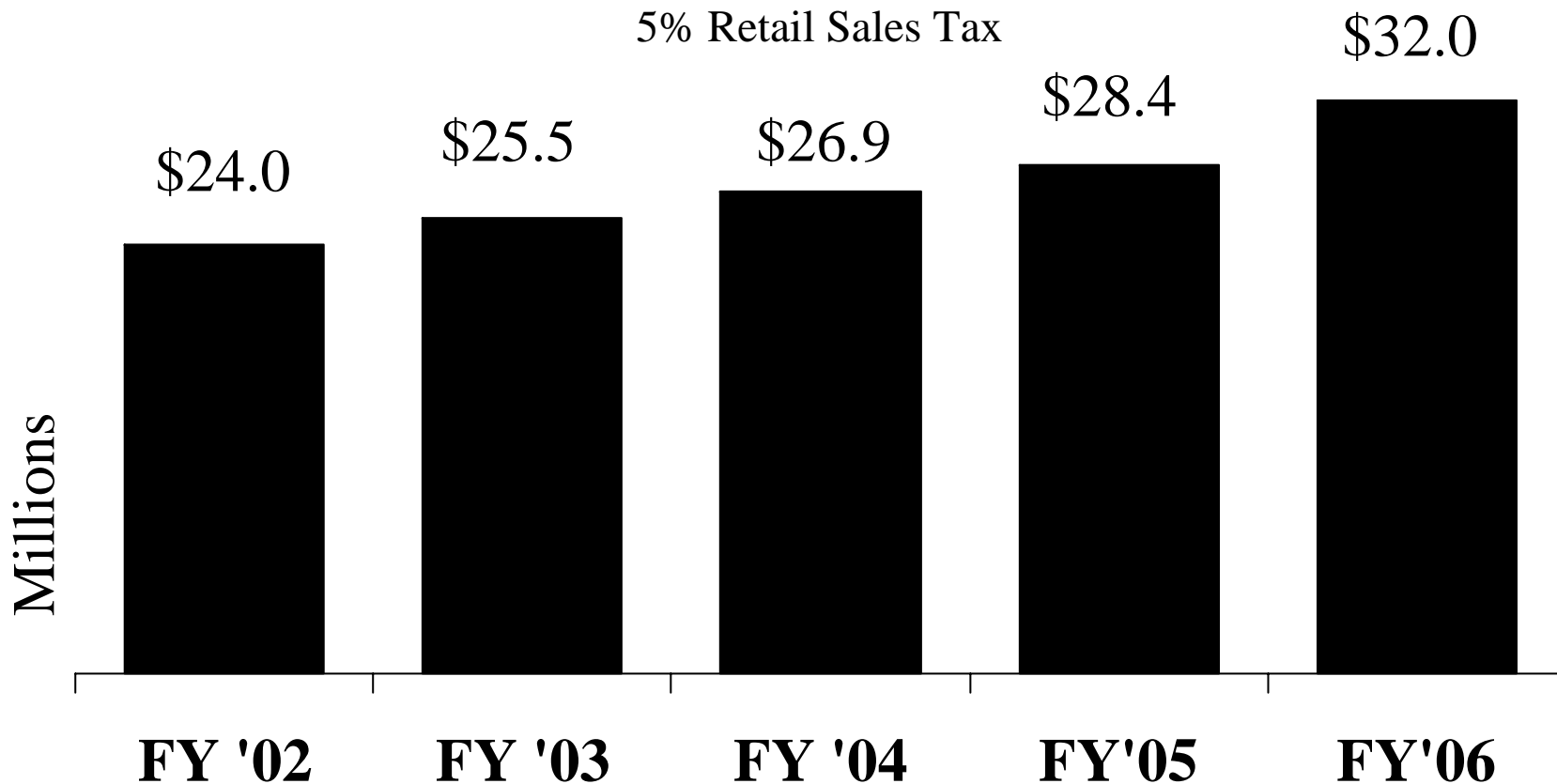


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Iowa Lodging Retail Sales Tax

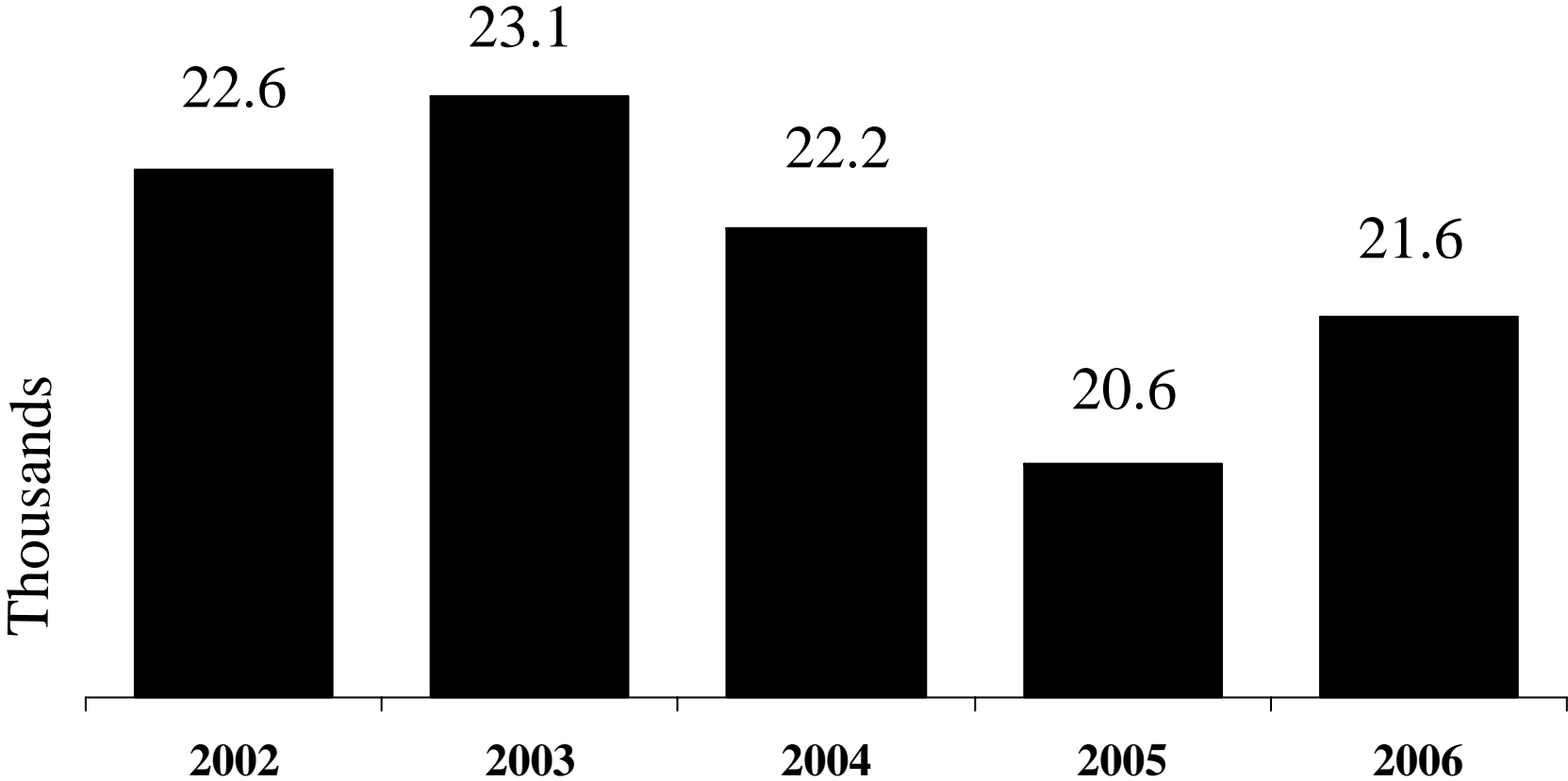
FY 2002 - 2006



Iowa Department of Revenue and Finance

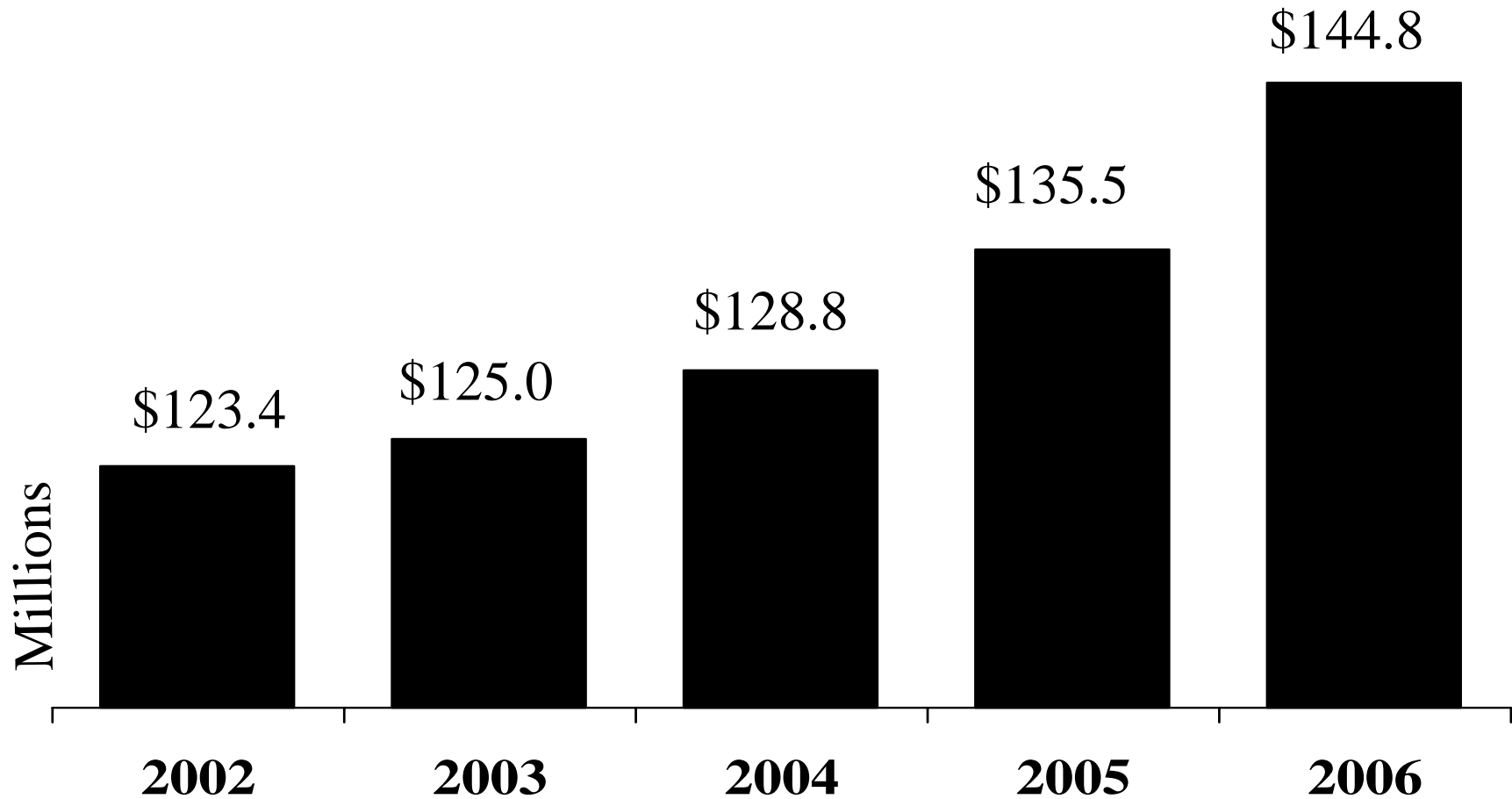
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Iowa Arts, Entertainment & Recreation Employment 2002 – 2006



Iowa Food & Beverage Services

Sales Taxes 2002 - 2006



Iowa Department of Revenue and Finance

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