



Jobs Talking Points

MAIN POINT

The travel industry is a viable industry in Iowa that grows the economy and generates money and jobs. Tourism fuels Iowa's economy, creates jobs throughout all 99 counties, and encourages local entrepreneurship.

SUPPORTING POINTS

1. Travel and tourism in Iowa employs over 62,000 people and generates a payroll of over \$1.08 billion.*
2. Travel is one of the top 10 employers in 49 states (including Iowa).*
3. Every \$105,906 spent by domestic travelers in Iowa directly supports one job.*
4. ALL tourism jobs are local; they cannot be outsourced to other states or countries.
5. Some legislators have an inaccurate perception that tourism is all low-paying jobs. It is important to remind them ALL industries have varying pay scales from entry-level to middle and higher level managers. *An example, the teller at the bank isn't paid the same wage as the loan officer or bank president but no one says the banking industry offers only low paying jobs; remind your legislator that it's the same with tourism.*
6. Tourism brings new money into local economies from visitors and makes cash registers ring in Main Streets across our state. Tourism supports all sizes of businesses from large to small and encourages local entrepreneurship.

TELLING YOUR LOCAL STORY

The tourism industry faces a challenge because people have a hard time putting their arms around tourism because we don't make something tangible. We are however, an industry that **"makes" money**, including new revenue from out-of-state visitors, but we do not make something that you can hold in your hands to show someone and say "this is tourism."

We also **"make" jobs** – a high priority for leaders of our state. You are encouraged to **Put a Face on Tourism** when talking with your legislators. Remind them about the taxes tourism businesses pay, along with the *people employed in tourism from your community/area – from managers, to park rangers to hotel owners, to others employed in the tourism industry in your area.*

Source:

* U.S. Travel Association