



Preliminary: Iowa Welcome Centers - 2019
Danish Windmill - Iowa Welcome Center Travelers

Conducted 219 surveys representing 14,077 individuals and 5,988 travel parties. Total 2019 attendance 52,760

Average Days in Iowa.....2.9
Average Days for Total Trip.....10.3
Average Number of Trips In Iowa.....2.3

Average Travel Party Size2.6

Extended the stay of travelers

Yes.....27.1%
 No72.9%

2 hours.....25.0%
 1/2 day16.1%
 1 day.....41.1%
 2 days.....10.7%
 3 days or more.....7.2%

Travel Parties: Adults/Children

Family (with children under 18)29.0%
 Adults (no children under 18)41.5%
 Individuals/Friends.....23.5%
 Business Individuals.....4.1%
 Group by Motor Coach.....1.8%

Average Daily Spending

Lodging..... \$129.7237%
 Entertainment..... \$47.2613%
 Transportation \$63.0918%
 Food..... \$63.8618%
 Shopping..... \$46.2113%
 Total..... \$350.14

Level of Education

Some High School1.8%
 High School Graduate8.3%
 Trade School or Some College28.0%
 Four Year College Degree.....34.9%
 Post College Degree27.1%

Annual Household Income

Less than \$20,000.....8.1%
 \$20,001 - \$50,000.....18.7%
 \$50,001 - \$100,000.....46.4%
 \$100,001 - \$150,00015.8%
 \$150,001 or more.....11.0%

Gender

Female70.8%
 Male29.2%

Trip Purpose

Vacation/Leisure.....55.2%
 Visit Friends/Relatives.....31.1%
 Other8.0%
 Business/Convention.....5.7%

Lodging

Hotel/Motel52.5%
 Friends/Family19.4%
 No Overnight in Iowa.....16.1%
 Camping/RV7.4%
 Airbnb/VRBO/Personal Vacation
 Rentals.....1.8%
 Bed & Breakfast.....1.8%
 Personal Vehicle/Parking Lot0.5%
 Resort/Cabins0.5%

Average Age of Visitor49.8

18-249.3%
 25-3419.4%
 35-449.7%
 45-5417.1%
 55-6420.4%
 65-7419.0%
 75+5.1%

Purpose For Stopping

Information31.5%
 Other28.8%
 Travel Break25.6%
 Shopping.....7.8%
 Restrooms5.0%
 Food/Beverage.....1.4%

What is your area of interest?

(Note: More than one answer could be selected.)

Arts, History & Culture.....82.2%
 Scenic/Nature55.3%
 Family Fun48.4%
 Outdoor Adventure45.7%
 Food & Drink.....45.2%
 Festivals/Events.....36.1%
 Shopping.....37.0%

State/Country of Origin

IA12.9%
 MN8.5%
 CO7.0%
 NE6.0%
 TX6.0%
 WI6.0%
 CA5.0%
 IL5.0%
 KS3.5%
 MO3.5%
 AZ2.5%
 MI2.5%
 NY2.5%
 OH2.5%
 PA2.5%
 OK2.0%
 UT2.0%
 GA1.5%
 MA1.5%
 NC1.5%
 OR1.5%
 TN1.5%
 VA1.5%
 WY1.5%
 DE1.0%
 FL1.0%
 ID1.0%
 LA1.0%
 MD1.0%
 NM1.0%
 WA1.0%
 WV1.0%
 AR0.5%
 KY0.5%
 ND0.5%
 NV0.5%

State/Country of Destination

IA39.5%
 NE.....14.8%
 CO6.7%
 CA4.3%
 WI4.3%
 SD3.3%
 IL2.9%
 WY2.9%
 IN.....2.4%
 KS.....2.4%
 OH2.4%
 MI1.9%
 AZ1.4%
 MN1.4%
 NY.....1.4%
 OR1.0%
 WA1.0%
 AK0.5%
 ID0.5%
 KY0.5%
 MA0.5%
 ME0.5%
 MO.....0.5%
 MT0.5%
 NJ0.5%
 OK0.5%
 PA0.5%
 RI0.5%
 TX0.5%
 UT0.5%
 Canada0.9%
 USA.....99.1%

Canada0.5%
 Denmark.....3.2%
 Germany1.4%
 Other
 Foreign.....2.8%
 USA92.2%

*Due to rounding totals may not equal 100.0%

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